

January 27, 2015

Net  
Gain  
2015

ONE DAY CONFERENCE

Fairmont Royal York  
Toronto, Ontario

# The Business of INSIGHTS

## Quotes to remember

Ray Poynter (Vision Critical):

“When I started in market research, one could conceivably learn everything in market research. Now it is only possible to learn a fraction of current research methodologies.”

Dan Foreman (ESOMAR):

“The horse has already bolted. The scary part is that most of this Iron-man like technology already exists, it’s just not been packaged together”.

Reg Baker (MRII) quoting Albert Einstein:

“If we knew what we were doing, we wouldn’t call it research.”

Corrine Sandler (Fresh Intelligence) paraphrasing Sun Tzu:

“Competition is intensifying today, the only companies that survive are the ones that use intelligence.”

Lenny Murphy (Green Book):

“If it can be automated it will be, if it can be smart and connected it will be.”

### The growing use of mobile

Poynter explained that research companies are no longer hesitant to interview people on mobile devices, using the example of Pew Research that now targets 65% of their completed telephone surveys be conducted with mobile phone users. Moving to online surveys, Poynter indicates that approximately 30% of people completing online surveys use mobile devices, while only 3% of online surveys are suitable for mobile.

Due to the growing proportion of people using mobile devices, Frances Barlas’ (GFK) presentation suggested that online surveys be designed specifically with mobile in mind. Barlas cited GFK study that found completion rates were considerably higher among mobile users if they were taking part in online surveys that were created for mobile devices. The suggestions provided by Barlas to increase completion rates for mobile devices include: having attributes that are as short as possible, keep grids short and test surveys on a wide range of mobile devices.

A presentation by Cesar Zea (Millward Brown) was about the challenges marketers face in a multiple platform television-viewing world. Zea introduced the definitions of shifting (non-simultaneous acts of television and mobile viewing), meshing (simultaneous use of related content on mobile devices and television) and stacking (simultaneous use of unrelated content). According to Zea meshing is the “holy grail” for marketers, as mobile content is reinforcing what they are watching on a traditional television. Television is where people begin viewing, when stacking, viewers are normally filling in time during commercials, whereas for meshing people are looking at things related to what they are viewing on television, such as actor bios. Zea says the “Net Gain” of the presentation is that brands can enhance their ROI by: knowing your audience, being connected, being concise and relevant and optimizing your creative.

A joint presentation by CBC Researchers Kristin Wozniak and Greg Dinsmore spoke of the challenges of conducting cross-platform research on those consuming television content. The presentation by Wozniak and Dinsmore looked at using Numeris (television viewership measurement) and Adobe SiteCatalyst (online streaming measurement) to try to track total measurement of the Sochi Winter Olympics and the 2014 FIFA World Cup.

### Changing how research is conducted

Corrinne Sandler (Fresh Intelligence) spoke of the importance that researchers use automation in creating research results.



According to Sandler research is behind many other industries that use extensive use of technology, such as the ability to by contact lenses quickly and cheaply online instead of going to an optometrist. She turned the “price, quality and speed, choose two” quote on its head, by arguing that with automation, all three were possible and are currently expected in the marketplace. Sandler used an example of conducting a project for Nestle that was turned around in five days, and provided easy to digest deliverables for a low cost.

Joel Rubinson (Rubinson Partners) talked about the problem of market research essentially not changing, when we are now in a “Digital, Social and Mobile Age”. In this age brand building has changed: we live in a push-pull media world where we are constantly shopping online for recreation; brands need to become media to interact with their clients, and many companies have moved from the 60s “Mad Men” to the current “Math Men” age, where digital ad placements are determined by algorithms. To close this gap Rubinson suggested the following steps: adding digital metrics to your dashboard, stop treating social media like a hobby and bring in data you can’t get from a survey that has action value.

Dan Foreman (ESOMAR) spoke about the future of the global market research industry. Considerable year-over-year growth is taking place in developing countries such as Myanmar (+50%), Lebanon (+38%), Bangladesh (28%), Argentina (+20%) and Peru (16%). Due to modest changes in many developed countries, the projected growth forecast for the industry is 3-4% globally. In absolute terms, the industry totals U.S. \$61.5 billion, which is an amount similar to the electronic gaming industry.

In his presentation Lenny Murphy spoke of the “revolution” that is currently taking place in research. According to Murphy changes in consumer behaviour are causing changes in what research clients are expecting. In some cases they are even moving away from traditional market research suppliers, as the amount of money spent on insights is growing overall, while the proportion spent with market research firms is decreasing. Market research firms face future competition from Google, IBM, Microsoft, Facebook, Amazon, GE, media conglomerates and telecommunications companies who all collect customer data and resell it.

Murphy placed timelines on the following: DIY (currently taking place), non-conscious measurement (next 18 months), Automation and Artificial Intelligence (18-24 months), Internet of things (24-36 months) and Virtual and augmented reality (36-48 months).

### Prediction Science

Jon Puleston (Lightspeed-GMI) spoke on the accuracy of using predictions in market research. In studies that Puleston conducted he determined that people were more likely to give accurate answers when they were placed in simulated situations in which they “bet” on the accuracy of the answers they gave when asked to provide an answer, so that respondents had “skin in the game”. Further, Puleston indicated that allowing respondents to determine how much they would “bet” on their answer acted as a proxy as how confident their answer was correct.

Unlike most other quantitative forms of market research, more is not better with respect to sample size, with the optimal sample size being 16. According to Puleston a prediction is based on two components: information and error, so if each individual is answering in a non-biased manner, the overall average of response should even out any error.

### Education, future entrants to the profession and skills needed

In his second presentation Dan Foreman revealed that the most recent ESOMAR Talent Survey indicated that only 14% of respondents actively chose market research as a profession, meaning that the profession has to do a better job of attracting students. His suggestions included: developing role models and industry mentorship, promoting the impact of research, working with post-secondary institutions and creating better structured career paths.

Reg Baker (MRII) warned that current market research education is too focused on training people to do certain things, but not on teaching them basic principles of market research that would help learning across all methodologies. He further posited that the three type of people needed in the future would be: specialists, business consultants who could talk strategy and polymaths who can look at problems at figure out the best way to solve it.

Both Stephen Popiel (GFK) and Reg Baker spoke of the impossibility for market research education to be provided adequately by one provider, and instead mentioned educational institutions, market research industry organizations and market research firms could all play a role. Stephen also spoke of a challenge that researchers facing in learning the industries their clients are in. Stephen suggested that while market research bodies cannot be expected to teach researchers different industries, they might want to consider teaching researchers how to become consultants.

To read the entire article on Net Gain 2015 [click here](#). Recordings are also available for sale at <http://mria.sclivelearningcenter.com>