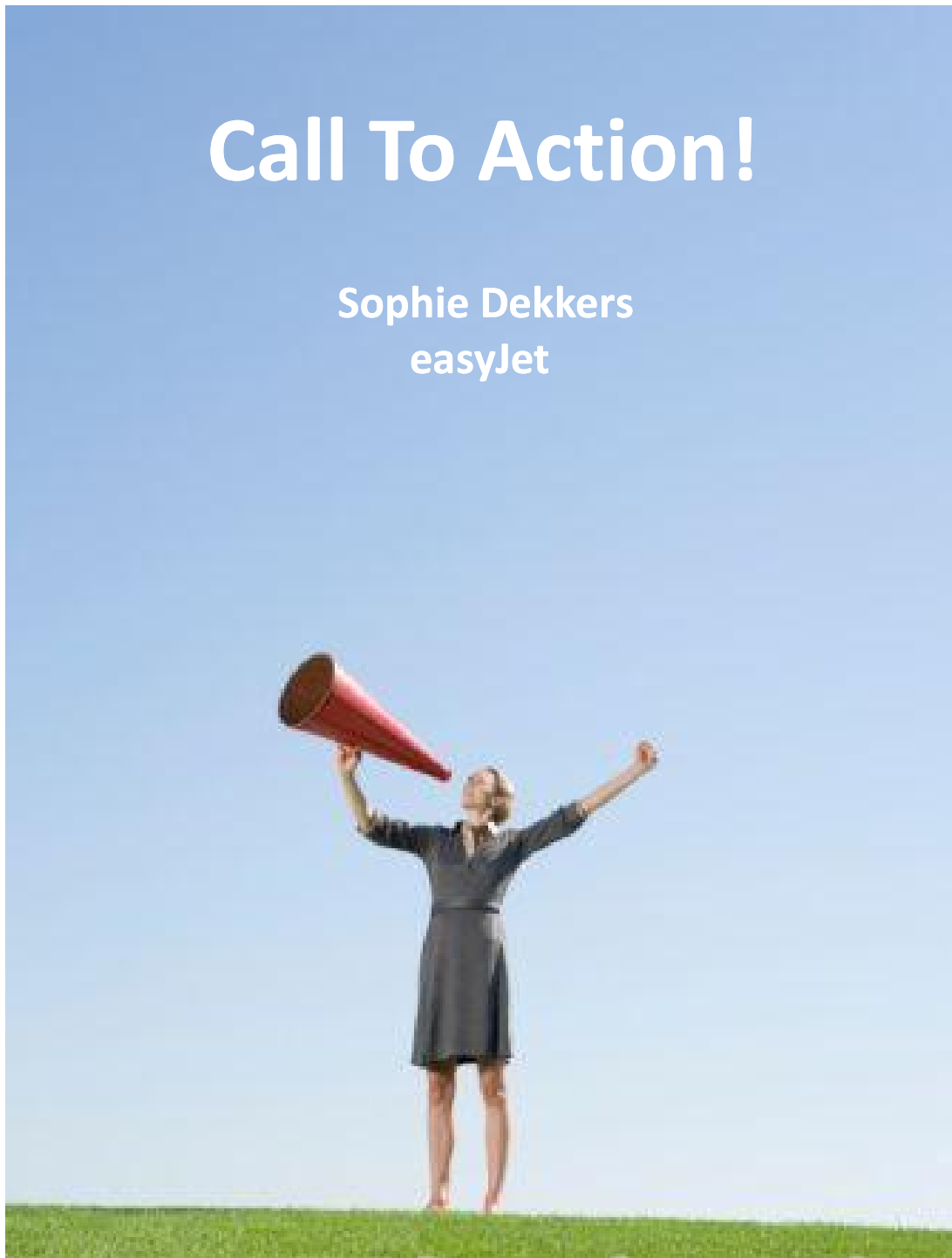


Call To Action!

Sophie Dekkers
easyJet



Call To Action!



“We have entered a world connected beyond time and geographical space... and so have our brands”

Jaroslav Cir

- Changing role of client & agency
- Engagement
- Better, cheaper, faster!
- Innovation



“Research becomes the facilitator of connection between client and consumer, not the hygiene barrier”

Anna Wills

Changing role of client & agency

- We need each other, *“not just about engaging participants but energising clients”* – 3 dimensional relationship
- Bringing clients closer to their consumers *“Just how close is too close for comfort?”*
- Open dialogue - partnership – sharing the load, content generated by client and agency
- Become a trusted advisor
- Building links to the business – *“Integration”*
- Move away from data as a commodity (volume) and deliver engaging and actionable findings
- Flexibility & responsiveness is valued
- Iterative – pre & post session, up approach
- Growth of DIY research
- Get the client involved!



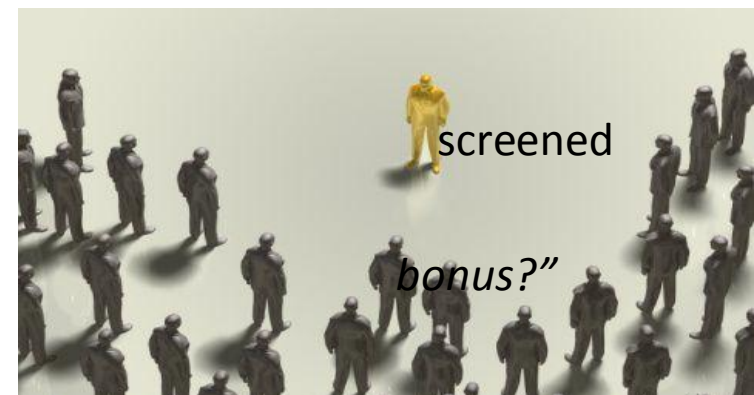


“Brands in Beta ... where brands are constantly tweaking and improving by getting real-time, on-going feedback from consumers”

Jaroslav Cir

Engagement

- *“Panellists are people”* – Happy panellists = richer response, smaller panel, lower costs = happy clients
- Less about method (online vs offline), more about engagement with the brand – *“this is your brand’s direct line to the customer”*
- Building affinity – more than a brand, a platform for interaction
- Empowering participants – co-creation and *Creative Destruction*
- Respecting participants – listening & actioning *“make the research exercise less of a test... activate the silent”*
- Sharing results & providing feedback
- Re-examining key survey features especially questionnaire design
- The future? - average US panellist out 7 out of 8 occasions
- *“A boredom tax and enjoyment*





“Thinking outside the box but inside the budget”

Eulin Goh

Better, cheaper, faster!

- One size doesn't fit all – “*Fusion Research*”
- It's not necessarily cheap, but about value for money – “*getting people to do more, with less projects, in cost-effective ways*”
- Concern about turning projects around in a ‘factory-way’
- Commodity data - challenge to add value as clients bypass the middle-man and go direct to panel providers
- Facebook etc. ‘MR agencies of the future’ (particularly for qual & for recruiting client panels) – open text processing to facilitate
- Online reporting tools help to add value – big fat reports be gone!
- Increased demand for speed
- Trust & confidentiality
- Quality – digital fingerprinting
- Include a ‘trap’ question to support quality reassurance
- Not necessarily about the incentive



Call To Action!

“Technology doesn’t have to be flashy and clever... just use simple technology in a clever way”

Anna Wills

Innovation

- *“Knowing what’s out there and what works... not just about making do with existing toolkit”*
- Less about technology, more about connecting the brand and consumers
“Technology doesn’t have to be complicated”
- Opportunity to use relational databases to remove ‘survey silos’ to utilise existing data - *“Integration”*
- Using online analytics to save chart-churning time
- Mobile research considerations = 4 Rs Relevance & fit, Reach, Response & speed, Real convenient
- Participant and researcher user with mobile research
- Look after the respondent
- *Augment* with real-time response
- Mobile is not one method
- Mobile - now may be the time?!

interface is key



Call To Action!



*“The online world is the future of
market research”*

Fiona Blades

*...“but we’re not looking for the holy
grail”*

Eulin Goh