

research.

One-day conference  
27 October 2010  
Congress Centre  
28 Great Russell Street  
London  
WC1B 3LS

Don't miss key contributions from market leaders including **PepsiCo**, **IPA** and **Thinkbox**.

- Join your industry peers and learn how to:
  - measure advertising effectiveness
  - use behavioural economics for advertising – and why it works
  - understand how neuroscience can help us understand the advertising process
  - monitor how engaged viewers are with TV programming
  - debate the future of advertising research with agencies and clients

# ADVERTISING RESEARCH

New perspectives on techniques that deliver deep insight and effective communications

Book before 24 September and save £100



Speakers include

**Rachel Barrie**  
Chief Strategy Officer  
Fallon



**Justin Gibson**  
Managing Partner  
Work Research



**David Brandt**  
Executive Vice President,  
Innovation, Ipsos Open  
Thinking Exchange (OTX)



**Tim McEntaggart**  
Group Insights Manager  
PepsiCo UK & Ireland



**Laura Chaibi**  
Director of Research EMEA  
Yahoo



**Darren Moore**  
Vice President of Research  
IAG



**Neil Dawson**  
Co-founder  
HMDG



**Hamish Pringle**  
Director General  
IPA



**Sarah Everitt**  
Head of YouTube Research  
EMEA Google



**Lex Robinson**  
Planning Director  
JWT



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## FIVE REASONS TO BOOK TODAY

- Learn from high-profile advertising gurus how the recession has affected advertising expenditure, the current state of the ad industry and what the future holds
- Hear from the top industry practitioners: new methods and research approaches
- Learn from key advertisers why advertising research is so important
- Involve yourself in our expert speaker debate, including advertisers, agencies and research companies on the future of advertising research
- **SAVE £100** when you book before 24 September with the **Early Bird Discount**

**Advertising Research** will consider the vital role of research in. It will provide you with the latest developments in advertising research techniques and show you how these techniques can improve your advertising strategy.

The programme will feature a mix of industry practitioners and client speakers who will share their experiences and insight on how to develop campaigns to maximum effect. You will understand what advertising achieves and learn how to do it better.



**Research is the leading provider of high-quality events for the research and insight industry.**

Organised in association with MRS and aimed at researchers from agency and clientside, the events are designed to educate and inspire across a diverse range of topics. Learn the latest research techniques, debate with leading experts in their field and network with insight professionals from the worlds of research, advertising, marketing, data analysis, brand management and academia.

### 08.30 Registration and refreshments

09.15 **Chairman's opening remarks**  
**Andrew Green**, Chief Marketing Officer,  
Ipsos MediaCT



#### KEYNOTE ADDRESS

### 09.30 An overview of the ad industry

- Current state of the advertising industry
- How has the recession affected advertising expenditure?
- Why is advertising research so important?
- New developments in research

**Hamish Pringle**, Director General, IPA



#### THE DIGITAL WORLD

### 10.00 Creative development in the digital world

- How research can help and hinder multi-platform ideas
- Lessons from the past
- What to expect for the future

**Rachel Barrie**, Chief Strategy Officer, Fallon



#### AD EFFECTIVENESS

### 10.30 Measuring advertising effectiveness in a changing and challenging TV landscape

- Uncovering the link between viewer engagement and effectiveness
- Examining the growth of product placement as a means of branded communication
- Lessons from the US on what new government legislation means for the UK

**Darren Moore**, Vice President of Research, IAG Client to be confirmed  
Senior representative, Microsoft



### 11.00 Morning refreshments

#### A RESEARCH CHALLENGE

### 11.30 The final frontier: Exploring the unresearchable among the unreachable

- The challenges of international business advertising
- Exploring the power and importance of non-verbal techniques
- An innovative solution for HSBC

**David Alterman**, Partner, The Nursery  
**Lex Robinson**, Planning Director, JWT



BEHAVIOURAL ECONOMICS

12.00 **Researchonomics: Behavioural science and advertising research**

- Examine how and why behavioural economics works for advertising
- How to plan for interventions, not ad spots
- Discover new methods and research approaches

**Justin Gibson**, Managing Partner, Work Research



THE CONSUMER

12.30 **Understanding people implicitly: The consumer as a reliable witness**

- Why some of the psychological assumptions research makes are wrong
- Understand the implications for the testing of advertising effectiveness
- Learn how implicit techniques can reveal what quant pre-testing can miss

**Alastair Goode**, Head of Psychological Research, Cogresearch Client to be confirmed



13.00 **Networking lunch**

FOCUS ON NEUROSCIENCE

14.15 **Creativity using world-first neuroscience techniques**

- How can neuroscience help us understand the advertising process?
- Understand how neuroscientific insights can create immediate impact
- Discover how neuroscience helped us identify strategic opportunities that traditional research techniques missed
- Learn how issues such as placement, congruence, screen type and environment can make creativity work much harder

**Dave Brennan**, Research & Strategy Director, Thinkbox



FOCUS ON BRAND RESPONSE

14.45 **The inexorable rise of brand response**

- A definition of brand response: Two apparently opposing forces
- Learn how brand response has evolved over the last thirty years
- Listen to three great cases of brand response from the IPA Databank – **Sainsbury's, O2** and **118 118**
- Understanding the challenges for evaluation and measurement

**Neil Dawson**, Co-founder, HMDG



PRE-TESTING

15.15 **The role that pre-testing can play: A client's view**

- How does pre-testing make effective advertising?
- Discover what pre-testing can achieve
- Learn how pre-testing can be related to brand drivers and long-term sales potential

**Tim McEntaggart**, Group Insights Manager, PepsiCo UK & Ireland



15.45 **Afternoon refreshments**

SOCIAL MEDIA IN BRAND BUILDING

16.15 **Social media usage in brand building**

- How do YouTube and Facebook fit into consumers' online experience?
- What impact do brands expect to achieve by integrating themselves into these platforms?
- How YouTube affect brand metrics in a cross-media context
- Learn how paid and earned advertising work together – what kinds of creative can go viral if you seed them with paid ads on YouTube?

**Sarah Everitt**, Head of YouTube Research, EMEA Google



DEBATE: THE FUTURE OF ADVERTISING RESEARCH

16.45 **Interactive debate: The future of advertising research**

This debate will examine what's next in advertising research. Each speaker will give a short 5-minute presentation on their thoughts and views on the future of advertising research. This will be followed by a discussion from the panellists and audience.

**David Brandt**, Executive Vice President, Innovation, Ipsos Open Thinking Exchange (OTX)

**Will Goodhand**, Juicy Evangelist, Brainjuicer

**Brian Jacobs**, Director, BJ&A

**Terry Prue**, Senior Partner, HPI Group

**David Penn**, Managing Director, Conquest Research

**Laura Chaibi**, Director of Research EMEA, Yahoo



17.30 **Chair's closing remarks and close of conference**

Research partner



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# Booking form

## How to book

Visit [www.research-live.com/events](http://www.research-live.com/events)

Or send this form to: Kulvir Dhillon, Research Conferences, MRS, 15 Northburgh Street, London EC1V 0JR

Or fax it to +44 (0)20 7490 0608

Company Partners – please call +44 (0)20 7566 1853 or email [kulvir.dhillon@mrs.org.uk](mailto:kulvir.dhillon@mrs.org.uk)



## Where did you hear about this conference?

- Friend/colleague       Email       Direct mail  
 Publication – which?       Website – which?       Other – please specify

## Delegate fee

|                   | Until <b>24 September</b>     | From <b>24 September</b>      |
|-------------------|-------------------------------|-------------------------------|
| MRS or IPA Member | <b>£315</b> (£370.13 inc VAT) | <b>£415</b> (£487.63 inc VAT) |
| Non-Member        | <b>£445</b> (£522.88 inc VAT) | <b>£545</b> (£640.38 inc VAT) |

Please note. Early Bird fees **must** be paid in full by 24.9.10

## Delegate details

First name \_\_\_\_\_ Last name \_\_\_\_\_

Company \_\_\_\_\_ Job title \_\_\_\_\_

Email address \_\_\_\_\_ Tel \_\_\_\_\_

Total fee    £  + VAT    £  =    £

Booking query contact \_\_\_\_\_ Company name \_\_\_\_\_

Email \_\_\_\_\_ Tel \_\_\_\_\_

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## Payment method Please tick as applicable

**Payment** All fees are to be paid in pounds sterling and are subject to VAT at the standard rate of 17.5%, including international bookings.

**Cheque/banker's draft** (made payable to The Market Research Society)

**Bank transfer** (MRS bank details: Barclays Bank PLC, 27 Soho Square, London W1D 3QR

Sortcode 20-67-59. Account no. 20618357. Swift Code BARCGB22. IBAN no. GB23 BARC 2067 5920 6183 57)

**Invoice** (Please note that all invoices must be settled prior to the event)

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Postcode \_\_\_\_\_

**Speaker confirmation and changes:** We cannot guarantee that any particular case study or presentation will take place as our speakers themselves cannot guarantee their attendance to us. We endeavour to find suitable replacement speakers of the same calibre, but this is often difficult at short notice.

**Booking conditions:** Substitutions may be made in writing at any time. However, we are unable to make refunds or cancel invoices for cancellations received less than 28 days before the conference is scheduled to take place. *Payment must be received before the event to ensure entry.* Please note that for overseas delegates payment is required with the booking.

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