



The Future of Market Research in 2015

Merrill Dubrow

May 3, 2011





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2

3

three





What Should You Expect During This Presentation?



EXPECTATIONS

Please don't disappoint

One Crazy Presenter



With Over 27 Years of Research Experience



Who is President of a Company with Top Clients



And Passionate About the Research Industry



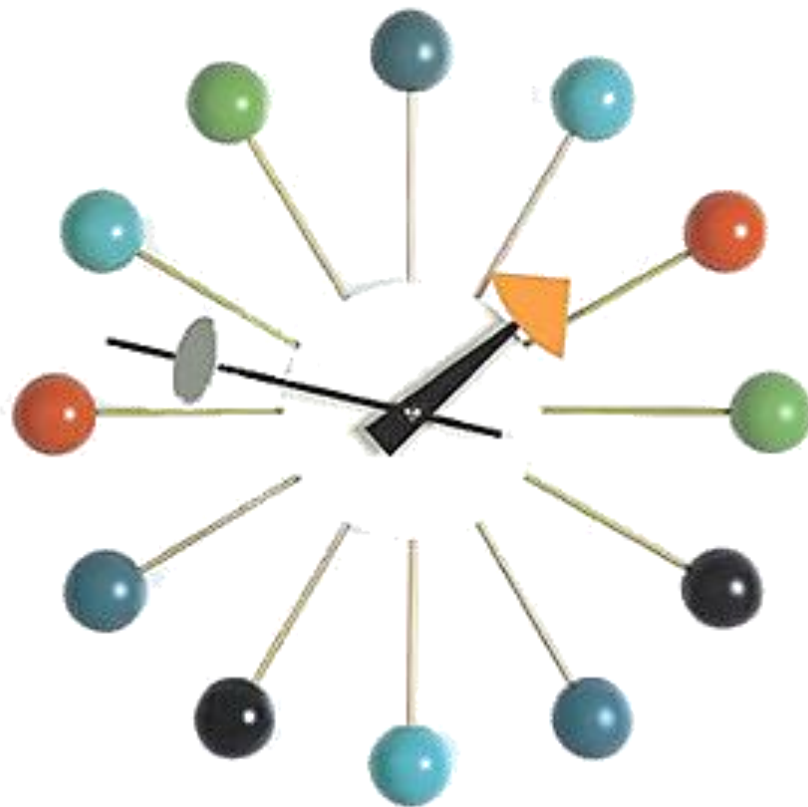
Who Is In Chicago



For One Day Only



For 45 Minutes!



For Only One Reason



To Discuss Research, Technology, Innovation and Much, Much More



In Front of a Packed House!



So Sit Back and Enjoy Stories, Crazy Thoughts and What If's!



So Please Join Me Up in The Clouds



Participate When Appropriate



Challenge Me and Each Other With Questions!



And We Will Have One Great Session



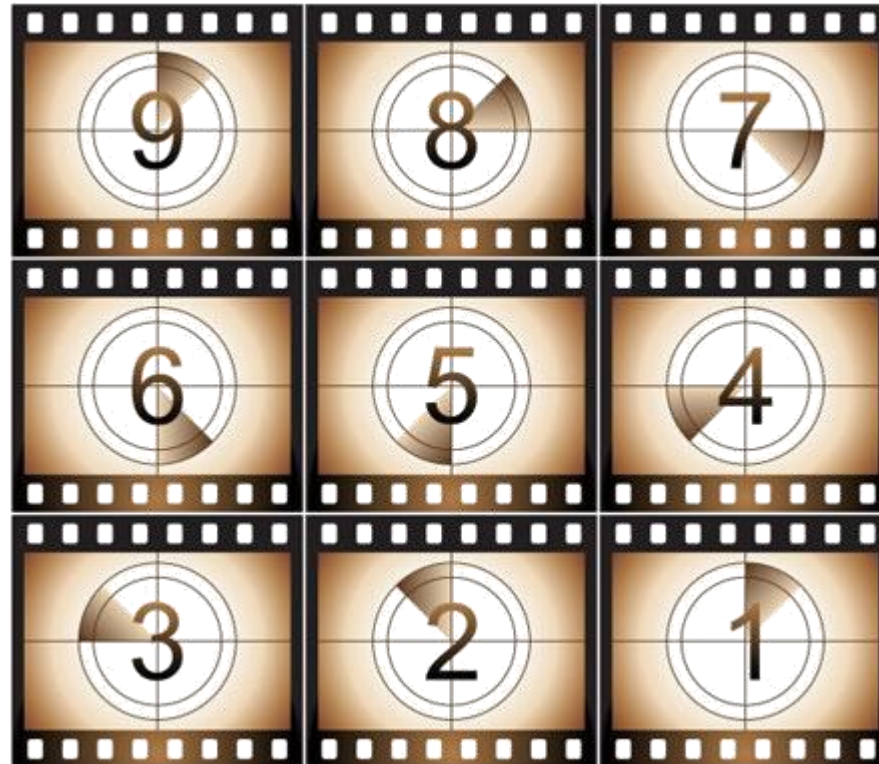
**And if That Doesn't
Interest You, I Will Hand
Out Some Gifts!**



The Future of Market Research in 2015



Are You Ready?





Why You REALLY Should Pay Attention

- ✓ There is a chance (although slim) I might say something of importance
- ✓ One of you will definitely say something important – clearly someone from the west coast!
- ✓ I will be calling on people
- ✓ I will be giving out a few gifts
- ✓ You may actually learn something



What is Today Really About?

Hopefully one or two ideas/thoughts that will make you scratch your head and say that could really happen






DISCLAIMER

Lenny & IIR have
absolutely no idea what is
included in this
presentation or what I
have planned for the next
45 minutes





The most important 5 years in the history of market research is upon us. I believe if the research industry doesn't get entrenched and embrace **new technology**, it will change the industry forever. This will be in a negative way and dramatically impact the overall revenue of the research industry forever!

Merrill Dubrow
September 2010

Current Discussions on the Web

- ✓ Will we one day be "embarrassed" by the research we are conducting today?
- ✓ Do we really need market research when we can generate insights through analytics?
- ✓ Does data mining really have anything to offer for market researchers? or have vendors overpromised?

Current Discussions on the Web

- ✓ The word 'survey' is outdated and has a negative connotation associated with long, boring questionnaires.
- ✓ Why is the market research industry slow to innovate?
- ✓ What's ailing focus groups?
- ✓ Forget about surveys and interviews! Apps are the future of research!

Everyone Seems to be Questioning:

- ✓ How we do things
- ✓ How we conduct research
- ✓ What methodology we use
- ✓ How fast we deliver it
- ✓ How often are we right



Glenn Frey said it right The Heat Is On!

**Isn't This A Huge Wake
Up Call To This Great
Industry And A Need
To Change?.....Quickly!**





But Really Hard to Figure Out

A	B	C	D	E	F	
G	H	I	J	K	L	
M	N	O	P	Q	R	S
T	U	V	W	X	Y	Z

BUT HOW?

“Danger Will Robinson”

Competition is on
the horizon!



Today's Competition



Future Competition?

twitter



facebook®

Linked in

skype™







facebook®

**Launched
February 2004**

**More than 500
million active
users**

**1.8 billion in
revenue last
year**

**Since January
2009 most used
social network**



Facebook Activity From a Random Chosen Time Frame!

- ✓ Shared links: 1,000,000
- ✓ Tagged photos: 1,323,000
- ✓ Event invites sent out: 1,484,000
- ✓ Wall posts: 1,587,000
- ✓ Status updates: 1,851,000
- ✓ Friend requests accepted: 1,972,000
- ✓ Photos uploaded: 2,716,000
- ✓ Comments: 10,208,000
- ✓ Messages: 4,632,000
- ✓ Likes: 7,657,000



twitter

**Launched
July 2006**

**190 million
visitors
monthly**

**45 million in
revenue last
year**

**Since February
2009 third most
used social
network**



**Launched
May 2003**

**70 million
members**

**243 million in
revenue last
year**

**Add 1 million
members every
12 days**

Announcements in the Past Few Months

- ✓ Skype Introduces 10-Way Video Calling
- ✓ Skype and Facebook to Announce Partnership
- ✓ New and Improved Moderation Features for LinkedIn Groups
- ✓ A Beginner's Guide to Facebook Analytics
- ✓ Twitter 'To Launch Analytics Product'



Some Common Themes

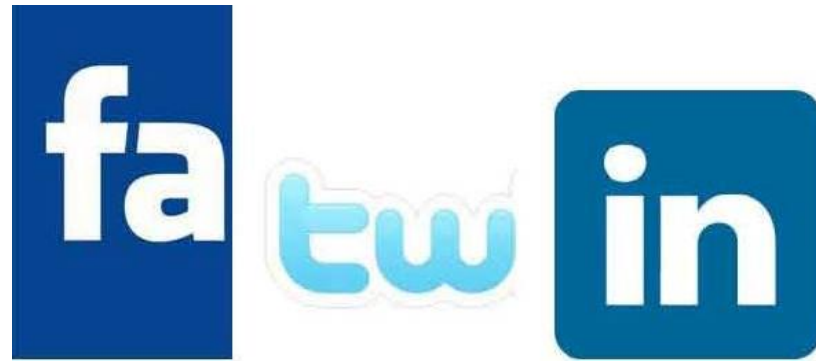
- ✓ Access to millions of people
- ✓ Platform for lots of different kinds of research
- ✓ Opt in
- ✓ They are **TRUSTED**
- ✓ Today/Tomorrow
 - Communication of choice
- ✓ Looking for revenue
- ✓ Already took a swing
 - Will try again



facebook

Linked in

A New Ocean is Created?



Announcements in the Past Few Months

- ✓ Pay for Starbucks coffee with your Blackberry
- ✓ Check-in for your next American Airlines flight with your Blackberry
- ✓ Gap asks Facebook fans for alternative designs for new logo

Even More Competition!



New Gap logo mystifies customers

The many negative reactions include 'awkward' and 'very boring.' Now the company is soliciting other ideas.

Posted by [TheStreet Staff](#) on Friday, October 8, 2010 10:00 AM

The image shows the classic Gap logo, consisting of the word "Gap" in a bold, black, sans-serif font, followed by a small blue square.

By Kali Geldis, [MainStreet](#)

A [new logo](#) for the [Gap](#) ([GPS](#)) showed up on the iconic clothing retailer's website Wednesday, prompting a flurry of negative reactions from Facebook and Twitter users.



Though the company issued no comment Wednesday to explain the change, some site visitors were quick to label the new logo as "very boring, no imagination" and "awkward." One commentator said, "I made something better on WordArt today."

Another message read: "Dear Gap, I have but one query: Did you actually PAY someone to come up with this?" As customers soon discovered, it seems Gap doesn't want to pay for the redesign.

The image shows the classic Gap logo, consisting of the word "Gap" in a bold, black, sans-serif font, followed by a small blue square.

Facebook Fans

Coca-Cola

23,273,682



5,936,783

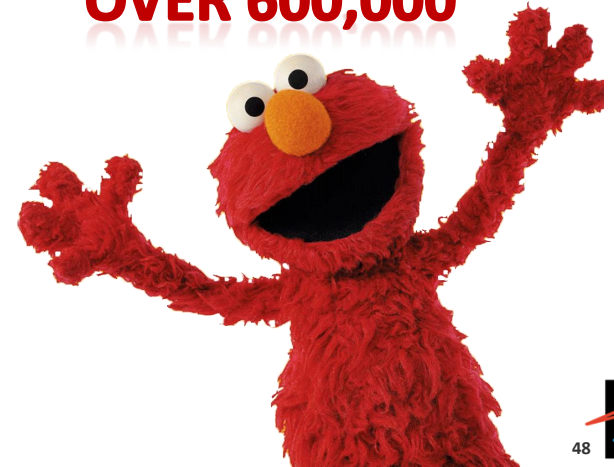
L'ORÉAL

382,103

OVER 1MM



OVER 600,000



Attention Research Shoppers Looking for an App!





1-877-990-8111

About

Blog

Services

Webinars

Support

GutCheck

HOME

TOUR

PRICING

EDUCATION

SIGN IN

GET CONSUMER INSIGHTS IN A MATTER OF MINUTES

A DIY online qualitative research tool that connects you in one-on-one chat interviews, with research participants of your choosing from our panel of target market consumers.

SELECT AUDIENCE
GUTCHECK QUICKLY FINDS
SOMEONE TO INTERVIEW

TOUR GUTCHECK
SAVING YOU TIME & MONEY
IS NO SMALL FEAT

I need answers and conversations to really know how my client's customers will think and feel. Getting these insights as I need them has me making project decisions that deliver long lasting engagement for the client.

ACCOUNT /
BRAND PLANNER

STARTUP /
ENTREPRENEUR

MARKETERS

TOP USES

PITCH WORK

BRANDING

MARKET RESEARCH

AD TESTING

PRODUCT INNOVATION

If you are an advertising, PR or marketing agency, you are always looking for ways to win new business.

In order to effectively compete, you need to understand your client's customer better than anyone else. Your strategy and creative might be awesome, but if it hasn't been constructed with customer insight in mind, it may fall flat. GutCheck provides you with an application to quickly and affordably gain those key insights

The ability to get real-time feedback from a target audience at any time my schedule happens to open up is priceless. With GutCheck, I avoid the organizational hassles and expense of setting up an official focus group and can narrow the focus of professional opinion with solid user response data. For the price, I can incorporate market research into projects that would otherwise be exempt of user feedback and help my clients better compete in their niche.

CMM Creative Strategies
Chere Martin, Creative Director

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4

Internet | Protected Mode: On

50  marc

Time to Download a Research App!

FIELD AGENT

HOME ABOUT CLIENTS AGENTS CONTACT

The first app that pays you!
Work from home? Work from anywhere... Accept and complete simple tasks on your iPhone and get paid. It really is that simple...

CLIENT CREATES A JOB

AGENT COMPLETES THE JOB

Login

Client Login
email
password
login

Agent Login
email
password
login

What is Field Agent?

YOU'RE HIRED!

If you have an iPhone and you'd like to get paid to perform simple tasks like taking a photo or filling out a survey, download the free Field Agent app. Search for jobs in your area, complete them, and earn real cash.

DOWNLOAD THE FIELD AGENT APP

Field Agent
Home
Download the App
Enroll as a Client

Network
Facebook
Twitter

Support
Support Center
FAQ
Contact Us

About Us
Field Agent Video
Press
Privacy Notice
Participation Agreement

© 2010 Field Agent, LLC

Available on the **App Store**



Research Has To Be More Than Just a Pile of Data?



Comments on the Web

94,937 Comments About
Vodka Last Week
Mostly About Smirnoff
& Grey Goose
#1 Topic: Flavors of Vodka
Most Talked About Flavors:
Lemon and Vanilla



7 Million Comments About
Musical Acts Last Week
443,763: Lady Gaga
52,000: Meat Dress
5,704: Negative Comments



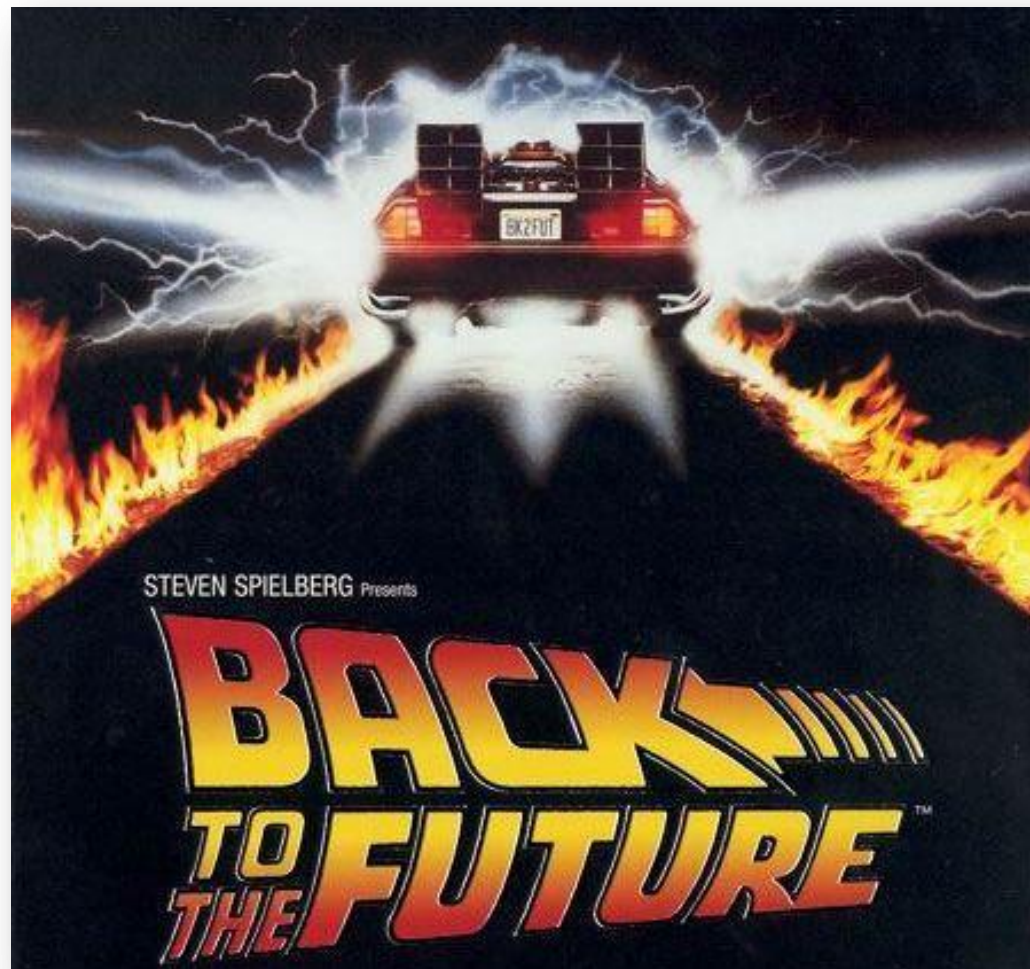
Smartphones
22.9 Million Comments in
the Past 90 Days
25%: Apple iPhone 4G



All About Data?

- ✓ Anyone & everyone can do this:
 - People in our industry
 - People who want to get into our industry
 - Everyone is/can do scraping
 - Cost of entry is small
 - Lots of new players
- ✓ It's not about the data
 - It's ALL about:
 - What does it mean?
 - What do I do about it?
 - How do I implement it?
 - And by the way..... Fast..... Very fast!





Does this Technology Look Familiar?



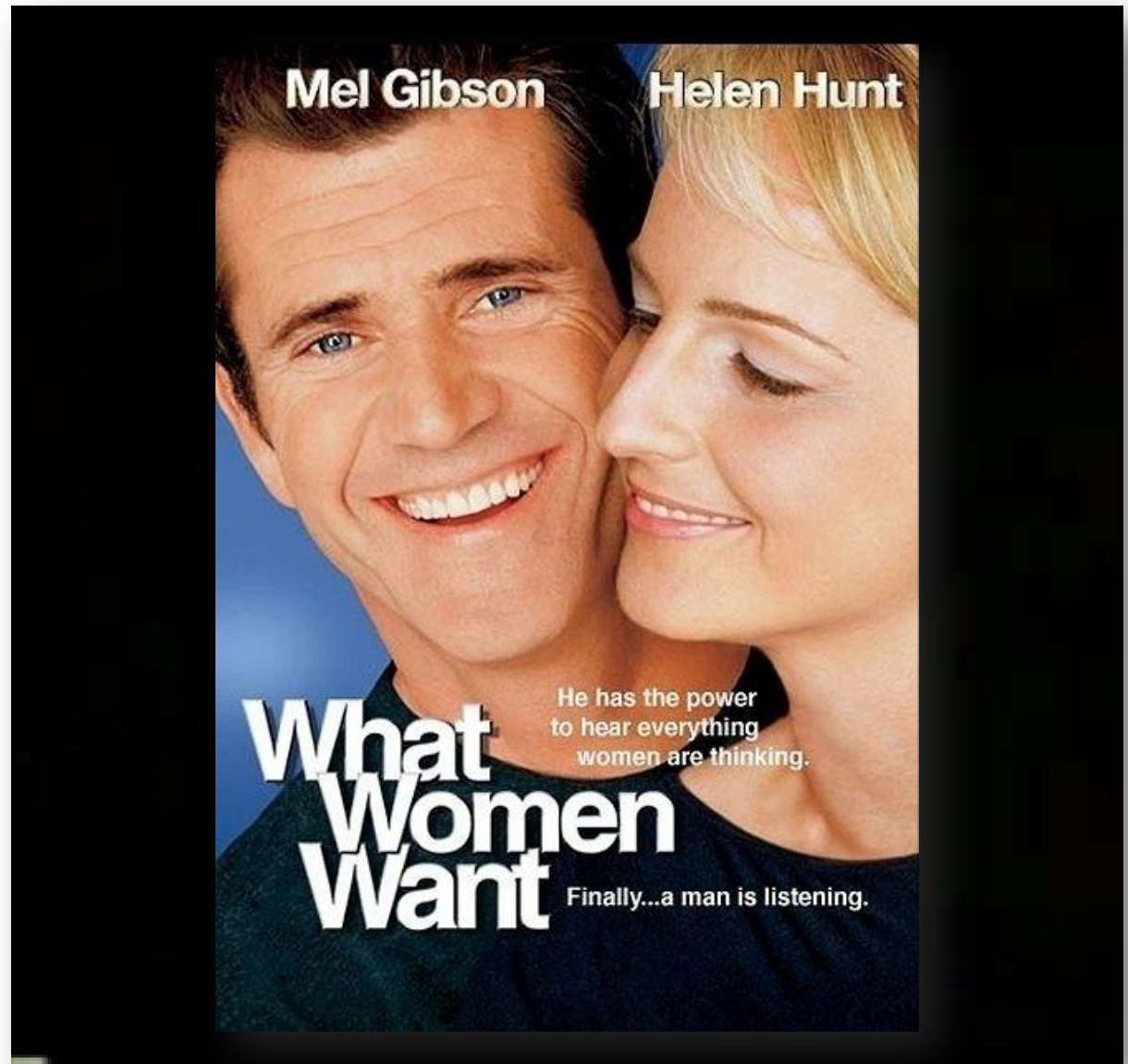
What Did He Just Say?



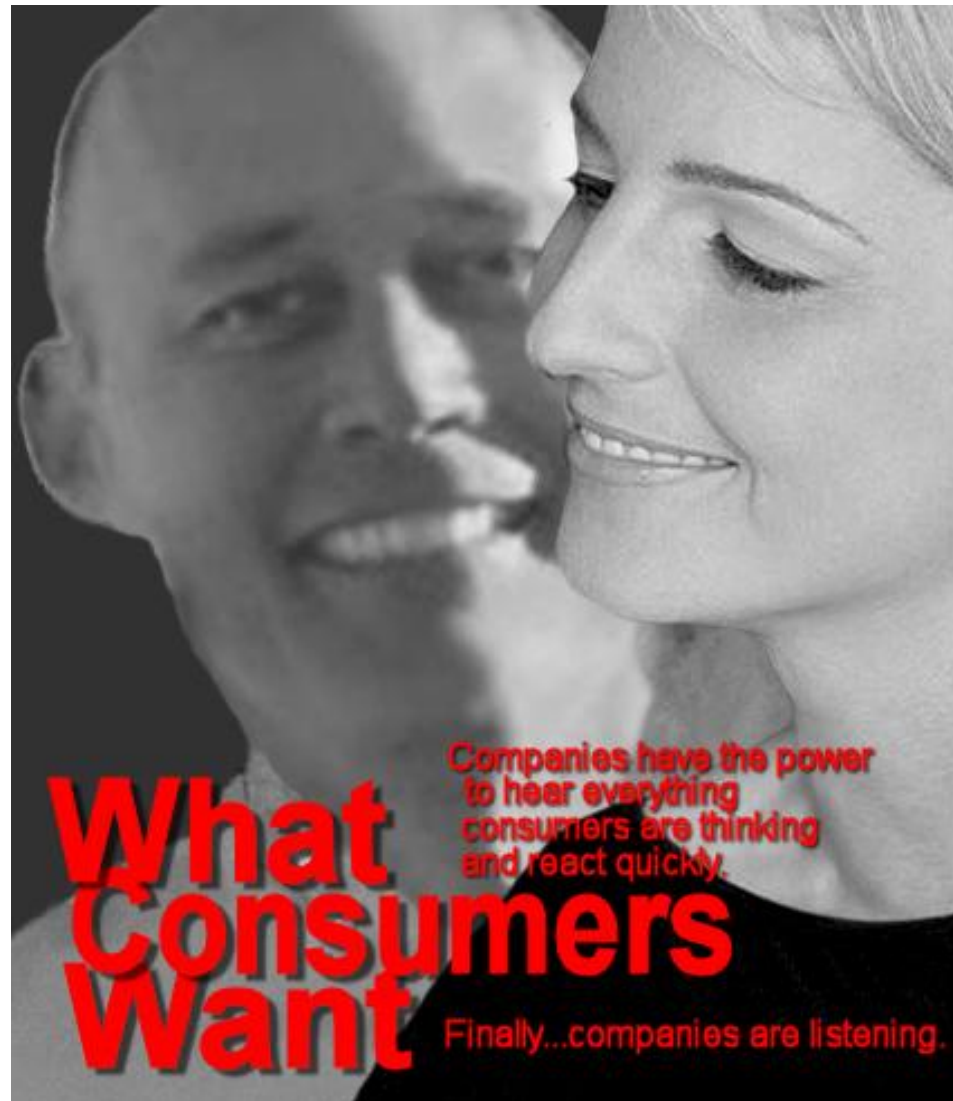
I Thought I Saw That Before!



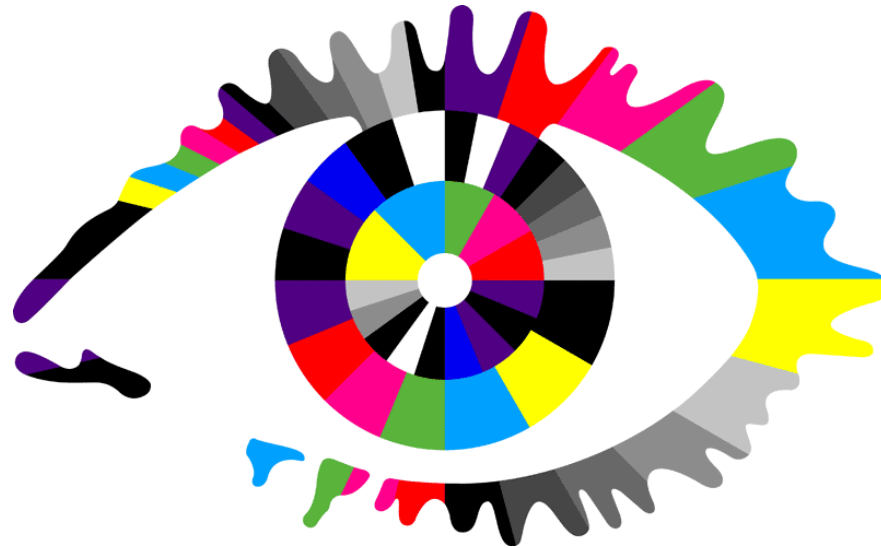
What Women Want



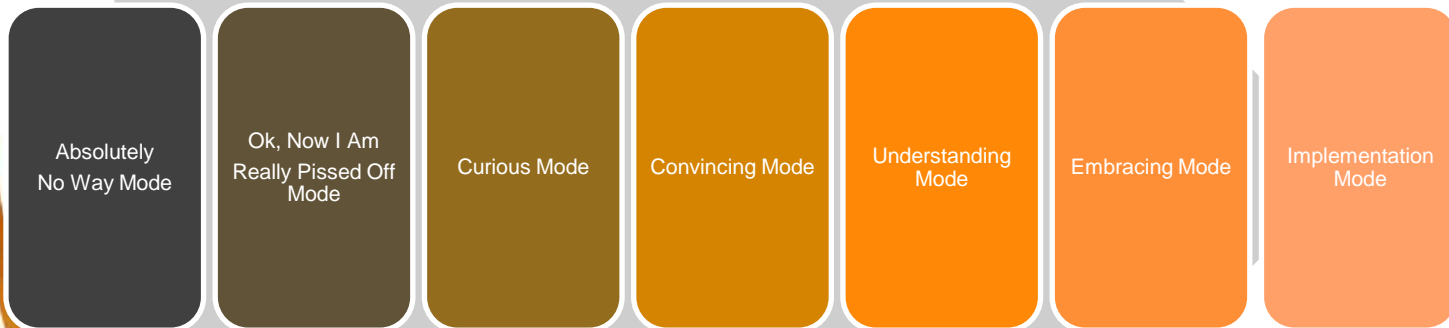
2015 Academy Award Winner For Best Picture



Time to Embrace Big Brother!



Embracing Big Brother Will Be a (slow?) Process...BUT



Minority Report



The Future Big Brother is on Steroids!

- ✓ Everything you do!
- ✓ Everything you say!
- ✓ Everywhere you go!
- ✓ Everything you buy!
- ✓ Will be monitored!



**This is happening and
growing up really fast!**



Personalization Will Explode and Be Everywhere

- ✓ Current
 - Coupons
 - Email
 - Banner ads
 - Boarding pass
- ✓ Future
 - Digital billboards
 - That talk?
 - Radio
 - Medieval Times
 - Sporting events



The clutter will be MORE relevant!

Personalization Will Explode and Be Everywhere

- ✓ Current
 - Coupons
 - Email
 - Banner ads
 - Boarding pass
- ✓ Future
 - Digital billboards
 - That talk?
 - Radio
 - Medieval Times
 - Sporting events



The clutter will be MORE relevant!

Time to Control the Clutter



December 17, 2010




'Beer Band' goes caroling on YouTube [Recommend](#) 232

TODAY msn


Auto-play in: :09

Select an ad that interests you. If you don't choose, you will be shown a random ad.

Special K®



Allstate



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Geotargeting

- ✓ Easy to pinpoint location of targeted audiences
 - Leads to:
 - Knowing what people are doing
 - Location relevant message/offer from marketers
 - Can change on the fly
 - Proximity does not equal receptivity
 - Need a balance
 - This will be a BIG challenge



Understand the Future “Value Exchange”

- ✓ Information for discounts
- ✓ Get a star/points
- ✓ Credit recognition
- ✓ Palm Hotel in Vegas
 - More Klout
 - More important
 - More attention
 - More perks
- ✓ Klout.com
- ✓ Peerindex.net
- ✓ Mixtent.com



Do You Think Geotargeting Will Impact Sales?

Reasons that Shoppers Make "Off-List" Purchases, Feb 2010

% of US internet users who make shopping lists

Was on sale or special promotion

78%

Found a good coupon for it

33%

Wanted to pamper myself

28%

Something on shelf convinced me

24%

Looked fun and attractive

17%

Thought someone else would like it (gift)

16%

Other

6%

Did not buy anything not on the list

7%

Note: n=1,122

Source: The Integer Group and M/A/R/C Research, "The Checkout," Jun 1, 2010

117707

www.eMarketer.com

Aisle by Aisle, an App That Pushes Bargains



Mike Saxon, SVP Harris Interactive

**Good marketing is
successful at reaching
people when they are
most interested in talking
with you!**



I Say Change One Word!

Good RESEARCH is
successful at reaching
people when they are
most interested in talking
with you!



How Quick Is Too Quick



Clients Will Demand Even More from Vendors and Partners



Isn't There Always a Need to go Faster?

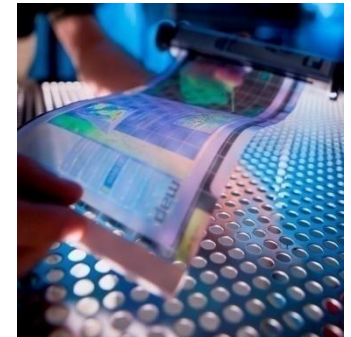
Past



Current



Future



Some of The Things Clients are Saying

- ✓ Departments are getting smaller
- ✓ Less primary research team members
- ✓ Less partners
 - More revenue per partner
 - We have some extra space
 - Increase of onsite partners
- ✓ Database analytics are growing
 - Really “looking hard” for key insights
 - Clients are doing this in house!!!
 - More offshore for this
 - Less off shore for traditional data collection

I don't even know why we have jobs in some ways... we are slow and get it wrong too often..... expensive weatherman get it right more than us!

Some of The Things Clients are Saying

- ✓ Less "big" projects
 - Brand identity
 - Segmentation
- ✓ Lots of pricing research
- ✓ Speed is the biggest factor for awarding projects
- ✓ Smaller, faster
 - What is the answer to this one question
 - Doing their own research!
 - Building their own internal panels
 - Fan pages

I no longer have time to teach partners about my business. They need to know what we do and have ideas to help us from day 1.

How About a Few Wow Comments!



**Stan Sthanunathan VP Strategy of
Global Insights, Coca-Cola**



**Michele Adams VP, Shopper &
Customer Insights PepsiCo**

Partners

- ✓ Are trying to keep up with all the technology and struggling
- ✓ Knowledge base has to be at a high level right away
 - No more ramp up time
 - But this costs money
 - Lower margins?
- ✓ More competition
 - Less traditional places

I have always said that the biggest threat to the market research industry was non-researchers doing research and NOW more than ever there are plenty of them

Partners

- ✓ Add value everyday
- ✓ Invitations to much more strategic meetings
- ✓ Partner summits
- ✓ Interaction with many different departments
 - Researches are getting more exposure to:
 - Marketing teams
 - Brand groups
 - Need to understand their marketing strategy
 - What have they done in the past
 - Current goals
 - Future opportunities



The Lines Between Marketing & Marketing Research are No Longer Blurred!



Marketing vs. Marketing Research

Marketing

Marketing Research

Relevant

Opinions

Critical

Inquisitive

Accurate

Integration

Data

Branding

Quality

Results

Surveys

Fun

Strategic

Crazy

Targeting

Positioning

Methodical

Believable

Curious

Viral

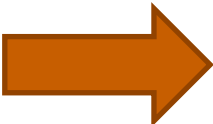


We Need To Do Things A Little Different


- ✓ Research NEEDS to be more important
- ✓ Need to make sure research is integrated into marketing
- ✓ Need our research presentations to have a marketing aspect to them
- ✓ With decline in primary research staff
 - Because we are interacting with more marketers
 - Will go to different conferences
 - Desire to promote research thru PR with success stories



We Need To Do Things A Little Different

- ✓ Most successful researchers
 - Are GREAT marketers
 - Make recommendations that really matter
 - Turn the insights into next steps
 - How about suggesting  RUGGING!
- ✓ Hopefully all of this leads to NO more great research reports collecting dust on shelves
- ✓ Because of all this
 - Hiring needs have changed





In my opinion the research industry needs to hire smart, inquisitive, math-oriented, socially networked, database proficient staff who have a solid understanding of marketing!

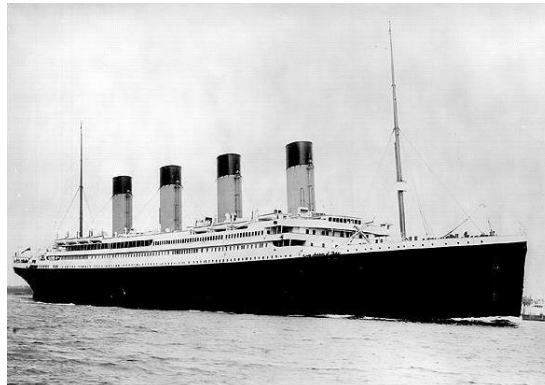
Future Titles

- ✓ Insight Implementation Officer
- ✓ Chief Innovation Officer
- ✓ Director of Text Analytics
- ✓ Chief Creatologist (HP)
- ✓ Social Media Director
- ✓ Scraping Guru
- ✓ Social Networking Maven
- ✓ King of Data Mining
- ✓ Future Facing Team
- ✓ Social Media Specialist

I've already seen much less value put on MBAs these days. People want "real world", creativity and problem solving skills.

What Can We Do?

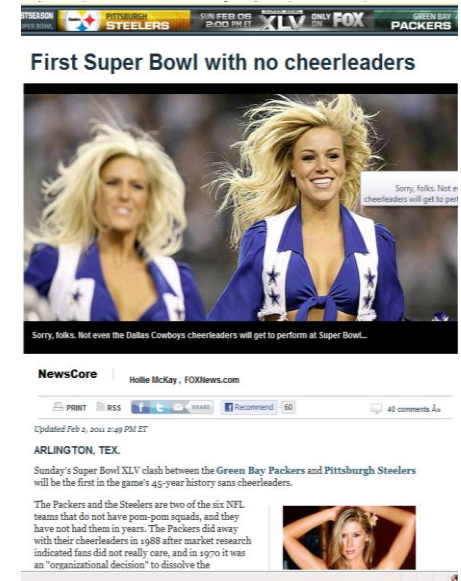
- ✓ Is REALLY pay attention to the small technology companies
 - Why
 - Most innovation comes from them
 - Maritz Research Acquires Business Analytics and Social Media Research Firm evolve24
 - Need to do a better job integrating them into our companies



**The industry can't
be like the Titanic
anymore!**

What Can We Do?

- ✓ Be aware
 - Crowdsortium - new association (33 comp.) started in October
 - NewMR Virtual Festival 2010
- ✓ Be leaders
- ✓ Be creative!
- ✓ Collaborate
 - With each other
 - Clients
- ✓ Promote the industry!
- ✓ Secure a “reverse” mentor



Reverse Mentors



Eric Swayne



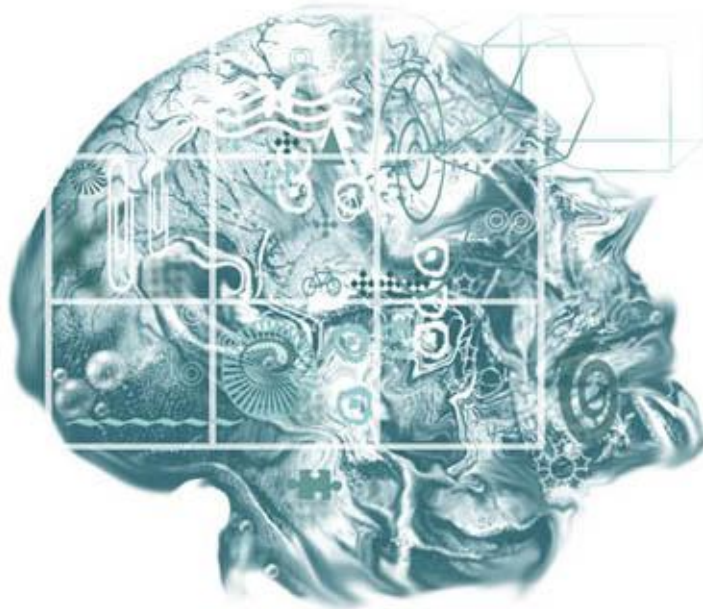
Senior Social / Digital Strategist
at Rockfish Interactive

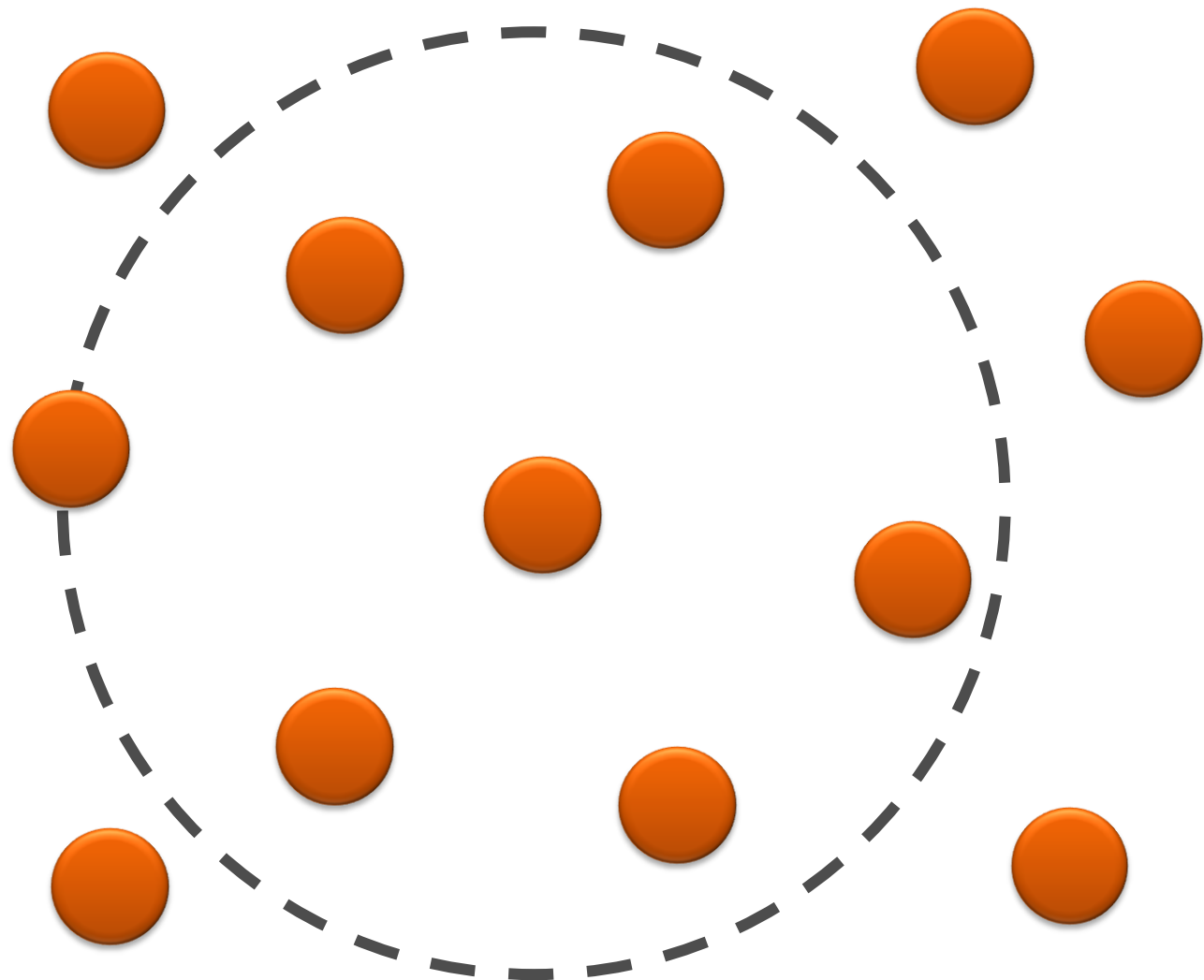
Ben Smithee



The University of Texas at Arlington
2007

**New IBM ad states that
66% of all new products
have some type of
computer intelligence
built in**





Resources

- ✓ WOMMA Word
- ✓ MASHABLES
- ✓ AdAge Daily
- ✓ eMarketer
- ✓ MRWeb
- ✓ Trendwatching
 - 11 crucial consumer trends for 2011
- ✓ Tom H.C. Anderson – Next Gen Market Research
- ✓ Forrester Blog



In Closing





Ευχαριστώ

Merci

Gracias

**THANK
YOU!**

Bedankt

Köszönettel

Vielen
Dank



To keep the discussion going:

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