

research.

Don't miss key contributions from market leaders including **Burger King, Coca-Cola Enterprises, Mission Foods** and **Kellogg's**.

Join your industry peers and learn how to:

Convert customer understanding into future growth and profit

Discover where to maximise your research efforts – in-home and out of home, prepared and delivered

Measure emotions and brand engagement to generate fresh actionable insight

Use online communities, WOM and video blogging to power and complement the research process

One-day conference  
14 July 2010  
Crowne Plaza London –  
The City, EC4V 6DB

# FOOD & DRINK RESEARCH

Create successful recipes for daring innovation, actionable insight and durable profitability

## Speakers include

**Prof Diana Derval**  
President, Research  
Director and author  
DervalResearch



**Jane Barrett**  
Head of Social  
Science Research  
Food Standards Agency



**Zoe Maddock**  
Senior Category  
Insight Manager  
Kellogg's



**Ian Job**  
European Marketing  
Director  
Mission Foods



**Olivia Heywood**  
Planning Director  
Leo Burnett



**Simon Miles**  
Head of Intelligence  
and Planning  
Coca-Cola Enterprises



**Chris Sinclair**  
CEO  
The Oxford  
Research Agency



**Siemon Scamell-Katz**  
Global Director,  
Retail and Shopper  
TNS Magasin



**George Davidson**  
Consumer Insight Manager  
– North-West Europe  
Burger King



**Julian Hunt**  
Director of  
Communications  
Food and Drink Federation



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## FIVE REASONS TO BOOK TODAY

- Understand how to capture a moving target using new measures of emotions and engagement
- Hear from top food and drink researchers as they reveal the secrets behind their most successful projects
- 'Brain food' and shopper insights: How consumers make decisions
- Network, debate issues and share experiences with your industry peers
- **SAVE £100** when you book before 11 June with the Early Bird Discount

**Food and Drink Research** is a one-day conference packed with ideas and practical advice to help you to conduct effective research in an increasingly competitive environment. Understand shopper behaviours and capitalise on the primary shifts in the market.

With a focus on how consumers engage with brand messages in a fragmented landscape; the agenda will cover everything from neuroscience to video blogs, so you can ensure you are at the cutting edge of research innovation and discovery.



**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**  
**Julian Hunt**, Director of Communications,  
Food and Drink Federation



#### KEY INDUSTRY ISSUES: MIXING IT UP

### 09.30 Food and drink shopping behaviour: Researching post-recessionary drivers and changes

- Understand what shoppers want following the recession
- Identify how shoppers are adapting their purchasing
- Find out if these changes are temporary or permanent
- What are the key research tools for explaining shoppers' perceptions?
- Comparing shoppers in France, Germany, Great Britain and Spain



**Ben Miller**, Head of Shopper Insight, IGD

#### RESEARCH AND UK FOOD POLICY

### 10.00 Policy-makers: Creating a new agenda for social science research

- The value of evidence-based research policy-making in the UK
- Using new survey and sampling tools to get closer to the public
- Specific uses of technology: Using eye-tracking to examine food label use

**Jane Barrett**, Head of Social Science Research,  
and **Rachel Conner**, Principal Social Science  
Researcher, Food Standards Agency



#### CONSUMPTION TRENDS

### 10.30 Capitalising on the trends behind in-store decision making

- The big issues in food and drink purchasing
- How consumption patterns are changing: Inhome vs out of home, prepared vs delivered, on vs off trade, in-store vs online purchasing
- The role of packaging, promotions – and gondola ends – in making purchases
- Real-time research and driving sales

**Chris Sinclair**, CEO,  
The Oxford Research Agency  
**Jamie Rayner**, Head of Shopper Insight,  
The Oxford Research Agency



### 11.00 Networking break

#### ONLINE COMMUNITY INSIGHTS

### 11.30 Lifestyle deep dive qualitative research: Extending the reach of online communities

- Changing how people, share ideas and create content with brands
- Using online methods to understand lifestyle product relationships
- Deep-dive online research communities: How valid is their data?
- Case study: Kellogg's

**Graeme Lawrence**, Director,  
Virtual Surveys  
**Olivia Heywood**, Planning Director,  
Leo Burnett



VIRTUAL TOOLS AND TECHNIQUES

12.00 **Virtual shopping capabilities: Translating category vision into action**

- Development of Coca-Cola Enterprise's category vision for soft drinks
- Translating this into key shopper focused projects
- Testing and measuring the impact through virtual shopping capabilities

**Andrew Nunney**, Category Insight Controller, Coca-Cola Enterprises  
**Simon Miles**, Head of Intelligence & Planning, Coca-Cola Enterprises



12.30 **Networking lunch**

EMOTIONS AND RESEARCH

13.40 **Food fights and insights: Reveal the structure of subconscious behaviour and drive marketing innovation**

- Implicit techniques: Uncovering subconscious selection and decision priorities
- How to consolidate thousands of SKUs into a decision hierarchy that reflects behaviour at point of purchase
- What are consumers deciding they are not conscious of? What needs are they aiming to fulfil at a subconscious level?
- Case Study: Using decision-hierarchy analysis techniques to understand how consumers decide what to buy

**Zoe Maddock**, Senior Category Insight Manager, Kellogg's  
**Lucia Juliano**, Head of Consumer Research, Harris Interactive



NEUROSCIENCE IN ACTION

14.10 **POP and the pursuit of happiness: Neuroscience and measuring consumer reactions**

- Understanding consumer buying behaviours, purchasing patterns and spending habits
- Using a mix of neuroscience research tools in-store
- Translating consumers' desire for natural things into recipes
- Collaborating with ingredient suppliers and harnessing the power of open innovation
- Developing a vitality mission: How do you keep it natural?

**Siemon Scamell-Katz**, Global Director, Retail and Shopper, TNS Magasin



THE TIPPING POINT IN DRINKS RESEARCH

14.40 **No church halls, no plastic cups: Liquid testing in the age of responsible drinking**

- The difference between liquid development and claims research
- Real serve, real volumes, real environments, real life
- Purity vs pragmatism: Treating consumers like human beings
- New drinks categories: Why mass market rejection may be a good thing
- Why the responsible drinking agenda might make it harder to develop the best liquids
- Extending it to food – the same rules apply

**Martin Dinkele**, Senior Partner, Cardinal Research



WHICH RESEARCH TOOL WHERE?

15.10 **PANEL DISCUSSION: New ways of looking, new ways of thinking: Flavour of the month or everlasting gobstopper?**

What really influences people? How are food and drink research and marketing departments keeping pace with new approaches? Do they lead to new understanding or are they just fads? What should we hang on to from the old research toolbox and what will the role of research be in ten years' time?

**Orlando Wood**, Innovation Director, BrainJuicer  
**George Davidson**, Consumer Insight Manager – North-West Europe, Burger King  
**Eric Aerts**, Partner, Brand Alchemist  
**Andrew Nunney**, Category Insight Controller, Coca-Cola Enterprises



15.40 **Networking break**

PRODUCT LAUNCH INSIGHTS

16.10 **From sketchpad to shelf: Achieving dominant brand status and the role of research**

- 360 degree research: Strategic and creative team approaches to NPD and launch
- Real-time research to drive a multi-channel, integrated, dynamic campaign
- Behind the scenes research, creative development, media planning and the live creative
- Ongoing research to maintain category position

**Ian Job**, European Marketing Director, Mission Foods  
**Robin Horsfield**, Director, Brahm



A QUESTION OF TASTE

16.40 **Closing address: Future consumer insights and targeted product development**

- New neuroendocrinological research conducted on 1,000 subjects in over 25 countries
- Uncovering a link between hormones and an individual's taste preferences
- Evaluating the Hormonal Quotient of target consumers to predict their taste and behaviour
- Increasing product innovation hit rate with the right sensory mix

**Prof Diana Derval**, President, Research Director and author, DervalResearch



SUMMING UP FINDINGS FROM THE DAY

17.10 **The after-dinner digestive**

**Scott Dodgson**, Director – Research, Insight, Consulting, SKOPOS



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

Research partner



# 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

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## Where did you hear about this conference?

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

## Delegate fee

|            | Until <b>11 June</b>          | From <b>11 June</b>           |
|------------|-------------------------------|-------------------------------|
| MRS 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 11.06.10

## Delegate details

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

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Total fee    £  + VAT    £  =    £

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

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

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