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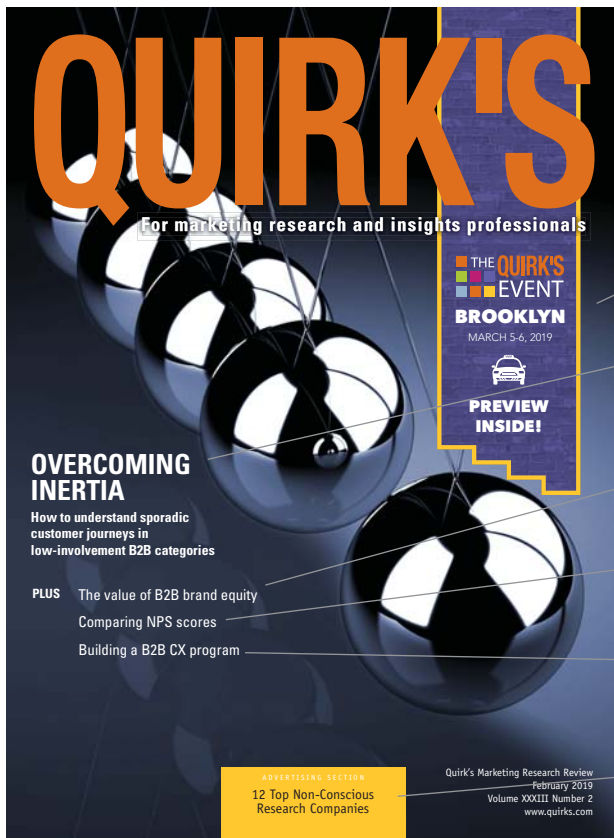
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Q // Noted Posts

••• event

The Quirk's Event Promo Video

Late last year we compiled every image and video clip on file from the 2018 Quirk's Events with the goal of creating a real, valuable event video and sent the files to an editing team. Their response: Sound quality? Awful. Videos? Shaky at best. Abandoning ship we decided to take a different route (and poke a little fun at ourselves in the process).

Enter, The Quirk's Event Promotional Video – Quirk's comical take on event videos. While we haven't exactly gone viral, the video has been reviewed as:

"The most hilariously self-aware conference promo video … ever."
"A very funny promo video. Who can stay home after seeing this?"
"Genuinely great."

We hope you'll enjoy our comical take on event videos!
https://youtu.be/umCMi2fHT2U

If you're interested in joining us at The Quirk's Event, visit www.TheQuirksEvent.com and learn more about our remaining 2019 shows in Brooklyn (March 5-6) and Chicago (April 2-3).

Q // E-newsworthy

Most-viewed articles of 2018
quirks.com/articles/2018/20181226-2.aspx

Dos and don'ts for successfully engaging survey respondents
quirks.com/articles/2018/20181225-2.aspx

What's here and what's ahead: Marketing research trends and innovations
quirks.com/articles/2018/20181225-1.aspx

Quirk's Blog

Holiday shopping goes mobile
https://bit.ly/2Aurl6C

Forming alliances to lead through disruption
https://bit.ly/2SN01bd

3 tips for pitching innovative ideas
https://bit.ly/2NHSpno

Research Industry Voices

Programmatic vs. automation in the MR industry
https://bit.ly/2s7Vu7h

Dedication to diversity propels success at Netflix
https://bit.ly/2LOoEkN

Leveraging governance to help solve CX challenges
https://bit.ly/2rKYwOC

Research Careers Blog

7 steps for harnessing employee potential
https://bit.ly/2SBS0FI

The advantages of an age-diverse workforce
https://bit.ly/2ANnUIw

5 tips for attracting great candidates
https://bit.ly/2G2sIhT

GDPR

••• cx research

For sensitive info, live agents preferred over chat bots

While chat bots can provide customers with quick answers to FAQs or issues, when it comes to handling sensitive financial and personal information, however, most customers are more comfortable with a live agent, according to research from San Francisco-based cloud contact center firm NewVoiceMedia.

Top concerns for using chat bots for service include: lack of understanding of the issue (65 percent); inability to solve complex issues (63 percent) or get answers to simple questions (49 percent); and lack of a personal service experience (45 percent). Forty-six percent also felt that bots keep them from reaching a live person.

When asked about transactions for which they would not feel comfortable using a chat bot, a significant majority of respondents said large banking (82 percent), medical inquiries (75 percent) and small banking (60 percent).

Customers prefer live agents for technical support (91 percent); getting a quick response in an emergency (89 percent); making a complaint (86 percent); buying an expensive item (82 percent); purchase inquiries (79 percent); returns and cancellations (73 percent); booking appointments and reservations (59 percent); and paying a bill (54 percent). The top benefit cited for dealing with chat bots was 24-hour service.

www.quirks.com/articles/2019/20190201.aspx

••• data privacy
Companies lag in consent-collecting

Sixty-one percent of companies surveyed said they are either not actively collecting customer consent data or they aren't sure, according to a survey from consent and preference management solutions firm PossibleNOW, Duluth, Ga.

The survey found that 25 percent of respondents say they are not collecting consent because they are waiting to see how GDPR laws are enforced; another 24 percent said they don't know enough about consent laws and 14 percent said that they do not believe they will be fined.

Twenty-six percent said they are still in the early phases of their consent system rollout and another 24 percent are only in the planning phases – meaning they have an intention to offer but still aren't doing so. In fact, only 25 percent said their consent management solution allows them to share data across all departments and divisions; and another 25 percent said they can maintain historical records for each customer, a critical component to any truly compliant consent system. This means that even though one division receives consent preferences from customers, another division also marketing to the customer base doesn't know their consent choices.

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In B2B, getting price wrong can be costly

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Joe Rydholm can be reached at joe@quirks.com

It's been interesting in recent years to see more and more assertions that the B2B customer, who was previously thought to be focused on price and price alone, is actually subject to the same kinds of emotions that are regularly claimed to sway the average consumer.

As more and more creativity is applied to B2B research, beyond the dry market studies or surficial satisfaction surveys, we're learning – perhaps not surprisingly, since they are human beings after all – that factors like job security, saving face and good old-fashioned fear can and do impact the choices that B2B buyers end up making.

That said, price is still a big deal – and an area that many companies feel they need to work on, according to a Bain & Company survey of execs. The global survey of sales leaders, vice presidents of pricing, CEOs, CMOs and other executives at more than 1,700 B2B companies gathered their self-rating of 42 pricing capabilities and outcomes and found that 85 percent of them think they and their companies can improve their pricing strategies.

In articles in *Harvard Business Review* ("A survey of 1,700 companies reveals common B2B pricing mistakes") and Bain's own outlets ("Is pricing killing your profits?"), Bain & Company's Ron

www.quirks.com/articles/2019/20190202.aspx

Kermisch and David Burns did deep dives into the findings to highlight some problem areas and solutions for them.

To understand the pricing-related capabilities that matter most, Bain studied a subset of top-performing companies, as defined by increased market share, self-described excellent pricing decisions and execution of regular price increases. As Kermisch and Burns note, the top performers are more likely to:

- employ truly tailored pricing at the individual customer and product level;
- align the incentives for frontline sales staff with the pricing strategy, encouraging prudent pricing through an appropriate balance of fixed and variable compensation; and
- invest in ongoing development of capabilities among the sales and pricing teams through training and tools.

Excelling at pricing pays off. Among the companies that do well in all three areas, 78 percent are top performers, versus just 18 percent of companies that excel in none of the three, Bain found.

Rather than using one-size-fits-all pricing strategies, the more-advanced companies tailor their pricing carefully for each combination of customer and product. They bring data and business intelligence (hello, marketing research!) to bear on three variables for setting target prices:

- the attributes and benefits that each

customer truly values – and how much value is created for them;
- the alternatives and competitive intensity in the industry; and
- the true profitability of the transaction after accounting for leakage in areas such as rebates, freight, terms and inventory holding.

Kermisch and Burns cite the example of a specialty chemical company that actively improved its pricing practices. It created forums for sharing best practices, trained product managers in fundamental pricing analysis and trained salespeople to have better pricing discussions with customers. New dashboards monitored progress toward pricing goals and flagged places where sales reps might be too aggressive or not aggressive enough. Finally, the CEO reinforced these measures by demanding that the product and sales teams report on pricing actions taken and results, so that effective pricing remained a high priority.

That last point about CEO involvement is key. Just as we've seen in the marketing research realm, when an organization's leaders make a large-scale operational change a personal mission and priority, things tend to happen. ⓠ
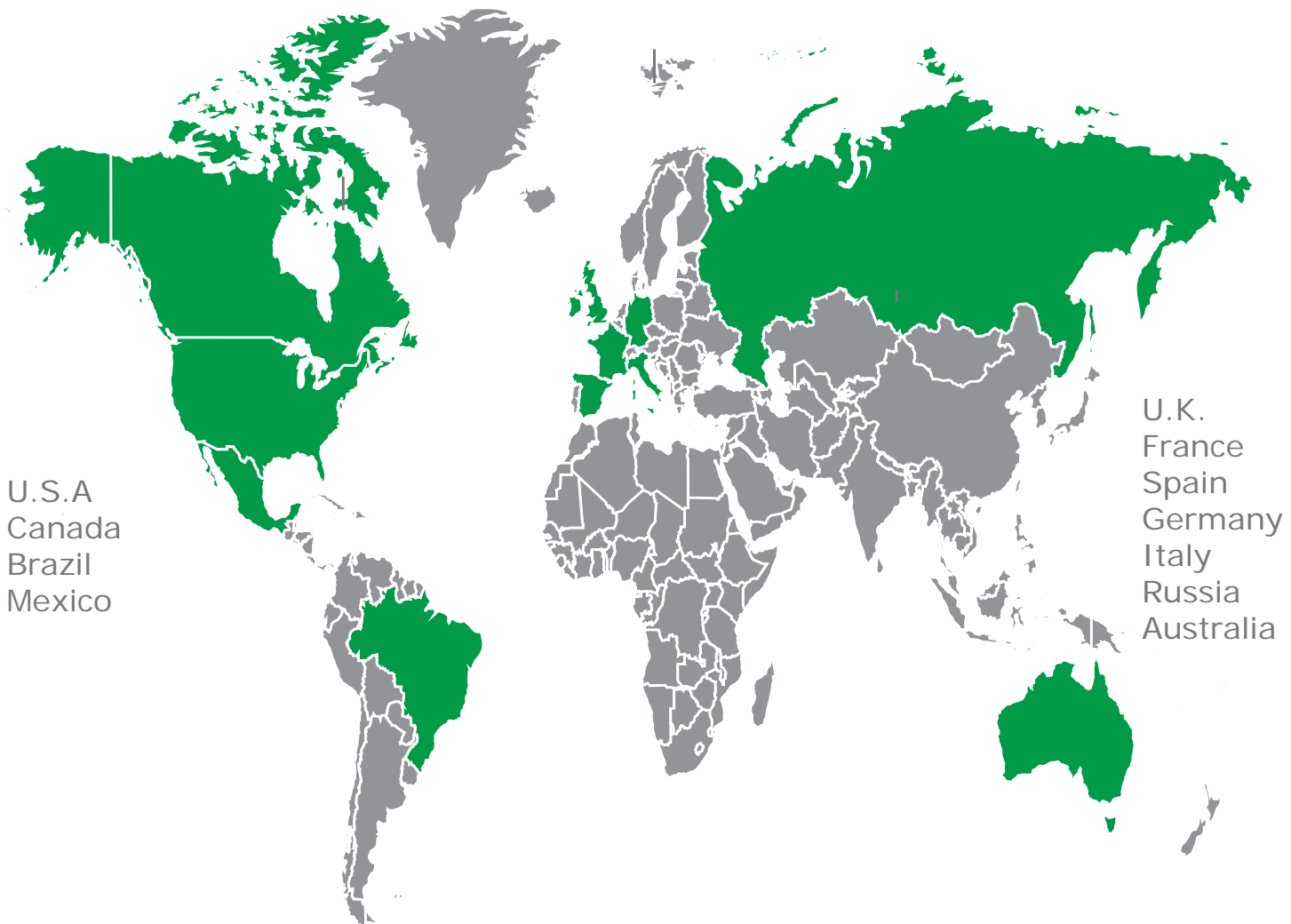
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••• consumer psychology

'I know you'll love it'

Study looks at psychology of gift-giving

Have you ever bought a gift for a friend, simply because it's a gift that you would like yourself? If so, that was likely an instance of you projecting your own attitudes onto your friend, assuming your friend shared your preferences. Such activity is called "social projection" and was the focus of research from Baylor University's Hankamer School of Business.

The study, I Love the Product, but Will You? The Role of Interpersonal Attachment Styles in Social Projection, was authored by Meredith David,

www.quirks.com/articles/2019/20190203.aspx

assistant professor of marketing, and published in *Psychology & Marketing*. Research results are based on surveys of 1,272 people across five studies.

The research reveals that people who are secure in interpersonal settings are the ones most likely to engage in social projection (making choices on behalf of others based on their own preferences). Conversely, those who are anxious in such settings are less likely to assume that others share their own preferences and less likely to make choices for others based on their personal attitudes.

"You'd think that secure people with lots of friends and healthy personal relationships would have a better idea of what someone would like as a gift but that's not the case," David says. "This research shows that individuals who

are anxious in interpersonal situations and who have fewer close, personal relationships are better at predicting what a person may like."

Securely attached individuals, David says, are people who expect others will be available and supportive when needed. Anxiously attached individuals have less-positive expectations about interpersonal-related situations and constantly worry about relationships.

"The findings of this study are counterintuitive and contrary to much of the literature, which says secure attachments are most desirable and attachment anxiety is only associated with negative behaviors and outcomes," David says. "My research suggests that secure attachments may not always be the best or most optimal."

Secure individuals tend to be older, in a committed relationship and earn a higher income. Anxious individuals tend to be younger, single and earn a lower income. A securely attached person is more apt to choose a gift based on his/her own preferences. An anxious person is more apt to consider what the recipient may like and will make a choice based less on his/her own personal preferences.

"A key takeaway is that secure people [people who have healthy relationships and feel comfortable in interpersonal settings, etc.] should be mindful of their propensity to assume others like what they like," David says. "Gifts should be thoughtful and securely attached folks need to take caution when selecting and buying gifts. Importantly, these individuals should strive to put their own preferences aside when considering what others may like."

David says her research can impact many areas of the market, including gift-giving and marketing to gift buyers, as well as human resources and hiring. One example given in the study is that of a company that lists on its Web site

a group of products that have been deemed "good gifts" for purchase. Based on the results of this research, the company could see a greater return if its target market consists mainly of securely attached individuals.

"Specifically, the findings show that less-anxious, more securely attached individuals are more likely to project their attitudes onto others," David says. "Thus, it is likely that, while shopping online, [securely attached] individuals are more likely to assume that others would also like products from that store."

Thus, a potential sale.

David says human resources professionals and hiring managers may benefit by considering the attachment styles of job candidates and using the research to guide their evaluations as to

● ● ● hispanic research

Love of music drives Hispanic media use

Radio still a key source

A proclivity for music, combined with a preference for everything digital, has made music an important online activity – both personal and social – for Latinx consumers, according to Nielsen. (Nielsen uses the term Latinx to connote unspecified gender. The decision is a nod toward greater inclusion of women, LGBT+ and non-binary Hispanics and the growing popularity of the term in social media and academic writing.)

Whether through streaming songs, watching videos or following a favorite artist on social media, digital media provide a seamless avenue for Latinx to embrace their deep attachment to their roots, as well as share their culture widely.

A deeper dive into how Latinx consume music reveals just how ingrained this art form is in Hispanics' daily lives. In fact, Latinx consumers spend 32 hours a week listening to music, outpacing non-Hispanic whites and the total U.S. population. Radio – both online and terrestrial – remains a key source of music for Latinx, who consume far more radio than the total U.S. population But while traditional radio consumption is steady, streaming audio consumption is really taking off.

Streaming has become the most popular source of Hispanics' music listening, accounting for almost half of listening time. Moreover, 45 percent of Hispanics subscribe to a streaming service for music, radio and podcasts, more than non-Hispanic whites, who clock in at 40 percent. And there's plenty of room for streaming subscription growth, as more than a third of Hispanics say they're interested in signing up for a subscription service in coming months.

With such an ear for music, it's no surprise that Latinx consumers have proven quick to adopt new technology to listen to it. More than one in five Latinx households owns a smart speaker, which is higher than the total population. These devices represent another strong opportunity for growth, as 58 percent of Latinx consumers say they want to acquire some type of smart speaker in the future, 16 percentage points higher than the total population.

Consider also that the average Hispanic consumer over the age of 13 uses four devices to listen to music, radio and podcasts each week. This shows a comfort and ease with using technological devices that will inevitably spill over to new platforms as they're developed in the future. Thanks to their passion for music and inherent gregariousness, Latinx consumers have become leaders in digital-early adoption, incorporating online fluidly into their lives.

Moreover, it's important to note that music is far more than a listening experience for Latinx consumers. In fact, 70 percent of Hispanics say they follow performers on social media sites, well above non-Hispanic whites. Of Latinx consumers who use YouTube, 88 percent go to the site to view music videos, while one in four share music video links with family and friends. For Hispanics, music represents an immersive, 360-degree engagement that forms a cultural touchstone in their social circles.

This strong support for music and musicians, plus the overall popularity of streaming, has boosted Latinx artists as never before. 2017's phenomenal success of "Despacito" by Luis Fonsi and Daddy Yankee, and its remix featuring Justin Bieber, underscores this trend. The song was the year's biggest in terms of sales and on-demand streaming. "Mi Gente," by J. Balvin and Willy Williams with a Beyoncé remix collaboration, was another smash hit, selling 1.8 million copies via on-demand streaming and song sales. With the increased ability to reach universal audiences on digital access-for-all platforms, Latinx performers have now entered the mainstream consciousness.

For marketers and advertisers, music is clearly one of the most authentic and relevant paths to connect to Latinx consumers who, by the way, view brands that sponsor concerts and tours more favorably than others. Marketers should tune into music when designing strategies to develop meaningful relationships with Latinx consumers or risk losing the beat that drives this digitally savvy demographic.

which candidates may perform better in certain roles.

"For example, it is not uncommon that marketers and salespeople must predict preferences of the customers, at least as they relate to new products, pricing promotions, etc. Sales and product development positions may be better suited for anxiously attached individuals; whereas financial, technical or market research positions may be a better fit for secure individuals," David says.

••• travel and leisure
Bleisure is booming

More mixing business with pleasure

Domestic and international bleisure travel is booming and business travelers – those who extend their trip for leisure – are invested in making the most of their time away from home, according to a study by Expedia Group Media Solutions, the advertising arm of travel firm Expedia Group. The findings, from a multinational study conducted by Luth Research, spotlight the behaviors, influences, resources and preferences of American, British, Chinese, German and Indian bleisure travelers.

The study, Unpacking Bleisure Traveler Trends, shows that on average, across the five countries, bleisure travelers take more than six business trips per year and more than 60 percent of business trips during the last year were extended for leisure purposes. In the U.S., bleisure travel conversion is consistent with the multinational

average of 60 percent, revealing a nearly 40 percent increase in American bleisure travel since 2016.

On average, 72 percent of bleisure travelers said there are destinations they have visited or will visit in the future for business that they would like to extend for bleisure.

What makes a destination appealing for bleisure travel? Fifty-six percent said they are more likely to consider a bleisure trip in a destination with great food and restaurants, closely followed by approximately 50 percent influenced by beaches, weather, nature, historical monuments or sightseeing. This further validates the importance of experiences and activities for all travelers and illustrates an opportunity for marketers to attract bleisure travelers from around the world.

"By showcasing unique experiences and activities, which are influential factors during the decision-making process, every destination, hotel, restaurant, attraction, airline and more can entice business travelers to extend their trip for leisure," says Andrew van der Feltz, senior director, EMEA and APAC for Expedia Group Media Solutions.

Converting to bleisure. Business trips lasting two to three nights are most likely to result in bleisure trips (50 percent), as are trips where the business destination is far away or more than 400 miles from home (49 percent). Leading factors that influence bleisure travel decisions include traveling to a destination with great entertainment (48 percent) and visiting an iconic or bucket-list destination (43 percent); easy-to-navigate destinations, proximity to the weekend and additional personal costs required to extend the trip for leisure are also influential factors.

Bleisure research and booking resources. Approximately 80 percent of bleisure travelers spend one to five hours on research during both the inspiration and planning phases, which is more condensed than more traditional leisure booking windows. Before deciding to bleisure, 68 percent

of travelers conduct research using a search engine, 47 percent use travel-related Web sites – including online travel agencies, airline and hotel sites and review sites – and 44 percent use destination Web sites. Most bleisure travelers personally research and book accommodations (61 percent), airfare (42 percent) and dining (38 percent) for the leisure portion of their trip.

Willingness to travel for bleisure. Two-thirds of past bleisure trips were in the same city as the business trip but more than 80 percent of bleisure travelers are willing to travel from the business destination for leisure. On domestic and international trips, more than 50 percent of bleisure travelers are willing to travel one to two hours via car from the business destination for the leisure portion of their trip and more than 28 percent would travel one to two hours via plane. When traveling domestically between the business and leisure destinations, 38 percent of bleisure travelers are unwilling to travel via bus and 25 percent are unwilling to travel via plane.

Bleisure budgets and payment preferences. Compared to a typical vacation, 57 percent of bleisure travelers spend the same amount of money or more on a bleisure trip and more than 75 percent save money specifically for bleisure travel. When on a bleisure trip, credit cards are the leading preferred payment method (69 percent), followed by cash (47 percent) and debit or ATM cards (44 percent). More than two-thirds of bleisure spend is allocated to hotel, airfare and dining for the leisure portion of the trip.

As for other takeaways for marketers:

Bleisure travel is booming: Sixty percent of business trips convert to bleisure and with travelers taking more than six business trips per year, on average, there's a profound opportunity to reach and entice this valuable audience.

Bleisure knows no boundaries: There is nearly equal likelihood of bleisure travel for both domestic and international business trips and travelers are willing to travel away from

the business destination for leisure.

Destination to-dos: With nearly 70 percent of business trips being for conferences, there is an opportunity for destinations to encourage extending for leisure by highlighting activities and experiences to drive repeat visitation.

Condensed path to purchase: Most bleisure travelers spend less time on research than they would on a leisure trip, so marketers have a shorter window to strategically target and influence behavior and purchases with call to action messaging.

In-market targeting: Bleisure travelers may not book everything in advance, highlighting opportunities for marketers to reach and convert travelers in-trip – especially for ancillary products like dining, tours and activities, entertainment and transportation.

• • • financial services

Different journey, different views

Longevity, life roles impact women's financial goals

A Merrill Lynch study finds that 70 percent of women believe that men and women have a fundamentally different life journey, reinforcing the need to better understand women's financial concerns and opportunities. The study, Women and Financial Wellness: Beyond the Bottom Line, conducted in partnership with Age Wave, is based on a nationally representative sample of 3,707 respondents, including 2,638

women and 1,069 men.

"Women have come a long way both personally and professionally but when it comes to their finances, there is still a trail left to blaze," says Lorna Sabbia, head of retirement and personal wealth solutions for Bank of America Merrill Lynch. "As women are at a tipping point to achieve greater financial empowerment and independence, it is even more essential that we support women in helping them pursue financial security for life. This includes encouraging women to invest more of their assets, save earlier for retirement, and pursue financial solutions that closely align to their personal values and life paths."

Women look beyond the bottom line. While they definitely care about the performance of investments, women view money as a way to finance the lives they want. Seventy-seven percent say they see money in terms of what it can do for them and their families. Eighty-four percent say that understanding their finances is key to greater career flexibility. When it comes to investing, about two-thirds of women look to invest in causes that matter to them.

Superior longevity. Longevity needs to be a factor in everyone's financial strategy but more so for women, who on average live five years longer than men (81 percent of centenarians are women). While 64 percent of women say they would like to live to 100, few feel financially prepared, with 44 percent of women stating they worry they will run out of money by age 80.

Confidence in all but investing. The study finds that women are confident in most financial tasks, such as paying bills (90 percent) and budgeting (84 percent) but when it comes to managing investments, their confidence drops significantly; only 52 percent of women say they are confident in managing investments, versus 68 percent of men. Millennial women were the least confident at 46 percent. Of women who do invest,

their financial confidence soars; 77 percent of women who invest feel they will be able to accumulate enough money to support themselves for life.

A trail left to blaze. The study also finds how important understanding the gender wealth gap (as opposed to the wage gap) and wealth escalators are to women's financial wellness. Women experience a gender wealth gap – the difference between men's and women's financial resources across their lifetimes, including earnings, investments, retirement savings and additional assets. This wealth gap can translate to a woman at retirement age having accumulated as much as $1,055,000 less than her male counterparts. Contributing factors include the lasting effects women experience when they take time away from the workforce to provide care, including for aging parents, their own spouses and their own children. One in three mothers who returned to the workforce after caring for children says she took on less-demanding work, which resulted in lower pay. Twenty-one percent say they were paid less for the same work they did previously. Also, the average woman is likely to have higher health costs than the average man in retirement – paying an additional $195,000 on average – due to living longer and having to rely on formal long-term care in later years.

"Women's life journeys are not only different than men's, they're different than the life journeys of our mothers and grandmothers," says Maddy Dychtwald, co-founder and senior vice president of Age Wave. "We have more opportunities and choices when it comes to family, education and careers but we're so busy taking care of other people and other priorities, we often don't take the time to invest in ourselves and our future financial wellness. If more women can actively take control of their financial future all along the way, it would benefit them, their families and our society overall."

Product and Service Update

••• quantitative research

Automation tool from InSites Consulting

DIY or with help

Consumer insight agency InSites Consulting has released Fluent, an end-to-end research automation tool for clients that integrates all aspects of setting up and running a quantitative test among consumers. The platform allows research users to create and deploy research studies at their convenience, with a turnaround time of two to three days from the initial setup to the final insight delivery. The process can be run fully DIY or co-piloted with a solution-driven professional to ensure strategic input into the process and value-add interpretations of findings. The validation solutions offered through Fluent will be tailored to the needs and wants of individual clients to offer a desired level of customization. In addition, the Fluent platform will be integrated into InSites Consulting's community platforms, aiming to unlock an additional layer of efficiency by having the same participants collaborate across multiple studies. The Fluent platform was originally developed by South African insights agency Columinate, which was acquired by InSites Consulting in October

2018. The software is now a part of InSites Consulting's global offering.
www.insites-consulting.com

••• qualitative research

Portable streaming solution for focus groups

Includes curation tools

Technology-based solutions company Civicom has launched CCam focus, a portable streaming media and video recording solution for live, in-person focus groups. The solution is now part of Civicom Marketing Research Services group. CCam focus is supported by a live Civicom technician and includes video curation tools, allowing researchers to review video recordings, create video tags, mark up key moments, create video clips for reports and order machine or human transcripts that match video frame-for-frame. CCam focus equipment can be used in a facility where video recording and streaming exists. It is an alternative to existing facility-based recording hardware and software and requires no installation. Weighing less than seven pounds, it can be carried from one facility to another or from room to room and can be used anywhere in the world.
www.civi.com

••• media research

Get in-the-moment feedback with Harris PopUP Live

Uses Toluna technology

Digital research agency Harris Interactive has launched Harris PopUP Live, an online discussion platform that allows TV, radio and online broadcasters to gain in-the-

moment feedback from viewers and listeners tuned into a specific show while it's on-air. Broadcasters can view, download and control the conversations as members share reactions, likes and dislikes in a moderated discussion. The platform is powered by Toluna technology and is built around Harris Interactive's PopUP Community platform. The platform is managed by Harris Interactive's specialist media researchers, with a discussion guide specific to individual client needs. Clients are able to view and download insights instantly or access clean transcripts and analysis from the day after transmission.
harris-interactive.com

••• shopper insights

Follow the path to purchase

Research Now SSI offering combines data sources

Plano, Texas, company Research Now SSI has introduced its SamplePlus Meter solution. Through a partnership with cross-media measurement firm RealityMine, SamplePlus Meter combines observed data from online Web, app and search behavior with Research Now SSI's panel data, integrated third-party data sets and its library of profile attributes, allowing marketers, brand advertisers and agencies to identify specific audiences and understand customer touchpoints along the path-to-purchase. SamplePlus Meter is designed to provide precise audience selection and near-real-time feedback. RealityMine's meter technology passively monitors activity from personal computers, tablets and smartphones with the participant's permission, providing insights to understand how consumers research their purchasing decisions. The permission-based SamplePlus Meter solution collects global behavioral data including: Web and app usage such

as social media and commerce sites; search terms such as "restaurants near me" or "cold remedies;" in-app media from media service providers; and Amazon e-commerce funnel activity including purchases.
www.researchnow.com
www.realitymine.com

••• Briefly

■ San Francisco-based customer experience research firm UserTesting has announced new advancements to its platform with the latest release of its Workspaces, Approval Workflow, Tagging and User Roles products.
www.usertesting.com

■ Paris-based researcher Ipsos has launched its Global Ophthalmology Therapy Monitor. The study combines actual patient data with perceptions of treating doctors, providing a view of the ophthalmology treatment landscape. The new study will run in EU5, Switzerland, Japan and Canada, with other markets available on demand.
www.ipsos.com

■ Data services firm Maru/Blue has launched Maru Voice UK, an online market research panel that allows the U.K. general public to voice their opinions on a variety of topics and issues. Maru Voice UK partners with household brands, government bodies, nonprofit organizations and the media to help them better understand their customers and stakeholders.
www.marublue.net

■ London-based health care research firm Research Partnership has published Living with Diabetes LATAM, a report based on a new study conducted among Type 2 diabetes patients in Brazil and Mexico. The report explores patient attitudes and perceptions towards treatment, the health care professionals managing their condition and identifies the types of support and education patients need at different stages of their journey.
www.researchpartnership.com

■ Auckland, New Zealand, research solutions firm Infotools has launched mobile data alerts for its Infotools Harmoni software platform. The feature notifies stakeholders when changes in data require business attention and action, including exceptions or breaks in data, alerting users when new data is available and when specific metrics are or are not met.
www.infotools.com

■ San Francisco-based company Absolutdata has launched NAVIK ResearchAI, a market research platform that uses a variety of research methodologies, data types, artificial intelligence and machine learning techniques to automate the research process. The platform includes Research Guru, a tool that reads research reports, comprehends insights and answers questions using natural language processing, and the Brand Tracker module, which automates brand tracking, generates questionnaires and targets groups to deliver reports on brand health and identify emerging trends. Other modules include NAVIK SegmentationAI, NAVIK PriceAI and NAVIK ConceptAI.
www.absolutdata.com

■ San Mateo, Calif., company SurveyMonkey has integrated SurveyMonkey CX, its turn-key NPS solution, with Salesforce. The integration allows SurveyMonkey CX and Salesforce joint customers to better automate workflows and processes that measure customer success.
www.surveymonkey.com
www.salesforce.com

■ Paris-based researcher Ipsos has expanded its Oncology Molecular Diagnostics Monitor to Korea. The study provides insight into the oncology biomarker testing landscape in the region.
www.ipsos.com

■ Enterprise feedback management company Questback, New York, has launched The Questback Enterprise

Feedback Suite, an IBM-integrated feedback solution that allows users to design and create e-mail-ready surveys for distribution to predefined audiences, built using IBM's Universal Behavior Exchange Campaign.
www.questback.com

■ Canada-based customer intelligence software firm Vision Critical has introduced a customizable professional accreditation and certification program as part of Vision Critical Academy, its collaborative learning environment. The program allows customers, partners and employees to become certified on the company's customer intelligence platform Sparq.
www.visioncritical.com

■ San Jose, Calif., UX insights company UserZoom has announced the upcoming launch of UserZoom Academy in early 2019. UserZoom Academy will offer training courses across all major UX research methods.
www.userzoom.com

■ Harvest Your Data, a Wellington, New Zealand-based mobile device data capture software company, has made available Harvest Your Data – Total Control. Total Control allows users to install a private copy of the Harvest Your Data software on Amazon Web Services, Microsoft Azure or their own servers, giving them control over the geographic location of the data captured and the levels of security required to conform to corporate standards.
www.harvestyourdata.com

■ Market research services company Knowledge Excel has launched Flash Research, a technology-based service. The Flash framework includes different modules to support programming and sample collection and a report generator that can be used to understand market sentiment. The studies will soon be managed by a virtual PM, an AI-based bot used to execute a project without human support.
knowledgeexcel.com

Statistical inference about Net Promoter Scores

| By Albert Madansky

snapshot

Albert Madansky explains how to perform statistical comparisons of Net Promoter Scores.

The widely used Net Promoter Score (NPS) was introduced in Reichheld (2003) and is calculated based on responses to a single question: "How likely is it that you would recommend our company/product/service to a friend or colleague?" where the response is given based on a 0 to 10 scale. Respondents with scores of 9 or 10 are called Promoters, those with scores of 6 or below are called Detractors and those with scores of 7 or 8 are called Passives. The NPS is defined as 100 times the difference between the fraction of Promoters and the fraction of Detractors in the sample. There are a number of contexts in which researchers are interested in comparing NPSs to see if they are significantly different. In this article I will set forth the basic principles for performing such statistical comparisons.

Multinomial distribution basics

Consider a multinomial population with k categories whose corresponding means are q1, …,qk. Assume that we have a random sample of n observations from this population, with observed category proportions p1, p2, …, pk, where

$$\sum_{i=1}^{k} p_i = 1$$

Since the sum of the p's is 1, the p's are negatively correlated (if one of the p_i is large the other p_js will perforce be small).

Suppose we wish to test the hypothesis that

$\theta_1 = \theta_1$, based on the statistic $p_1 - p_2$. As shown by Wilks (1940), the standard deviation of the statistic $p_1 - p_2$ is

$$\sqrt{\frac{\theta_1(1-\theta_1) + \theta_2(1-\theta_2) + 2\theta_1\theta_2}{n}} = \sqrt{\frac{\theta_1 + \theta_2 - (\theta_1 - \theta_2)^2}{n}}$$

Since the θ's are unknown, we estimate them by their sample estimates and use as an estimate of the standard deviation of $p_1 - p_2$ the quantity

$$s = \sqrt{\frac{p_1 + p_2 - (p_1 - p_2)^2}{n}}$$

A common error made by those comparing two percentages from a multinomial distribution is to treat them as independent. In doing so they erroneously calculate the estimated standard deviation as

$$\sqrt{\frac{p_1(1-p_1) + p_2(1-p_2)}{n}}$$

thereby underestimating the standard deviation and hence declaring non-significant differences as significant.

To apply this to NPS we let k=3, with subscript 1 representing Promoters, subscript 2 representing Detractors and subscript 3 representing Passives. Then (except for a factor of 100) $p_1 - p_2$ is the NPS and s given above is an estimate of the standard deviation of the NPS. If therefore one wanted to compare two NPSs, say L_1 and L_2, computed from two independent samples of sizes n_1 and n_2, respectively, one would calculate the z-statistic

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$$z = \frac{L_1 - L_2}{\sqrt{\dfrac{p_{11} + p_{21} - (p_{11} - p_{21})^2}{n_1} + \dfrac{p_{12} + p_{22} - (p_{12} - p_{22})^2}{n_2}}}$$

where p_{11} and p_{12} are the Promoter fractions and p_{21} and p_{22} are the Detractor fractions in the respective independent samples.

Some researchers cleverly code the Promoters as 1, the Detractors as -1 and the Passives as 0, calculate L_1 and L_2 as the averages of these coded data and then use the two-sample t-test to test the significance of the difference. This leads to a minor error, which can be seen from the following analysis. One of the computations in facilitating the t-test is the calculation of the sample variance of L_a. Let the scores of the n_a respondents be denoted as $y_1, ..., y_{n_a}$. Then the sample variance for sample a (a = 1, 2) is calculated as

$$s_{1a}^2 = \frac{\sum_{i=1}^{n} y_i^2 - (\sum_{i=1}^{n} y_i)^2 / n_a}{n_a - 1} = \frac{n_a(p_1 + p_2) - (n_a(p_1 - p_2))^2 / n_a}{n_a - 1}$$

and the squared standard error of L_a is calculated as

$$\frac{s_{ta}^2}{n_a} = \frac{p_1 + p_2 - (p_1 - p_2)^2}{n_a - 1}$$

instead of as

$$\frac{p_1 + p_2 - (p_1 - p_2)^2}{n_a}$$

While this error is negligible for large samples, it can make a difference for small samples.

Weighting

To develop the comparable procedure when the data are weighted, assume that the j-th member of the sample is given weight w_j, j=1, ... , n, We represent the data as a collection of nk 1's and 0's, with x_{ij} being a 1 if respondent j responded positively to category I and $x_{ij} = 0$ otherwise. Then for example p_1 can be written as

$$p_1 = \frac{\sum_{j=1}^{n} x_{1j}}{n}$$

The weighted p_{w1} can be expressed as

$$p_{w1} = \frac{\sum_{j=1}^{n} w_j x_{1j}}{\sum_{j=1}^{n} w_j}$$

The determination of the standard deviation of the statistic $p_{w1} - p_{w2}$ is based on the following:

$$V(p_{w1} - p_{w2}) = V\left[\frac{\sum_{j=1}^{n} w_j x_{1j}}{\sum_{j=1}^{n} w_j} - \frac{\sum_{j=1}^{n} w_j x_{2j}}{\sum_{j=1}^{n} w_j}\right]$$

$$= \frac{\sum_{j=1}^{n} w_j^2 V(x_{1j} - x_{2j})}{(\sum_{j=1}^{n} w_j)^2}$$

But

$$V(x_{1j} - x_{2j}) = V(x_{1j}) + V(x_{2j}) - 2Cov(x_{1j}, x_{2j})$$
$$= \theta_1(1 - \theta_1) + \theta_2(1 - \theta_2) + 2\theta_1\theta_2$$

So

$$V(p_{w1} - p_{w2}) = \frac{\theta_1(1 - \theta_1) + \theta_2(1 - \theta_2) + 2\theta_1\theta_2}{f}$$

where f is the effective sample size, called the "design effect" by Kish (1965, Section 8.2, p. 258).

$$f = \frac{(\sum_{j=1}^{n} w_j)}{\sum_{j=1}^{n} w_j^2}$$

Since the θ's are unknown, we estimate them by their sample estimate and use as an estimate of the standard deviation of $p_{w1} - p_{w2}$ the quantity

$$s = \sqrt{\frac{p_1 + p_2 - (p_1 - p_2)^2}{f}}$$

If therefore one wanted to compare two NPSs, say Lw_1 and Lw_2, computed from weighted data from two independent samples of effective sample sizes f_1 and f_2, respectively, one would calculate the z-statistic

$$z = \frac{L_{w1} - L_{w2}}{\sqrt{\dfrac{p_{11} + p_{21} - (p_{11} - p_{21})^2}{f_1} + \dfrac{p_{12} + p_{22} - (p_{12} - p_{22})^2}{f_2}}}$$

More complex comparisons

Market researchers may sometimes compare NPSs from samples that may not be independent. One might ask a respondent the basic rating question about two different products. To complicate matters, some respondents may only rate one of the products rather than both. Obviously the ratings are correlated (because we may have the same respondent rating both products), so that the NPSs are correlated. To further complicate matters, the responses to each of the products rated by those respondents who rated both products may be assigned different weights.

Another scenario is one where the basic rating question is asked about a product and then the sample is split into (not necessarily separate) sub-groups and one wants to know if the average NPSs are different for these subgroups. For example, we may ask whether the average NPS for users of Product A is different from that of Product B, where some of the re-spondents are users of both products. Again, to further complicate matters, the respondents may be weighted dif-ferently for product A and for Product B. The Analytical Group has devel-oped appropriate statistical proce-dures to handle all these complexities, which have been incorporated into the newest version of WinCross. ◑

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Overcoming inertia

How to understand sporadic customer journeys in low-involvement B2B categories

| By Jeana McNeil

snapshot

By using market insights to explore the buyer journey and decision process for low-involvement categories, B2B suppliers can separate themselves from competitors.

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Set it and forget it is the attitude in many low-involvement B2B categories – data security, business insurance, telecommunications, commodity inventory, etc. These categories of products and services are important to the customer's business but are often seen as necessary backroom operations that add costs. As such, inertia keeps most businesses from proactively evaluating alternative approaches or vendors. If the product or service is good enough businesses don't have the motivation to evaluate their options. If the product or service is high-risk or complex it creates further obstacles: There are stacks of behavioral economics research that show people, including business buyers, are risk-averse.

Due to the set-it-and-forget-it approach, the purchase journey for products and services in this category consists of long stretches of inertia, interspersed with periodic spikes of intense interest in alternatives (Figure 1). During the inertia phase businesses pay little attention to the category. They don't think about how things could be better or stay aware of vendors, etc. They remain happy with (or at least accepting of) the status quo until a product/service failure or a significant price increase jolts them out of their comfort zone. Then their attention to the category spikes; they scramble to find a vendor that can address their acute pain points. They reach out to peers and advisors, conduct online searches, read online reviews, take sales calls, etc.

But this intense interest isn't always enough to overcome the status quo. As prospects begin to review their options a different type of inertia sets in: The hurdles and challenges inherent in internal purchase processes stall the decision. Buyers often decide that it would take too much effort to switch or that there is too much risk in doing so and opt to stay with the incumbent vendor.
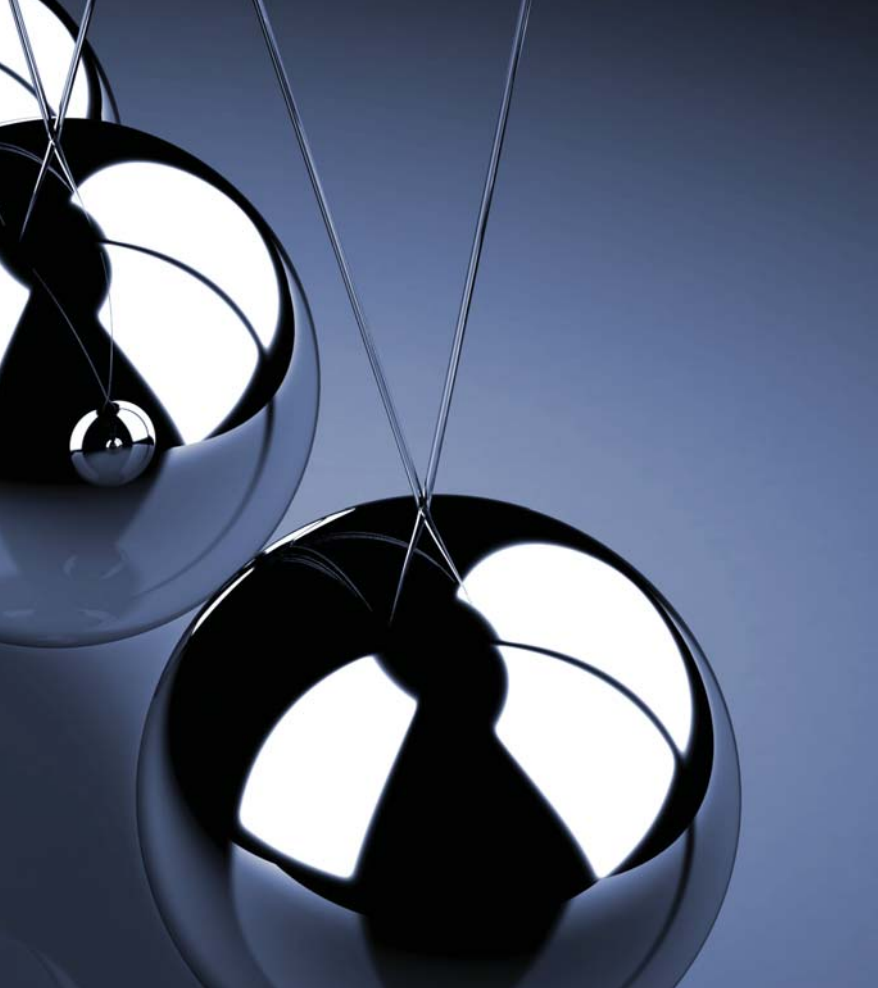
Inertia returns

Once a prospect makes their decision to switch vendors, or maintain the status quo, their inertia returns. They stop paying attention to the category and their awareness of vendors and alternative approaches rapidly dissipates.

This buying cycle creates significant challenges for vendors that operate in these categories. If your product or service is a low-involvement one, convincing prospects that it's worth their time to look around outside of their sporadic spikes in interest may require more sales and marketing resources than you have available. The most effective approach for many B2B vendors is to ensure they are positioned to take advantage of the opportunities that arise.

This article presents four categories of insights that market insights teams can use to help their companies take advantage of these types of sporadic opportunities. These include: understanding the failures that prompt vendor evaluation; identifying where prospects go for information; understanding the requirements for a replacement solution; and mapping the last mile of the buying process in more detail. We also suggest several approaches to collect and consolidate the insights.

Understand the failures. The trigger to act in low-involvement categories tends to be a failure or cost increase rather than a proactive desire to improve the status quo. Your sales and marketing can speak directly to these motivations if you understand the what, where, why, who and how of the typical failures that motivate prospects to evaluate vendors: You understand their pains and can assure them that these failures will not happen with you. Convincing a prospect that the failures they experienced will not happen with you will be as compelling as the additional benefits your company provides. If a prospect feels at risk of the same type of failure with a new vendor, they have little motivation to switch.

Be where prospects look. Although the product or service may be important to their business, prospects often look at just a handful of vendors: those they've used before, are familiar with, find in a simple online search, know their peers use or are recommended by their trusted advisors. To improve the likelihood of being in this initial consideration set, B2B vendors should:

- Keep track of, and contact with, individual customers and prospects when they move to new employers.
- Attend industry events as a sponsor or attendee.
- Identify the trusted advisor channels you can feasibly influence.
- Invest in optimizing search results.
- Advertise to maintain brand awareness (this varies in importance by market).

Value of insights is clear

The role and value of market insights is clear. B2B vendors need to allocate their sales and marketing resources in the right places and most vendors don't have the budget to be everywhere. Is it better to spend the money to be at the national trade show or to run print ads in an industry journal or optimize your online ad placement? Research can help prioritize sales and marketing activities.

Understand all of the requirements. During the sales process, it is important to distinguish between the trigger that prompts a vendor review/search versus the criteria that drive the purchase decision. A specific problem causes the buyer to investigate other solutions. The new solution must solve that problem, plus satisfy a range of additional critical buying criteria. Consider this example: An incumbent server-based technology crashes, creating weeks of disruption as the prospect gets their system and data back up and running. Your solution attracts the prospect with a message about a modern user interface (UI) and a cloud-based application that is always available. However,

Figure 1

Low-Involvement Purchase Journey

PROSPECT EFFORT & AWARENESS

Intense Vendor Identification & Evaluation

Disengagement

New Product/Service Selected; or Return to the Status Quo

Failure or Significant Price Issue

Inertia/Good Enough/Set-and-Forget

Inertia Returns

TIME

the criteria that will actually drive the decision may be very different: In addition to the UI, the prospect needs a reliable, compliant, cost-effective solution that integrates with its other mission-critical systems.

Map the last mile. When a vendor is in the right place at the right time, it still may be stymied by a no-decision. Research by CEB[1] indicates that the frequency of stalled B2B purchase decisions is on the rise as the buying process has become more consensus-driven. Decisions can be paralyzed by the array of solutions available, the volume of information vendors provide about their solutions and the increasing number of stakeholders involved in each purchase.

Instead of feeling empowered by the information available, buyers become overwhelmed. This is especially true in low-involvement categories where the prospect hasn't thought about the issues prior to their sudden spike in interest. It can be easier for a buyer to maintain the status quo rather than face the uncertain benefits of a replacement.

One way to address this issue is to take a prescriptive approach to selling. When prospects reach out to vendors, most still need to understand what solutions best fit their needs and whether they should switch at all. They weren't necessarily thinking about other vendors, or the category at all, before the failure. Buyers seek multiple options and ask

for more information because they don't really know what they need; they hope that one of the options presented will stand out as the right choice for them. Instead, the opposite occurs: Too many options overwhelm and complicate the decision. The CEB research shows that vendors that take a prescriptive approach – provide a recommendation with a clear rationale instead a series of options – close significantly more deals. That said, it is important for your recommendation to be in line with the core drivers of the prospects purchase motivation. Prospects tend to reject solutions they view as too broad in scope relative to what started them down their purchase journey. Put another way, address the acute pain point first, before expanding to all the other things your product can do.

Research can support strategies

Marketing research can support strategies to improve effectiveness and win-rates during the "last mile" of the prospect buying process. When B2B marketers map the buying journey, the focus tends to be on building awareness and consideration, where marketing has the most responsibility. However, close attention to mapping the journey once a prospect engages with the sales team can help close more deals by providing insights into:

• How knowledgeable and informed

the typical prospect is when they begin to interact with the sales team. This helps marketers and the sales team set a baseline for creating materials and processes that speak to prospects in a way, and at a level, they can understand.
• The two or three main drivers of the buyer's purchase intent outside of the failure that triggered the evaluation process. Even when buying the most complex product, most prospects are focused on improving a handful of key activities. This helps marketers and sales teams speak to the benefits that prospects care most about.
• The internal barriers your internal champion is likely to encounter, so that you can provide data and recommendations for how they can overcome them. Once your champion is sold, the deal can still be derailed without internal consensus.

Illuminate the journey

Mapping the customer journey and decision-making process requires data. This can be a challenge in low-involvement categories; sporadic, unpredictable sales make it difficult to find and conduct research with customers/prospects that recently switched vendors. That said, there are still a variety of research tools and data sources available that can illuminate the customer journey. These range from informal internal interviews to robust market surveys. The following is a review of tools and data sources and how they can provide individual insights to create a more comprehensive view of the customer buying process.

Internal interviews with sales/ account reps. Sales and account reps often have more direct contact with customers and prospects than anyone in the organization. They can provide insights into: the types of problems and solutions that prospects ask them about; how prospects find out about the company; and the decision factors that drive prospect decisions.

It is important to recognize that sales/account reps view clients and prospects through a narrow lens and bring with them a set of biases and

interpretations. That said, an open-ended conversation with a handful of reps can provide useful insights with no more investment than the time it takes to conduct the interviews.

If reps are not accessible, lead-generation systems often track the customer's reason for contacting the vendor or the specific message/ad that created the lead. An analysis of these data can identify patterns in the pain-points that prompt outreach.

Qualitative interviews with customers. Recent customer acquisitions are an important data source. The insights team can identify relatively new customers (e.g., became a customer within the past one to two years) and conduct in-depth interviews to explore: the trigger that initiated the investigation; how they identified the vendors they evaluated; their vendor evaluation criteria; and their buying process.

Research with customers that switched enables a focus on demonstrated behaviors rather than the predicted behavior. People generally do a poor job of predicting where they would look for information and how thorough an investigation they would conduct. That said, this approach has limitations because memory fades quickly. One way to overcome this hurdle is to explore these topics as part of a win/loss program. These questions can be added without significantly increasing the length of a win/loss survey or in-depth interview.

Win/loss interviews. The most current and accurate information about why prospects consider switching vendors, where they look for information and their buying process can be gathered by including the exploration of these factors in your win/loss program. This will help distinguish between the messages and criteria that drive consideration vs. purchase decisions.

Market needs survey. A quantitative market survey can identify the most common and

persistent problems that drive dissatisfaction. It can also help identify the full range of criteria a replacement solution must satisfy.

Customer satisfaction survey. Customer satisfaction data can be a surrogate for the broader market if the data are used judiciously. The factors that drive customer behavior are often similar in nature to those that drive prospects. You can review existing data

and/or add a few relevant questions to your VOC program to identify the factors that diminish satisfaction. Factors that make your customers unhappy likely do the same for your competitors' customers.

Data science. Another emerging option is insights from applied data science firms. These are the big data vendors that consumer brands use to identify the Web sites their target markets are more likely to visit and

the type of content they search for. The vendors in this category are just starting to expand into B2B sectors so their application is still limited. But it is something that may soon have a place in the insights team's toolbox.

Create a cohesive story

Market insights play an important role in increasing win-rates in low-involvement B2B categories. Most organizations will need to combine data from multiple studies and sources to create a cohesive story and develop recommendations for the marketing and sales teams. The effort and time involved in this work can provide meaningful competitive differentiation for companies that compete in low-involvement categories. The companies willing to do the work will be well-placed to take advantage of the opportunities that arise. ⓞ

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> Conducting a survey to assess brand equity among your target audience allows a firm to determine its strengths and weaknesses as well as those of its competition.

Looking beyond sales

The value of B2B brand equity

| By Carly Fink

snapshot

Yes, sales are important but B2B companies also need to gather and track other measures.

Business-to-business (B2B) is often more sales-driven than its business-to-consumer (B2C) counterpart. In this type of environment, advertising and building a brand are crucial even if there is a strong sales force in place. Advertising supports the full B2B customer sales journey by helping to generate awareness and leads for the sales team and by reinforcing satisfaction with the brand. Even if a B2B firm is more sales focused, this article will address why it is important to monitor your branding and advertising initiatives as well as evaluate the success of your brand compared to the competition.

In addition, the article will also include how to monitor the impact of the sales team when evaluating the organization's brand equity. As the media mix has become more complex and companies are producing substantially more content than ever before, the relationship between sales and advertising is even more intertwined. Firms need to consistently monitor and evaluate the role of sales and advertising and its impact on the company's acquisition and retention rates.

Considered secondary

B2B organizations should recognize the value of brand equity (brand health) and the need to understand their brand equity as compared to the competitive landscape. Often, in sales-driven firms, brand equity and advertising are considered secondary. There is a misconception that brand equity is only valuable in the B2C space. Only 14 percent of B2B marketing decision makers find brand equity a key performance indicator (KPI) metric when evaluating their firm. Research shows customer satisfaction and revenue are the most utilized criteria. By solely using these criteria as KPIs, a company is only viewing the outcome. In contrast, utilizing brand equity as a KPI metric will allow companies to understand how to improve different aspects of the customer sales journey.

Also, organizations do not operate in a bubble. Competition plays a

critical role that impacts sales and retention rates. For B2B companies, intimately knowing the competitive landscape can help them understand what your brand is doing better than other firms, as well as determine areas that need improvement. Evaluating your brand and the competition by only using KPIs such as sales and customer satisfaction does not lead to a clear comparison of your customer sales journey versus key competitors.

In order to improve and better understand the customer sales journey, brand equity in a sales-driven environment needs to be evaluated and monitored. Brand equity measures consumers' awareness, association, perceptions of quality and loyalty and while it's not often utilized in the B2B space, it really should be considered essential.

There are several challenges related to the monitoring of equity for B2B brands. Often drivers that influence the brand equity score can vary by industry, company size and the specific audiences targeted by the company. Depending on the sector, sales teams may be more influential and in other organizations, different marketing channels may take on a larger role (e.g., conferences).

Create a relationship

The B2B audience is typically more rationally driven by logic and relationships, while consumers tend to be more emotionally driven. Prospects are more likely to look for attributes such as most innovative, best reputation and thought leadership when selecting a company. B2B brands need to prove their expertise and create a relationship with the client.

As compared to B2C, the B2B consumer sales journey is significantly more complex. A few key reasons include:

- Products/services may be complicated and prospects need to be educated prior to making a purchase decision.
- There are several decision makers and the procurement department often

influences and slows down the process.
- The gratification of the product or service may take longer, as it may need to meet long-term business objectives.

While B2B advertising efforts most likely exclude advertising on television, Facebook, YouTube or radio, there are several media channels that may be relevant. Conferences, brochures and sales calls are examples of traditional B2B channels. Digital channels may include e-mail, paid and organic search, content marketing and LinkedIn. Whatever marketing channel is used by a firm, it is key to understand its significance in influencing the consumer sales journey.

In the business-to-business environment, personal interaction and the relationship between the sales force and the customer are essential. Along with the quality of the human interaction, salespeople communicate the brand perception, explain the product/service and negotiate the cost. As a result, in a sales-driven company, the sales team directly influences brand equity. The sales team is a personal channel directly delivering the brand's benefits. Their goal is not only to acquire new customers but also to retain the long-term relationship with current customers.

A company needs to know the strengths and weaknesses of its sales force and also the impact of the sales force on its brand equity score. When evaluating the sales force, several factors influence the success of the team such as knowledge of the company and the products, social competencies, communication skills, professionalism, trust, motivation and even demographic attributes.

A comprehensive assessment

Conducting a survey to assess brand equity among your target audience allows a firm to determine its strengths and weaknesses as well as those of its competition. Prior to conducting quantitative research, secondary research and in-depth interviews can help to better develop the appropriate design of the questionnaire. Also, it helps to provide a comprehensive assessment of the consumer sales journey.

Competitive intelligence

Prior to conducting primary research, secondary research can help gain a better understanding of the landscape. It ensures that your primary research is as impactful as possible.

The first step is to determine the primary competition. As opposed to evaluating a long laundry list of competitors, select the three-to-five most important companies that you would like to benchmark. To gain a full perspective of the landscape, select a few of the largest revenue producers in the industry, as well as new competitors with significant upside potential.

Once the list is chosen, it is essential to look at the firm and competition customer journey and try to answer the following questions:

-- What does the sales funnel look like?
-- What is the role of the sales team?
-- What is the marketing mix?
– What are the products or services offered?
-- What is the unique selling proposition (if there is one)?
– What are the strength and weaknesses?

In many cases, access to competitive intelligence may be limited. Some simple methods for collecting this information include: visiting Web sites and social media pages; signing up for e-mails and whitepapers; and attending trade shows/events.

Purchasing low-cost marketing analytic tools such as SEMrush can provide a better understanding of the digital advertising landscape by providing intel on Web traffic, SEO, SEM and display ads.

In-depth interviews

Prior to conducting brand equity research, conducting in-depth interviews among prospects and customers can be extremely informative. Given that research for businesses can be more challenging than consumer research, half-hour online or phone interviews are often a successful approach to reach this target as they offer flexibility for respondents to choose a convenient time to be interviewed, thus increasing their willingness to participate.

The interviews evaluate your organization and the competition in regard to: context surrounding the decision-making process and determining pain-points during the consumer sales journey; the relationship between customers and the sales team; brand preference – why customers prefer one company over others; how the needs of customers differ when selecting a brand.

Brand equity survey

When developing the questionnaire to measure brand equity it is important to think about the full consumer sales journey as well as take into account your findings from previously conducted research.

Based off of the consumer sales journey, the structure of the survey should include the following four areas:

Memorability: How familiar are they with the brand? Is it top of mind during the selection process?

Exposure: What type of interaction do they have with the brand? Marketing channels? Sales team? How do they learn about the brand?

Perception: What characteristics resonate (e.g., innovative, trustworthy, thought leaders, cost)? Which brand(s) is preferred?

Short- vs. long-term relationship: What is the relationship with the company (prospect, current customer, lapsed customer)? How satisfied are you with the brand? Would you refer the brand to a colleague?

The competitive intelligence and in-depth interviews provide a concise list of competitors, market/sales materials and attributes to include in the questionnaire that will be developed.

After the survey is fielded, results will indicate how a company is performing relative to its competitors and communication methods. Advanced analytics, such as linear regression, will determine which marketing channels have the highest correlation to drive awareness, consideration and, ultimately, a purchase. This type of analysis will also show the influence of the sales force throughout the consumer sales journey.

The outcome of this research will not only help a B2B company determine where to allocate the money for the highest return but also determine its strengths and weaknesses relative to the competition. ⓞ

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Companies are people too

Considerations in building a B2B CX program

| By Claire Sporton

snapshot

The importance of considering the roles of individuals in a company's purchasing process.

As we hit 2019, you can hardly move for people stating that the customer experience is the last true battleground for consumer markets. Expectations are sky-high, fueled by companies like Amazon that deliver levels of personalization, self-service and ease-of-use that sometimes seem to border on witchcraft. Get it wrong and you're in trouble, it's as simple as that.

But that's consumer markets. Surely it's not the same for business-to-business companies? Actually, it is. Or at least, it's not far off.

For organizations operating in a B2B environment, the customer experience is a critical consideration too, a fact that's become clearer and clearer over the past five years or so. As in the business-to-consumer world, it is often the last true battleground for competitive differentiation and client retention. But with fewer customers and dramatically larger deal sizes, the stakes are higher. There is also a much more complex relationship to consider. Rather than one individual making a purchase from another individual, there are most likely teams of several stakeholders on each side, each of whom has different expectations, different organizational levels and segmented experiences at varying touchpoints.

That said, is building a customer experience program in a B2B environment fundamentally different from that task within a B2C organization? The short answer is no. The longer answer is: no, but there are some areas where you will need a different approach.

Precious clients

It can be tempting to launch into a new program and start capturing customer feedback without thinking clearly about key issues such as how you'll use data, how you'll share data and what the actual experience of being approached for feedback will be like for your clients. This is unwise in any situation but especially so in a B2B world where you are dealing with fewer, more precious clients with long-term relationships with your organization. Your client base may be "semi-captive," in fact, if your market segment is fairly specialized. How

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do you keep that relationship growing?

It's important to take a step back and take a measured approach to building a program that will put you in good stead in the long run, not just for a few months until the novelty wears off with your executives!

There are several key stages to building a B2B CX strategy. Of course, within each of these stages, there's a lot to think about, but here's what I think provides a good starting to point to help guide plans:

Define your program's direction: First take stock of your current state of CX maturity. Do you have customer journey maps that are segmented by customer and end-user types to accurately pinpoint moments that matter most to the business? Then, how have you used these maps to anchor your VoC or customer insights program? Have you designed the program to contribute critical data points linked to your company's business outcomes?

Deliver an action-oriented insights program: Has your insights program been designed for maximum impact? Are your listening posts delivering the quantitative or qualitative information you need on customer behaviors and emotions? What about other operational data – are you pulling that into the system and integrating it? Most of all, are you providing information that those outside the CX or insights teams can understand and act upon?

Drive results: You may not own the actions that are needed to change your customers' actual experiences with your brand but are you driving the organization toward the answers? Are you the catalyst, the champion and the leader of your company's CX maturity? Do you fully understand the connection between the insights you deliver and the results your organization is striving for?

B2B customer experience can be challenging for many reasons. There are few universal metrics that apply to B2B's specific market segments, thus benchmarking tends to be most effective against your own internal measures vs. categories too broad for comparison. It's also difficult to gain CX alignment across multiple segments with very different client bases, yet we see progress being made here with our client base.

As a CX practitioner in B2B and B2C, I know the challenges are real. But the answer lies in driving action in the most effective ways you can, often earning the right to more budget once you have proven ROI models. So, know your weak spots to improve and leverage your strengths – jump in strategically and make it your goal to sponsor and deliver actions that are meaningful to both the company and your customers.

Multiple contacts

People buy from people. What does this mean for the people "on the ground" – the account managers who need the right insight about these multifaceted client relationships in order to succeed? For a start, there is no such thing as a straightforward client relationship. Not only are there multiple contacts within a client account to consider – users, influencers, decision-makers and more – but the story is much the same on the vendor's side too. The main point of contact may be an account manager but there are also operational teams, support and service representatives, supporting sales personnel and more. For those of us who work with global clients, the situation gets even more complex, with multiple account managers looking after the relationship in different countries. This "many-to-many" relationship means that a clear view of the overall health of an account is not easily grasped.

But this can also be an advantage: people buy from people and the front line of your business is bigger. You have more people who have access to the nuanced interactions with your clients and, more importantly, those people have insight and opinions about the prospects for that account. While account directors may have the ultimate responsibility of retaining and growing clients, it's important to remember that the rest of the team will have great insights into the quality of the relationship.

This means that business must incorporate the voice of the employee alongside the voice of the customer by deploying health-check surveys.

These should be made available to all frontline employees who have something to say.

An important element to remember here is that the feedback they provide does not have to be based in metrics or hard facts. Often, a hunch or a gut feel is a vital first sign that all is not well in an account, so allow employees to share that sense through your survey. One person feeling that things are not quite right may be nothing to worry about but if your discover that several people have a similar feeling you have the ability to create an early warning system that the account manager can use to take action.

Drive action

Listening is only the first step, whether you're listening to clients or to team members. The purpose of all that listening is to drive action. To make the right decisions, prioritize effectively and minimize risk.

For the CX practitioner, the focus must be on enabling that action, putting the right tools in the hands of the account managers and helping to build an environment where customer and employee feedback are at the heart of decision-making processes.

Actions come in two forms: tactical and strategic. Tactical actions can be set in motion as an immediate response to a contact's feedback or a changing situation and enable account managers to manage the short-term health of an account to keep things ticking over. Strategic actions are driven by a longer-term view and will probably impact multiple accounts. This makes them critical but often not entirely within the control of individual account managers and so may require wider support.

Great opportunity

When looking at the short-term steps that companies can take, remember this it isn't all firefighting and troubleshooting. When clients are happy, this is a great opportunity to cross-sell, secure recommendations into other areas of their business or even recruit them into an advocate program. It's also a good opportunity to engage and recognize the wider teams who are responsible for keeping clients happy, helping to embed a

client-centric ethos into the business.

In most cases, account managers will be accountable for coordinating specific actions in response to their clients' feedback but they will have to engage with the different functions to resolve the challenges raised. Ultimately, it's about making many small changes within an account as a result of listening to the right people at the right time. This sounds simple enough but when an account manager has a dozen or so accounts, each of which have five or more contacts, then keeping on top of what needs to be done is a challenge. E-mail alerts that flag low scores or negative comments are great but there's a danger of getting buried and either not focusing on the right thing or failing to act at all.

Live dashboards that provide insight into the overall health of an account manager's portfolio can be set up to show all the cases requiring action in a single environment. It may be the same number of cases as with individual e-mails but it's a lot more manageable. Equally important is the ability to track what action was actually taken – something that can be easily be forgotten in a flurry of activity but which is critical to understanding which actions are effective and which are not.

Clear understanding

For account managers, long-term success means a clear understanding of their entire portfolio and its performance now. This requires a holistic view that takes into account all their clients, as well as a clear indication of the health of individual relationships.

This is where bringing together data from multiple sources around the business is vital. Metrics such as Net Promoter Score or customer effort are great but this needs to be viewed through the lens of revenue. More specifically, at-risk revenue. Bringing in financial data to a portfolio-reporting dashboard enables account managers to identify the most critical issues effectively and reduces the chance of a squeaky wheel receiving more focus than business value would justify.

A high-level view like this also makes it easier to identify what the underlying causes of problems are and can help tie a revenue figure to the risk of not dealing with a particular problem. This is vital in situations where implementing a resolution to that problem is above the pay grade of an account manager and will need involvement from people at a more senior level.

Fundamentally, people buy from people and it is the role of a good CX team to give account managers in B2B enterprises the tools they need to work effectively to meet the needs of their clients in the short and long term. Simply firing out alert e-mails to say a particular contact at a client is unhappy is not enough. Context is vital and can make a huge difference in achieving buy-in from potentially cynical sales teams who feel they have enough to handle already. ◑

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Not another byte

How to use curation to manage the onslaught of data

| By Robyn Clayton

snapshot

Robyn Clayton outlines how researchers can resolve to get infobesity under control in 2019.

Resolutions are all the rage at the start of a new year. We invest a great deal of time and effort deciding which resolutions to make and the strategies we are going to use to stick to them. We even invest money to help make them happen. And not surprisingly, following a holiday season often marked by too much of too many good things, many of us focus on slimming down. Year after year after year weight loss tops the resolution list. And 2019 is no different: Ipsos data shows 50 percent of Americans plan to lose weight this year.

At Ipsos, we believe that businesses should also consider a resolution to slim down – and not in the usual places like staffing and resources. Instead they should consider solving the large and ever-growing problem of infobesity. In this article, we will explore infobesity, how curation can help cure it and why and how to get started.

Infobesity (also known as information overload, infoxication and information explosion) is a term used to describe how difficult it is to understand an issue and make decisions effectively when one has too much information.

Just how big of a problem is infobesity? One of the first people to analyze the growth of knowledge was inventor and futurist Buckminster Fuller. In his book *Critical Path*, he estimated before the 20th century, information was doubling approximately every century. In the mid-1900s, that speed increased significantly, with information doubling every 25 years or so. By the turn of the 21st century, the time it took to double information was reduced to one to two years.

IBM predicts that by 2020, knowledge will double every 11 to 12 hours.

But it's not just the increasing speed of data that is feeding the infobesity epidemic. This explosion in the amount of information available is also being exacerbated by major changes in the data and business worlds. Data has moved from clean and structured to messy and unstructured. It now includes user-generated content, new and different formats and changes in both syntax and meaning. At the same time, businesses need to accelerate the

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speed and agility with which they respond to an endless array of new challenges. Companies are finding their categories more competitive than ever before, with new competitors as barriers to entry lower. The landscape of influence has changed, shifting from institutions to individuals. Consumers are more demanding as well; they want personalized products that meet their individual needs and they want them on their terms. Corporate researchers are trying to address all of these demands, often with fewer resources and dwindling budgets.

Infobesity is the result of a perfect storm that manifests itself through a variety of symptoms, including:

- silos where different categories or markets don't share insights;
- researchers spending too much of their extremely limited time wading through data trying to get to an answer that may or may not exist in a useful format;
- difficulty connecting the dots across data sources/projects, often resulting in the same research being done multiple times and adding needless time and budget to projects.

All of which adds to a glut of new reports/results in an already overloaded system, contributing to the infobesity epidemic.

Solution is curation

So how do you solve a problem like infobesity? Old solutions based only on primary research can no longer address the need for speed, agility and impact. At our firm, we believe that today's world requires companies move up the knowledge hierarchy by transforming their existing data into insight and effectively using this insight to make decisions and create business impact. This new challenge demands a new solution. And that solution is curation.

At its core, curation is about creating clarity and making the right

At its core, curation is about creating clarity and making the right insights available to the right person at the right time to enable positive, sustainable business impact.

insights available to the right person at the right time to enable positive, sustainable business impact. It focuses on primarily utilizing, paring down and transforming existing – and often disparate – data types and sources to help answer key business challenges and questions quickly and directly with actionable strategies for key audiences.

There are three key steps to this transformation:

Focus less on collecting data, more on connecting insight. There's a fundamental shift from this disruption that means that collecting data needs to be less of a focus. There is already a ton of data easily available, so the data itself becomes entry stakes. Data and research are still important but they are not nearly enough. Now it is about integrating multiple data sets to uncover insights and tensions.

Use the lens of the business and consumer to build potential strategy and action scenarios. Researchers cannot stop at insights; insights are the means but not the end. Researchers need to take it to the next level to build potential strategy and scenarios. This requires a consumer-centric lens to put the insight into sharper focus, followed by the business, brand and category lenses to ensure the indicated actions address the original business need.

Share in a way that stakeholders can easily consume and create impact. At the end of the day, the insights job is about impacting

business decisions. Therefore, the curation job doesn't stop at the insight and recommendation. It not only has to matter, it has to be memorable and actionable. This involves using rich storytelling and multimedia assets such as images and videos comprising consumer-centric, insight-based stories that resonate. It is critical to identify stakeholders, their business priorities and how they plan, activate and strategize.

So, who does the curation? Where the responsibility for curation resides can depend on your organization's structure. It is often a key function of research or insights departments and/or knowledge management teams. The need is often greatest for those with responsibilities that span markets, categories or brands. But even in a single-region, single-brand role, there can still be a ton of information to manage. Curation can be done in-house or on the supplier side. With increasing time pressures and resource constraints, many on the client side are looking to suppliers to provide both capacity help and additional tools and expertise. Others bring in a supplier to provide an external lens on their data and information.
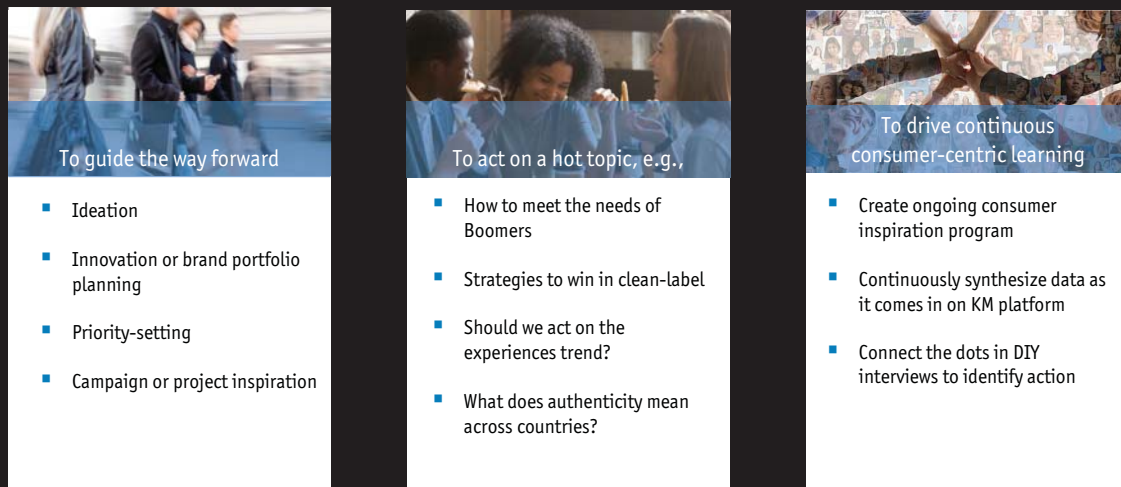
Myriad benefits

Just as weight loss is something most of us contemplate from time to time on different scales and scopes, curation is also something that businesses of all sizes and shapes should consider. The scope of curation can range from smaller one-off projects to ongoing programs and from small to large budgets. Just as weight loss comes with myriad benefits so too does curation.

To keep the metaphor going, just as exercise helps transform fat into muscle, curation helps transform and elevate data into more effective actionable insights. This means a stronger return on research spend, because existing data, research and

Figure 1

When to Curate: Sample Triggers and Objectives

To guide the way forward

- Ideation
- Innovation or brand portfolio planning
- Priority-setting
- Campaign or project inspiration

To act on a hot topic, e.g.,

- How to meet the needs of Boomers
- Strategies to win in clean-label
- Should we act on the experiences trend?
- What does authenticity mean across countries?

To drive continuous consumer-centric learning

- Create ongoing consumer inspiration program
- Continuously synthesize data as it comes in on KM platform
- Connect the dots in DIY interviews to identify action

insights are reused and put into action.

In the same way losing weight can make a person faster, curation can drive speed and agility. Curation enables you to start a step ahead by understanding what you already know. It gives you an on-demand arsenal to address future questions, course-correct and anticipate market triggers. With the luxury of time gone, curation focuses on making businesses always-ready and future-ready.

Weight loss is not just about immediate gratification but also about health and long-term wellness. Similarly, in the struggle against infobesity, curation can help an organization drive an ongoing learning culture by making insights memorable, digestible and at the forefront of decision-makers' minds.

Specific trigger moments

While many may contemplate weight loss at the start of the year, people are more likely to undertake the necessary actions if they have a specific need in mind: looking good for a wedding; attending a reunion with people they want to impress; vacations; health scares, etc. Curation too has specific trigger moments of high need and high reward that can

help motivate you to start to address your infobesity issues (Figure 1).

Just like a big goal such as weight loss can be daunting, so can the idea of transforming the vast array of organizational data and knowledge into actionable insights. We find it's best to start by identifying an easy first project, such as curating knowledge to determine how to better meet the needs of a particular demographic group. Small actions are often easier to commit to and maintain – and can lead to big results.

A customized approach is also key to both weight loss and curation. No one answer is right for everyone, as what works best depends on the individual's challenges and needs. We believe each curation study should also be tailored to the client's specific needs, challenges and audiences. We utilize a proprietary framework for curation but the inputs and outputs are always driven by the particular needs of the client. In some cases, we may supplement client information with our syndicated learnings and resources when needed. Outputs range from infographics to videos and podcasts to microsites developed on our client's existing knowledge platforms or our own platform. Just

as tailoring your approach to exercise increases the likelihood you will see results, tailoring curation also increases the value and actionability of the final results.

When undertaking a weight-loss plan, expert advice can be critical. Often people employ doctors and personal trainers to help ensure success. At Ipsos, we find that curation also requires a team approach. A key first step taken by our curators is to build a multidisciplinary support system that taps our collective expertise to ensure success. That support system may include a behavioral scientist or a semiotician or a trends expert. Listening and AI are also tools that can be utilized when curating.

At this point in the year, chances are your initial resolutions have fallen by the wayside. But there is nothing that says you can't replace your previous resolutions with a new one. Consider curation and help make a dent in the infobesity epidemic.⬤

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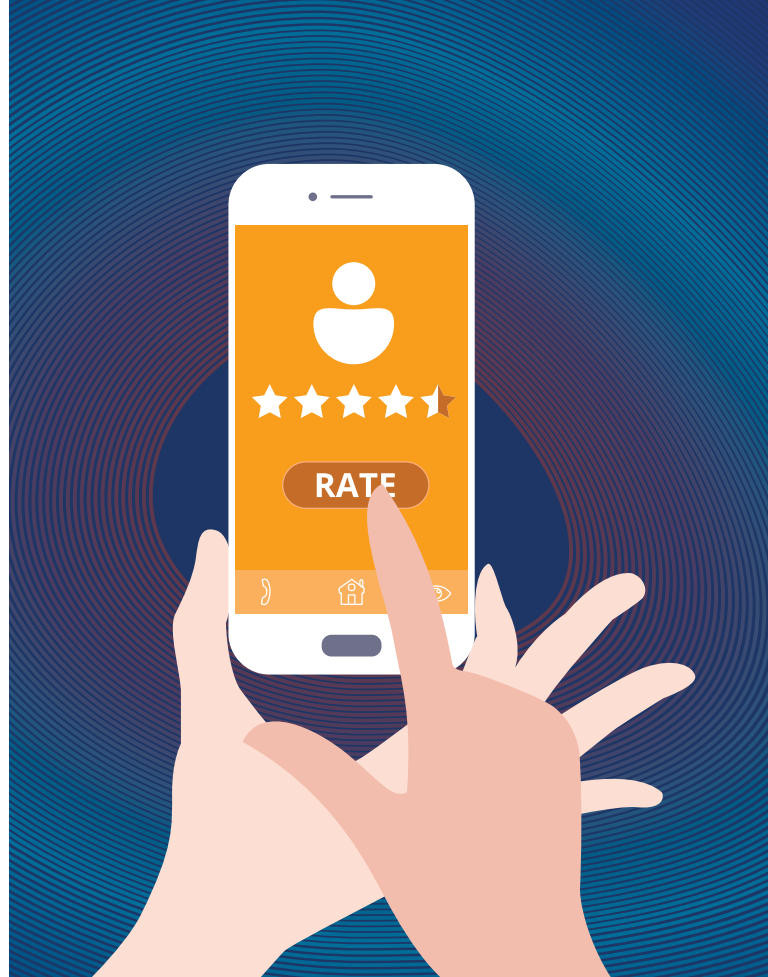
We can do better

Core reasons why top-box is not an ideal measure for marketers and researchers

| By Ken Faro and Elie Ohana

snapshot

Part two of a two-part article looks at the statistical arguments against relying on top-box scoring.

In part one of this article last month, our argument against the general use of top-box scoring was mainly conceptual. After all, we believe this emphasis to be important since research is a conceptual endeavor. The bulk of research is based on rigorous conceptualization of the problem being studied and the method used to best assess the problem. The rigorous conceptualization required in research also includes the statistics chosen to best test the problem being studied. For example, it is important that the measures used in research align with the conceptualization of the problem in the study. Failure to align constructs and measurements could easily invalidate one's study. For a more detailed treatment on the importance of designing conceptually rigorous and valid measures, see our article: https://bit.ly/2s9woWR. In the context of the current article, there are a number of reasons as to why, statistically speaking, using averages is better aligned with what we're testing than using top-box scoring. This is the case for two core reasons and five secondary reasons:

1. Different performances on statistical testing
2. Loss of information (loss of power; loss of effect size; loss of variance explained; loss of non-linearity; loss of visual information)

The authors assessed each of the reasons by performing 1) a simulated data set created to approximately match the distributions in part one's Sample 1 example (see Table 1, 2 and 3 in part one); and 2) a real data set from a survey fielded approximately one year ago. We will show how both the simulated and the real data provide striking results that support our position.

Different performances
The first statistical reason to question top-box scoring versus using averages is the

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fact that they perform differently. Let's again use the Sample 1 data in Table 1, 2 and 3 from part one. When testing for differences in the proportion of top-box scores, the z-test for two independent sample proportions yields a z-score of -4.45, which has a p-value of <.001. It's significant! However, when using the full Likert scale, the independent samples t-test yields a p-value of .11 – not significant. So now what do you do? How do you interpret two tests which are often used as proxies of one another, knowing that one might flag significance while the other one might not?

The reverse of Sample 1 can also happen. Imagine we conducted a survey with 100 respondents per ad and the data set that comes back has the distribution shown in Table 4.

Table 4: Sample Respondent Data

Respondents	Ad A	Ad B
1	7	1
2	7	1
3	7	1
4	7	3
5	6	4
6	6	7
7	5	7
8	5	7
9	5	7
10	4	7

When testing the top-box score, the difference between two independent proportions yields a z-score of -1.4, which has a p-value of .16 – not significant. However, when testing the full scale, the independent samples t-test comes back as significant – a p-value less than .001. Again, what do we as researchers do in this case?

Simulated studies: To some, the above two examples might seem too artificial – contrived examples to make the authors' points. To illustrate that this is not the case, we put our claims to the test in a simulation study. In this study, we simulated data for respondents who, for the purposes of this article, were presumably answering the extent to which they liked the ad

Table 5: Sample 2 Likert Scale Distribution

	Dislike it – 1	2	3	4	5	6	7 – Like it
Ad A	0%	0%	0%	10%	30%	20%	40%
Ad B	30%	0%	10%	10%	0%	0%	50%

Table 6: Sample 2 Mean and Standard Deviation

	Mean	SD
Ad A	5.9	1.05
Ad B	4.5	2.67

they saw. To do this, we created two normal random variables, one to represent respondents' ratings of Ad 1 and one to represent respondents' ratings of Ad 2. To simulate our examples, each variable was distributed around the Sample 1 means highlighted in Table 3. However, to make our simulation closer to real data, we injected noise into the distribution. We accomplished this by setting the mean and standard deviation for each simulation to a random number within +/-.5 units of our Sample 1 data (e.g., for Ad 1, mean = 4.5-5.5 and SD = 1.06-2.06). Additionally, to capture the behavior of the test as a function of sample size, we varied the sample size (i.e., 100, 200, 300, 500 and 1,000). With all of these considerations, we were able to estimate the percent of times that top-box scoring and Likert-scale scoring showed the same results.

When it comes to smaller sample sizes, such as when N = 100, top-box scoring and Likert-scale scoring yield completely different results. For example, out of 1,000 simulations, a t-test finds 538 of the studies to have a significant difference. Conversely, when using top-box scoring, only 125 out of the 1,000 studies were found to have significant differences. In total, only 14 studies (1.4 percent of total simulated studies) found overlap between the two tests. If only 1.4 percent of 1,000 studies have overlap between the two tests, it seems fair to assume that the tests perform very differently.

Even when we increase the sample size to 1,000 respondents, we find a similar – albeit less extreme – pattern. Again, simulating 1,000 different studies, 845 were found to be statistically significant when testing for top-box scores. All 1,000 studies

were found to be significant when testing for a difference in the averages. This means that out of 100 percent of the studies deemed statistically significant by the top-box score, the t-test was also significant. However, the reverse is not true: 16 percent of the studies that were significant when using a t-test were NOT significant via the top-box scoring.

Real data: But simulated data is just that – simulated. And those who are familiar with the many pitfalls of real-world data sets know all too well that some data sets can create havoc among otherwise neatly known statistical principles. To examine the ecological validity of these findings, we sought to replicate them with a real-world creative testing data set.

Additionally, the authors believed that a stronger argument could be made if we were to test the performance of averages and top-box scoring on more than one item. Testing on multiple items would demonstrate that the pattern we observed was not just a function of an idiosyncratic fluke in one item but rather an established pattern across multiple items.

The data set used for this analysis was collected in Q4 2017 and was used when testing creative for a pitch. There were two pieces of creative used for this analysis. After exposure, respondents had to answer questions in two main sections: ad assessment (e.g., Overall, how did you like the ad? Was it memorable?) and consumption outcomes (e.g., After seeing the ad, how likely are you to visit the Web site? The store?). We numbered all of the items in these sections and used a random-number generator to select the outcomes for this article. The items selected are:

• How much do you agree or disagree with the following statement about what you just saw?
-- It grabbed my attention.
-- I think it was unique.
• After what you just saw, to what extent would you consider

Table 7: Percent of Significant Studies Without Significance Of The Other Test

Sim=1,000	N				
	100	200	300	500	1,000
Prop z-Test	11%	9%	5%	0%	0%
t-Test	52%	69%	64%	45%	16%

working for each of the following companies?
• After what you just saw, to what extent would you recommend to a friend or colleague that they should work for each of the following companies?

We then conducted statistical tests to explore differences between responses for the two creatives across the questions. To make the analysis comparable to the simulation, we bootstrapped the results by resampling 1,000 times. Bootstrapping involves conducting an analysis multiple times in order to obtain more precise estimates. The results of our analysis can be found in Tables 8-11.

We observe a very similar trend. At lower sample sizes, a smaller proportion of cases (0-1 percent) found top-box scores to be significantly different when the t-test was NOT significant. However, 31-34 percent of the tests that the t-test found significant were not found to be significant by the top-box scoring statistic. Again, this suggests that each statistic performs very differently. It is only when sample size increases dramatically that this trend disappears as all comparisons for both tests are flagged as significant.

The bottom line: When sample size is small, each test performs differently. Generally speaking, a t-test identifies more differences than the z-test used for top-box scoring.

Table 8: Percent of Studies That Have Significance Without Significance of the Other Test. Item: "It grabbed my attention."

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	1%	0%	0%	0%	0%
t-Test	34%	6%	0%	0%	0%

Table 9: Percent of Studies That Have Significance Without Significance of the Other Test. Item: "I think it was unique."

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	0%	0.0%	0%	0%	0%
t-Test	34%	6%	0%	0%	0%

Table 10: Percent of Studies That Have Significance Without Significance of the Other Test. Item: "To what extent would you consider working for each of the following companies?"

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	1%	0%	0%	0%	0%
t-Test	31%	6%	0%	0%	0%

Table 11: Percent of Studies That Have Significance Without Significance of the Other Test. Item: "To what extent would you recommend to a friend or colleague that they should work for each of the following companies?"

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	1%	0%	0%	0%	0%
t-Test	32%	6%	0%	0%	0%

Loss of information

The second major statistical reason for not using top-box scoring is that market researchers who use that statistic are intentionally throwing away information. They are taking a scale, which in the above example has seven potential pieces of information (seven points on the Likert scale) and reducing it to two points – top-box and not-top-box. That means they are intentionally throwing away five pieces of information. Throwing away information leads to several different effects. Most important are the effects on five key areas: power, effect size, variance explained, non-linearity and visual information. Below, we provide a detailed analysis of each effect.

Loss of power: Every statistical test is like a market researcher's microscope. You need a more powerful microscope to see smaller things and a less powerful one when looking for bigger things. This analogy holds in statistics – you need more power to detect small differences and less power if you're looking at bigger differences. Power is a way of expressing the probability that the researcher will find a significant difference that is real (as opposed to a false negative or not finding a statistical difference when there really is one). Because ensuring that we have sufficient power is central to achieving a good study design, we recorded power in each of our simulated studies discussed above (see Table 12).

Notice that in both cases of low sample size and high sample size, the power is always higher for the t-test, not for the test used on top-box scoring. In fact, at the lower sample sizes, the power of a test for top-box is approximately half of the size of its t-test counterpart.

We similarly replicated the effects of using top-box scoring on statistical power within our real-world data set. This data set did not reveal the difference of the same magnitude as the simulated data set. However, the pattern still holds – in all cases, a t-test has equal or more power than the z-test used for top-box scoring.

To help frame this differently, let

Table 12: Statistical Power in Simulated Studies

Sim=1,000	N				
	100	200	300	500	1,000
Power z-test	0.25	0.35	0.43	0.56	0.79
Power t-test	0.53	0.76	0.88	0.97	1

Table 13: Statistical Power. Item: "It grabbed my attention."

	N				
S=1,000	100	200	300	500	1,000
Prop z-Test	0.64	0.88	0.96	1	1
t-Test	0.88	0.99	1	1	1

Table 14: Statistical Power. Item: "I think it was unique."

	N				
S=1,000	100	200	300	500	1,000
Prop z-Test	0.64	0.87	0.96	1	1
t-Test	0.88	0.99	1	1	1

Table 15: Statistical Power. Item: "To what extent would you consider working for each of the following companies?"

	N				
S=1,000	100	200	300	500	1,000
Prop z-Test	0.65	0.87	0.96	1	1
t-Test	0.88	0.99	1	1	1

Table 16: Statistical Power. Item: "To what extent would you recommend to a friend or colleague that they should work for each of the following companies?"

	N				
S=1,000	100	200	300	500	1,000
Prop z-Test	0.64	0.87	0.96	1	1
t-Test	0.88	0.99	1	1	1

us specifically look at the results of power when N=100 in Tables 13-16. Across the board, the test for top-box scoring has a power of 0.64 - 0.65 relative to the t-test, which has a power of 0.88. To put these results in perspective, using top-box scoring (where N = 100) leads to a similar loss of power as running a t-test on a sample of 57.

The difference in power between the t-test and the z-test may be explained by looking at what affects power. This includes:

• sample size – the more sample, the more power you have;
• alpha – the smaller significance criterion, the more power you need;
• effect size – the smaller the effect size, the more power you need.

In our simulations and real data sets, sample size remained consistent (matching conditions when N = 100-1,000) as did the alpha (at .05). However, for a given sample size, the effect size was reportedly smaller in the tests using top-box scoring, something we will demonstrate next.

Loss of effect size: One of the reasons both tests yield different outcomes (i.e., presence or absence of a significant result) is because the effect we're testing differs. Effect size is a statistical measure that assesses the practical significance (not statistical significance) of a test – namely, how big of an effect does one thing have on another. To see how effect size differed between top-box scoring and averages, we recorded the effect sizes from our simulation studies (see Table 17).

Notice that once again, we observe a similar pattern. In all cases, the effect size measured by the t-test is higher and twice the size as the effect size of the z-test used for top-box scoring. This means we are "dampening" the measurement of the effect of seeing an ad on key performance indicator. It's not advantageous for us to use a statistic that dampens the effects because then once again, we have an artificial read on how are ads are doing.

To confirm that this pattern is generalizable, we also examined the differences in effect size between measurement methods using our real-world data set (see Tables 18, 19, 20 and 21).

Again, the effect sizes for t-tests are almost twice as big as

Table 17: Effect Size in Simulated Studies

S=1,000	N				
	100	200	300	500	1,000
effect z-test	0.17	0.15	0.14	0.14	0.14
effect t-test	0.30	0.30	0.30	0.30	0.30

Table 18: Effect Size. Item: "It grabbed my attention."

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	0.35	0.35	0.35	0.35	0.35
t-Test	0.52	0.51	0.51	0.51	0.51

Table 19: Effect Size. Item: "I think it was unique."

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	0.35	0.35	0.35	0.35	0.35
t-Test	0.51	0.51	0.51	0.51	0.51

Table 20: Effect Size. Item: "To what extent would you consider working for each of the following companies?"

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	0.36	0.35	0.35	0.35	0.35
t-Test	0.51	0.51	0.51	0.51	0.51

Table 21: Effect Size. Item: "To what extent would you recommend to a friend or colleague that they should work for each of the following companies?"

S=1,000	N				
	100	200	300	500	1,000
Prop z-Test	0.35	0.35	0.35	0.35	0.35
t-Test	0.51	0.51	0.51	0.51	0.51

Table 22: Simulated Loss of Information via R-Squared when N = 1,000

Sim=1,000	Correlations								
	.1	.2	.3	.4	.5	.6	.7	.8	.9
7-point Likert	0.01	0.04	0.08	0.14	0.22	0.32	0.45	0.60	0.78
Top-Box Score	0.00	0.02	0.04	0.07	0.10	0.15	0.21	0.28	0.36

Table 23: Loss of Information via R-Squared when N = 1,000

Ad	Outcome Measure	Overall liking: 7-Point Likert	Overall liking: Top-Box	% Var Loss
Ad 1	Measure 1: Attention	.43	.15	28%
	Measure 2: Unique	.39	.14	25%
	Measure 3: Consider	.37	.11	26%
	Measure 4: Recommend	.35	.10	25%
Ad 2	Measure 1: Attention	.51	.18	33%
	Measure 2: Unique	.46	.19	27%
	Measure 3: Consider	.32	.15	17%
	Measure 4: Recommend	.33	.16	17%

we're dampening the measurement of how our ads affect consumers, by using top-box scoring we also are losing considerable information when using variables like how much a respondent likes an ad to explain behavioral activations, such as visiting the store's Web site. Oftentimes, we use r-squared as a measure of how much variance the x variable explains in the y variable. The authors set out to simulate what one might find when using r-squared with a predictor variable coded as either continuous or top-box. To do this, the authors took the original variable (see Tables 1, 2 and 3) and created a second variable which was correlated to the first. We then varied the strength of the correlation. Notice how in the simulations below, as the correlation gets stronger, the r-squared values grow further apart. The pattern suggests that by using top-box scoring, we are explaining half as much variance than using the original continuous variable.

We replicated a similar finding within the real data set as well. While we did not manipulate the real data to vary the correlations between the predictor and outcome variables, overall, we observe the same trend – top-box scoring only explains about half as much variance in comparison to when the overall Likert scale is used.

Loss of visual inspection: If you are less inclined to accept the case we've made for our position with statistics and simulations, let the graphs speak for themselves. We can understand this loss of information intuitively through scatterplots. Plot 1 illustrates a scatterplot of the simulated data from the last section. Specifically, this first graph plots both the x-axis and y-axis in their original form – as Likert scales.

Even to the untrained eye, this graph shows a clear relationship – higher values on the x-axis are associated with higher values on the y-axis. This intuitive understanding of the data is lost if we were to use top-box scoring. For example, take a look at Plot 2. This plot has the same exact data but with the x-axis recoded using top-box scoring.

the effect sizes for top-box scoring. For advertisers, this means that by choosing top-box scoring, we are artificially DEFLATING the measure of the effect our ads have on consumers. Ultimately, what is the point of testing our ads if we are not going to properly test the effect they have on key performance indicators and behavioral activations?

Loss of variance explained: Very similar to the way in which

It is not impossible to see a trend here but it's certainly much harder – and less intuitive. Top-box scoring takes the data along with all its variability and collapses it on top of itself. So visually, we often go from clear trends that are observed as variability across a range of values to vertical lines.

This doesn't just make the graph harder to understand, it also dampens trend line. Consider Plots 3 and

Plot 1: Simulated Data in Scatterplot With X-Axis on a Likert Scale
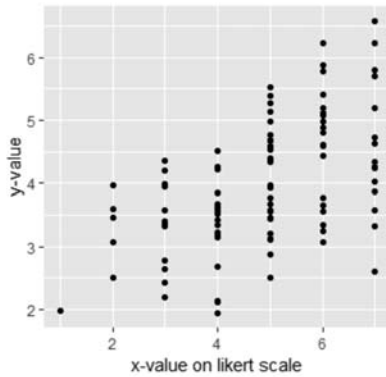
Plot 2: Simulated Data in Scatterplot Recoded With X-Axis Using Top-Box Scoring
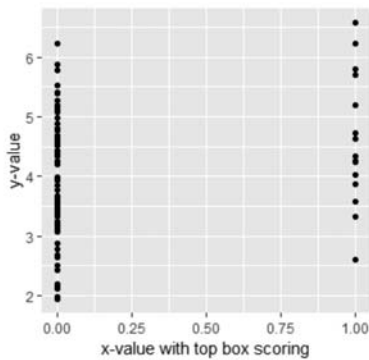
4. Plot 3 shows the simulated data shown above (in Plot 1) but this time with the trend line overlaid. Similarly, Plot 4 shows the same exact data as Plot 2 along with a trend line.

The first thing you might notice: the line in Plot 3 shows a more distinct trend than Plot 4. In fact, the pattern in Plot 4 seems to have moved closer to a horizontal line, which would indicate no trend.

When we turned to the real data set to replicate this finding, we saw a similar effect. Plot 5 shows a clear strong positive relationship when all the scale information is used. However, in Plot 6, that relationship is weakened as the trend line once

again becomes more horizontal.

Whether we choose to look at the effects found in the simulation or the effect in the real data set, once again, we see that the measures perform differently.

Loss of non-linearity: Looking at statistical relationships in scatterplots is valuable. For example, the data doesn't always show neat linear relationships. Nonetheless, we often simply assume a linear relationship and carry on with our analysis.

Plot 3: Plot 1 With Trend Line

Plot 5: Real Data With Trend Line

While many market researchers execute their statistics under the assumption of linearly related variables, it is possible that non-linear relationships exist.

For example, Plot 7 shows a cubic relationship between how much consumers liked an ad and their willingness to engage in specific behaviors (such as visiting the brand's Web site). What we see is that both for low and high ad-liking

score, an increase in one point of ad-liking sharply increases how willing someone is to engage in our target consumption behaviors. However, in the "middle" of the ad-liking score, an increase in one point of ad-liking is associated with a small incremental increase in how willing someone is to engage in our consumption behaviors.

Using top-box would not pick up on this trend. Instead, it would assume no trend at all. Again, this

Plot 4: Plot 2 With Trend Line

Plot 6: Real Data With Top-Box and Trend Line

visual example illustrates the details we throw away when we settle for top-box scoring.

Other work should be done

It should be clear by this point that there are a number of different reasons as to why market researchers might not want to use top-box scoring. For both conceptual (see part one) and statistical reasons, it should not be used as a general

Plot 7: Cubic Line as Line of Best Fit Given Data
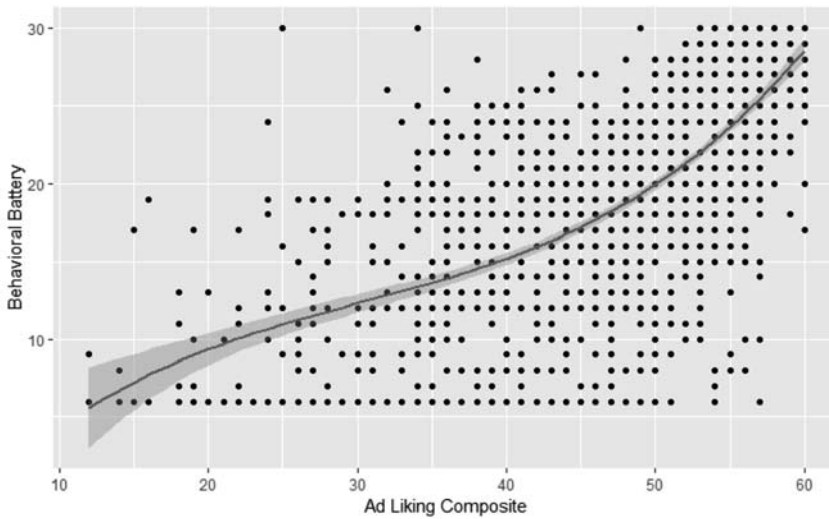
practice, except for specific cases when counting people who are high on a measure is of direct relevance to the goals of the research. However, both authors would like to emphasize that this article bases its conclusions on only one simulation study and one real data set. Therefore, our conclusions should not be accepted as true in all cases. Other work should be done to examine if the observations made in this article replicate on other data sets. Only through replication can we as a discipline feel confident in the claims made in this article.

Hence why the objective of this article is not to say top-box scoring is always bad and should never be done. Instead, the goal of this article is merely to suggest a healthy sense of skepticism of a measure that is widely used within the applied field. Furthermore, because of the drawbacks of using top-box scores outlined in this article, we hope to encourage researchers to think carefully about the variables in their study and how they are choosing to measure them. How we choose to measure variables has a profound effect throughout our research. Choosing measures poorly leads to obtaining results with questionable validity. No client wants to make a business decision based on results that were poorly conceptualized and measured. So the next time you go to use top-box scores, ask yourself if you have the right study for that measure. ⬤

Based in Boston, Ken Faro is vice president, research, decision science, and Elie Ohana is researcher, decision science, at advertising agency Hill Holliday. They can be reached at kennethrfaro@gmail.com and elie.ohana@hhcc.com.

••• special advertising section

12 TOP NON-CONSCIOUS RESEARCH COMPANIES

Non-conscious research is a valuable way for researchers to gain a deep understanding of consumers' behaviors and thoughts. If you're looking for targeted, in-depth insights from consumers, this type of research may be beneficial to you.

Non-conscious research providers can offer many different but effective ways to find out what consumers are truly thinking and feeling. Whether you are seeking insights for your product or service, in search of an inside look at consumer behavior or developing strategies to grow your business, these companies can provide all of the necessary channels to gain in-depth feedback using cutting-edge methods and technologies like eye-tracking, neuroscience, virtual reality and more. Whatever methods are used, these companies can help you go beyond what consumers say and gain detailed feedback on true consumer sentiment. To find out how non-conscious research can benefit your research project, consider these companies.

quirks.com/articles/2019/20190233.aspx

Beall Research

Founded 2003 | 12 employees
Anne E. Beall, Ph.D., CEO

Beall Research is a strategic market research firm in Chicago that conducts qualitative and quantitative research for major consulting firms and Fortune 500 companies. Their work is used to make major business decisions such as investing in companies, launching new products/ services and creating persuasive communications. What differentiates them is their psychologically-inspired

CMI

Founded 1989 | 25 employees
Chet Zalesky, CEO

frameworks that identify the underlying drivers of behavior, such as emotions. They collect and analyze emotional experience and expression through self-reported measures, facial expressions and body language. They currently have a model that accurately predicts which emotions lead to purchasing, recommendations and brand loyalty. And these insights are leveraged in all of their work.

Phone 312-384-1214
beallrt.com

BIOPAC Systems Inc.

Founded 1985 | 60 employees
Frazer Findlay, CEO

Measure consumer emotion with innovative solutions from BIOPAC. BIOPAC provides the hardware and software tools market researchers, neuromarketing researchers and consumer neuroscientists use when collecting and analyzing non-conscious data. To better understand decision-making, marketers and researchers are embracing neuroscience techniques such as eye-tracking, facial coding, stimulus presentation, virtual reality systems, synchronized subject video, fNIR optical brain imaging and biometrics including EEG, EDA, ECG and more. Study types: behavior, consumer emotion, consumer neuroscience, neuroeconomics, human experience, neuromarketing, product design, packaging and pricing, advertising, store design. Fully integrated wired or wireless data collection and analysis systems are available. Ninety-nine percent of the world's Top 100 universities use BIOPAC Systems for scientific discovery. Fortune 500 companies use BIOPAC Systems for neuromarketing and consumer neuroscience insights.

Phone 805-685-0066
www.biopac.com

As a full-service insights and research consulting firm focused in behavioral sciences, CMI provides valuable information based on the evolved principles of non-conscious research. We enable organizations to identify and understand the non-conscious habits driving customer choice to build effective marketing and messaging strategies that disrupt existing habits and influence brand choice. Clients trust our tried-and-true strategies as we convert complicated business questions into actionable answers using proprietary non-conscious research methodologies such as yChoose™, yPrescribe™ and yQuote™. Our solutions help organizations develop a differentiated brand strategy by understanding how customers make decisions, why they make those decisions and what we can do to influence future behavior.

Phone 678-805-4001
www.cmiresearch.com

HCD Research®

Founded 1991 | 20 employees
Glenn Kessler, CEO

HCD Research® is a marketing and consumer sciences company that provides expert recommendations by employing traditional and applied consumer neuroscience to optimize the design of market research projects for our clients. We are "methodologically agnostic" and approach each client inquiry as a unique challenge. Our customized solutions employ the most appropriate research tools based on your specific objectives. These tools can include traditional research, psychophysiological measures, psychological testing or a synergistic combination of these methods. With no technology bias, we can optimize the designs of research projects by only using the most appropriate tools based on your needs.

Phone 908-788-9393
hcdi.net

Informed Decisions Group Inc.

Founded 2004 | 13 employees
Colin Valdiserri, CEO

Informed Decisions Group Inc. is a full-service behavioral insights firm specializing in shopper insights, visual sciences and virtual solutions. IDG leverages mobile eye-tracking while combining visual insights with behavioral and biometric data. Our methods have innovated shelf testing, package and menu board optimization for 15 years. Our life-sized touch-interactive 3-D virtual aisle captures basket and behavioral data while being portable to anywhere in the world. This enables IDG to leverage our solutions in any location and affords our clients the ability to measure visual and emotional behavior in any market or scenario. IDG measures real-world behavior for real-world insights.

Phone 440-454-0399
www.idg-consulting.com

Interactive Video Productions (IVP)

Founded 1996 | 5 full-time, many contract employees across the globe
Bob Granito, President
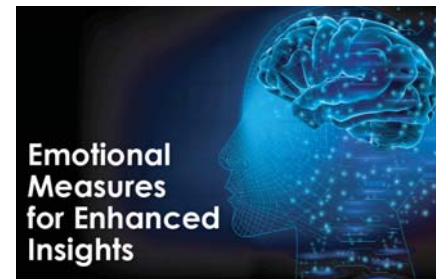
Interactive Video Productions (IVP) offers accessible, smartly-packaged labs for researchers wanting to adopt innovative solutions with ease and confidence. Our portable MobiLAB™ research labs include usability, eye-tracking, neuroscience and biometrics technologies, accompanied by a full-time, experienced and client-friendly system operator who works with you to deliver key research data captured and presented clearly and professionally for your client. In facility, online or in the field, whether you wish to precisely measure Web or product usability or whether you wish to go beyond conscious self-report to include emotional measures, our labs are designed to help you to meet the growing challenges of testing products and collecting actionable data in an ever more complex, consumer-driven world.

Phone 732-970-9446
Interactivevideo.com

MMR Research Associates

Founded 1999 | 33 employees
Bruce Olson and Bill Denk, Managing Partners

MMR Research Associates is a passionate team of forward-thinking experts who provide high-touch, customized, outcome-focused marketing research based on strong partnerships. Our clients rely on us to design and execute versatile, tailored solutions that shape business direction and inspire confidence. We pride ourselves on adopting innovative research tools which deliver real business impact in our client engagements. We can now go further than ever to help client companies understand how people's mental models and decision environments work together to drive their behaviors and more importantly, how to influence those behaviors via behaviorally designed marketing communication and innovation.

Phone 770-650-5005
www.mmrresearch.com

MSW Research

Founded 1968 | 200+ employees
Art Klein, Partner, Co-President

Impacting business performance for over 50 years. Our research solutions are designed to evaluate and optimize campaigns comprising any combination of touchpoints and we work from strategy development to all stages of creative development to in-market tracking. Our behaviorally-based products are proven through independent audits to help marketers meet and exceed their business objectives. MSW Research has developed empirical evidence of how communications work that can accurately connect short-term sales and long-term brand development to the performance of the individual and collective touchpoints in the customer journey. Our process is embodied in a suite of products that guides our clients and covers consumer, brand, advertising and tracking. We do this with a full array of world-class solutions including proprietary survey techniques, facial coding, eye-tracking, neuro measurement and media planning and forecasting.

Phone 516-394-6000
www.mswresearch.com

xsperient | Segmedica

Founded 2004 | 24 employees
Peter Simpson, Principal

xsperient | Segmedica delivers full-service global health, wellness and lifestyle custom market research using advanced techniques in qualitative, quantitative and ethnography studies with HCPs, payers and patients/consumers. As the field leader in psychology, anthropology, sociology, neuroscience and linguistics, working with us achieves the highest quality market research and market segmentation. We include behavioral economics in our analysis, an essential part of the complete picture. Our comprehensive approach provides the all-around insight and direction you need. Contact us for an online or in-person demo of how we can assist with your research needs.

Phone 716-799-8223
www.xsperient.com

Names of Note

■ Insurance company *GEICO*, headquartered in Chevy Chase, Md., has promoted **Joe Pusateri** to vice president of marketing.

■ Customer experience technology company *Service Management Group*, Kansas City, Mo., has tapped **Bennett Gammel** as vice president of product management and promoted **Dennis Ehrich** to chief product and technology officer.

■ Research-based strategy consultancy *Whitman Insight Strategies*, based in New York, has promoted **Adam Math** to vice president and added **Madison Ulczak** as an analyst.

■ Fitchburg, Mass., online survey programming company *Jibunu* has appointed **Estuardo Torres** as vice president of client success, based out of Chicago.

■ **Jeremy Radisich** has been named president of Los Angeles-based research and analytics services company *MarketCast*. With continued oversight of the company's campaign analytics group, Radisich will add responsibility for the firm's franchise and content strategy unit.

■ Digital research company *ITWP* has appointed **Alida Cesani** as human resources director for EMEA. She will be based in London and will lead the people strategy for Toluna and Harris Interactive, subsidiary companies of ITWP.

■ Canada-based customer engagement agency *Bond Brand Loyalty* has hired **Brian Kim** as chief financial officer and **Yolana Mahony** as vice president, people and values.

■ *Kantar Public*, the London-based public policy and communications division of Kantar, has appointed **Craig Watkins** as chief executive officer for the U.K.

■ Digital research agency *MetrixLab* has appointed **José Antonio Huerta** as managing director for Mexico. Huerta replaces **Ricardo Cuéllar Barnusell**, who will focus on the broader Latin American and Spanish markets.

Huerta

■ *NORC*, a research institution at the University of Chicago, has appointed **Bruce Barr** as its newest director, responsible for overseeing AmeriSpeak Omnibus & Syndicated Research Services.

■ Rochester, N.Y.-based research operations company *Owl Solutions* has hired **Ryan Smith** as director of programming.

■ London-based insights consultancy *Basis Research* has hired **Jennifer Rittner** as a managing partner, based in the company's Los Angeles office. She will be responsible for expanding the company's U.S. business, particularly on the West Coast.

■ *Measure Protocol*, a blockchain-powered marketplace for person-based data, has added **Pandu Rangan** to its advisory board.

■ Atlanta-based company *BizPinion Software* has hired **Bart Borkosky** as VP product management of SurValidate Digital Fingerprinting, Bot and Fraud Prevention software. Borkosky will be responsible for product development, survey integration and software training as well as sales and marketing initiatives.

■ Dedham, Mass., research and intelligence firm *Wellesley Information Services* has named **Sahir Anand** as chief research officer.

■ Research-based consultancy *PSB* has named **Mike Chuter** as chief executive officer, based in New York.

■ Boston-based research company *Chadwick Martin Bailey* has appointed **Brenda Ng** as vice president of strategy and account planning. She is based in Seattle.

■ Los Angeles-based research firm *Hypothesis* has added **Emily Moneymaker** to its team as a senior analyst.

■ Market research and analysis firm *Parks Associates*, Dallas, has promoted the following: **Elizabeth Parks** to president; **Jennifer Kent** to senior director; and **Tom Kerber**, who will lead Parks Associates custom research services. Additionally, **Denise Ernst** has joined the firm as vice president.

■ *The Martec Group*, a market research company with locations in Detroit and Chicago, has promoted **Bill Lucken** to partner.

■ San Francisco-based insights platform *UserTesting* has promoted **Janelle Estes** to chief insights officer.

■ **Shelly Chandler**, vice president of customer experience consulting for Oslo, Norway-based research solutions company *Confirmit*, has joined the leadership board for the Rutgers University Customer Experience Certificate Program. Chandler will provide input on the program and leadership through classroom visits, forums, conferences and by participating in student coaching opportunities.

Research Industry News

News notes

■ London-based insight agency **Vision One** has achieved certification of ISO 20252:2012 quality standard. The independent assessment was conducted by QMS International, an international certification body. The company has also received the Cyber Essentials accreditation by the National Cyber Security Centre.

Acquisitions/transactions

■ **Directions Research Inc.** has acquired insights consultancy **SEEK.** Together the companies will provide clients with a fully integrated multi-approach solution. Tim Urmston, founder of SEEK, will continue as its president. SEEK's offices will be located within Directions' headquarters in Cincinnati and will operate as an independent division of Directions.

■ London-based research company **You-Gov** has acquired **Portent.IO**, a Santa Monica, Calif., marketing analytics platform for the entertainment industry. Portent.IO will rebrand as YouGov Signal and will provide social monitoring and data science analytics tools to complement its existing data offerings and survey capabilities.

■ **Alira Health**, a Framingham, Mass., health care and life sciences advisory firm, has acquired data science company **Clinical Insights**. The acquisition will add data to each of Alira Health's practice areas, including innovation, regulatory, clinical, strategy and transaction advisory services.

Alliances/strategic partnerships

■ Plano, Texas, company **Research Now SSI** has partnered with TV ad measurement and attribution analytics company **iSpot.tv** to help brands better understand advertising efficacy. ISpot's experience and scale in TV ad analytics will combine with Research Now SSI's single-source data set to create a TV viewership panel in the U.S.

■ Machine learning and artificial intelligence company **Lexalytics**, Boston, is partnering with architects from **Gensler**'s Los Angeles Aviation and Transportation Studio to use sentiment analysis to inform the planning and design of airports. Gensler and Lexalytics will mine social media data from American airports to create an understanding of what travelers and staff value in their airport experience.

Association/organization news

■ As reported by the **Insights Association, the Federal Communications Commission** (FCC) has approved rules to establish a centralized database of reassigned cell phone numbers, saying it is the best way for voice service providers to notify dialers and "aggregators" (telephone sample providers) about reassigned numbers, allowing dialers to more easily avoid reaching the wrong customers and consumers. The rules also include a safe harbor for accessors of the list against liability for errors in the database. The association says it has supported the establishment of such a database through formal filings and meetings with staff of FCC Chairman Ajit Pai and other commissioners.

Awards/rankings

■ **QRCA**, St. Paul, Minn., has announced the winners of the 2019 Young Professionals Grant: Vidhika Bansal, UX research and strategy lead, CARFAX; Katy Carew, research manager, KNow Research; Kari Casciano, founder, Elevate Insights; Kelly Donohue, design researcher, Credit Karma; Annette Esquibel, design and UX researcher, The Brightly Co.; Saransh Gupta, user experience researcher, Department of Work and Pensions; Molly Hagan, qualitative associate, Corona Insights; Jack Fleming, product designer, Academia.edu; Allison Kuperman, product designer, Medisas; Meghan Lazier, design researcher and strategist, U.S. Federal Government; Tyler Maltbie, senior consultant, C Space; Abby Miller, senior qualitative research manager, Magid; Barb Paszyn, research management associate, Sklar Wilton & Associates; Sonya Shen, independent research consultant and storyteller; and Erin Wagner, research analyst II, Edge Research. Each grant winner will attend the QRCA Annual Conference and will receive membership to the QRCA for the 2019 year.

New accounts/projects

■ **Indi**, an Irvine, Calif., digital word-of-mouth engagement and monetization platform, has been selected by Indonesia-based online marketplace Tokopedia to enhance its customer engagement and user experience. Indi will provide influencer and customer engagement through a native, embedded integration in the Tokopedia app.

■ **Sky Link Media**, a U.S. Chinese entertainment and news distributor, has named **Nielsen** as its local TV measurement provider. Under the agreement, Sky Link Media will leverage Nielsen's enhanced local TV measurement services to provide agencies and media buyers with data to make informed buying decisions.

New companies/new divisions/ relocations/expansions

■ New York-based customer acquisition marketing company **Permission Data** has rebranded, changing its name to **AdQuire Media** and launching a new company Web site.

■ Plano, Texas, company **Research Now SSI** has opened a new operations facility in Noida, India. Approximately 200 survey programmers, data processors and project managers are located in the new facility, which will support the company's global operations.

■ Information services company **Experian** has increased investment into an existing innovation center in Singapore to create the fourth Experian DataLab, adding to existing facilities in the U.S., the U.K. and Brazil. The Singapore location will help businesses solve strategic marketing and risk management problems through data analysis, research and development.

■ Australia-based research consultancy **Nature** will open a new office in Sydney in the new year, led by James Jayesuria. The move will be in partnership with The Lab Insights & Strategy, with which Nature has a long-standing strategic and cultural insights alliance.

■ Research company **Toluna** has opened a new office in Melbourne, Australia. Roopam Bahl, director of business development for Toluna in India, will relocate to Melbourne to provide a local point-of-contact for the company's presence in Australia. As a result of Bahl moving to Melbourne, Himanshu Verma will join the company as director of India domestic business.

Research company earnings/ financial news

■ Research company **Kadence International**, London, has reported a 113 percent revenue increase for 2016-17. The company's revenue increased to £7.85 million over the 12-month period.

■ Research company **Toluna**, Wilton, Conn., has reported that year-over-year revenue growth of its TolunaInsights platform exceeded 40 percent. The company has also reported 20 percent year-over-year revenue growth across the overall business. Toluna says it is expecting more growth in 2019 with the continuation of investments in R&D fueling the expansion of its portfolio of automated solutions.

CALENDAR OF EVENTS

••• can't-miss activities

Corinium Global Intelligence will hold its Chief Customer Officer, USA event on **February 5-6** at the Grand Hyatt Buckhead in **Atlanta**. Visit bit.ly/2Q5KKAE.

Digsite will hold a Webinar titled, 'Unlock the Secrets to Conducting Agile Research,' on **February 5** at 11:00 a.m. CST. Visit bit.ly/2C5trd4 to register.

Pharma Market Research Conference USA will be held on **February 6-7** in **Newark, N.J.** Visit bit.ly/1Sh6Yhi.

Quirk's will hold the 2019 Quirk's Event – London on **February 12-13** at the Intercontinental O2 in **London**. Visit www.thequirksevent.com.

IQPC will hold its Market Research Innovation event on **February 13-14** in **Sydney**. Visit bit.ly/2PtfheD.

Worldwide Business Research will hold its eTail West 2019 event on **February 19-22** at the JW Marriott in **Palm Springs, Calif.** Visit bit.ly/2pLP4cx.

Merlien Institute will hold its MRMW APAC 2019 event on **February 20-21** in **Singapore**. Visit apac.mrmw.net.

AMA will hold its 2019 Winter Academic Conference on **February 22-24** at the Hilton Austin in **Austin, Texas**. Visit www.ama.org.

Southwest, Northwest, Southeast and Southern California Chapters of the Insights Association will host the 2019 Las Vegas Joint Chapter Conference on **February 27 - March 1** at Caesars Hotel and Casino in **Las Vegas**. Visit bit.ly/2CQyZu1.

IQPC will hold its Customer Contact Week Australia event on **February 28 - March 1** in **Queensland, Australia**. Visit bit.ly/2JHmSB1.

Quirk's will hold the 2019 Quirk's Event – New York on **March 5-6** at the Marriott Brooklyn Bridge in **Brooklyn, N.Y.** Visit www.thequirksevent.com.

Pharma CI Europe Conference and Exhibition will be held on **March 5-6** in **Basel, Switzerland**. Visit bit.ly/2xSy2N7.

Centaur Media will hold the Insight Show on **March 6-7** at Olympia Central in **London**. Visit www.insightshow.co.uk.

2019 Global Data Summit will be held on **March 7-8** in **Golden, Colo.** Visit bit.ly/2sRIeoM.

Market Research Society will hold its Annual Conference on **March 12-13**. Visit bit.ly/2IIEiwF.

NMSBA will hold the Neuromarketing World Forum on **March 13-15** in **Rome**. Visit bit.ly/2zy4MwG.

IQPC will hold its Customer Contact Week Asia event on **March 18-21** in **Singapore**. Visit bit.ly/2D5Q9Ed.

Merlien Institute will hold its Qual360 NA event on **March 20-21** in **Washington, D.C.** Visit na.qual360.com.

IQPC will hold its Customer Contact Week Executive Exchange event on **March 31 - April 2** in **Miami Beach, Fla.** Visit bit.ly/2quQ1X3.

Quirk's will hold its 2019 Quirk's Event – Chicago on **April 2-3** in **Chicago**. Visit www.thequirksevent.com.

ESOMAR will hold its Latin America 2019 event on **April 7-9** in **São Paulo**. Visit www.esomar.org.

KNect365 will hold its FUSE 2019 event on **April 8-10** at the Radisson Blu Aqua in **Chicago**. Visit bit.ly/2vpiqRB.

KNect365 will hold its Marketing Analytics and Data Science event on **April 8-10** at the Hyatt Centric Fisherman's Wharf in **San Francisco**. Visit bit.ly/2hpc3E6.

SKIM and **Sawtooth Software** will hold their 2019 European Conference and Training Event on **April 9-12** in **Paris**. Visit bit.ly/2FjRR60.

Merlien Institute will hold its MRMW NA event on **April 10-11** in **Cincinnati**. Visit na.mrmw.net.

Population Association of America will hold its 2019 Annual Meeting on **April 10-13** in **Austin, Texas**. Visit bit.ly/25wns9T.

MSMR Alumni Association will hold its annual Insights Conference for the industry on **April 11** at the Hyatt Place Arlington in **Arlington, Texas**. Visit bit.ly/2RBQrdn.

Empresarial will hold its 2019 Printemps Des Etudes (Spring Studies) Trade Show on **April 11-12** in **Paris**. Visit bit.ly/1DZaBlz.

ARF will hold its AUDIENCExSCIENCE 2019 conference on **April 15-16** at the Hyatt Regency in **Jersey City, N.J.** Visit bit.ly/2SNSbOE.

To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail info@quirks.com. For a more complete list of upcoming events visit www.quirks.com/events.

THE QUIRK'S EVENT

FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

WELCOME TO THE PREVIEW OF THE
2019 BROOKLYN QUIRK'S EVENT!

Since 1986, Quirk's Media has been dedicated to promoting the understanding, use and value of marketing research and customer insights across all industries by delivering a wide range of free resources for marketing research professionals, from our magazine and e-newsletter to our Webinars and directories of research product and service providers.

In 2015, after seeing the need for a low-cost, inclusive conference for marketing researchers, we held the first-ever Quirk's Event in Brooklyn, N.Y., a gathering that has sold out of exhibitor and attendee space every year since.

To keep costs low for attendees and exhibitors alike, we eliminated the keynote speakers and sit-down luncheons of other industry events. By making it affordable for everyone, the goal is to maximize attendance and provide the most inclusive marketing research experience with the best ROI for all.

This year, in addition to Brooklyn (March 5-6), we have expanded The Quirk's Event schedule to include gatherings in London (February 12-13) and Chicago (April 2-3).

The Quirk's Event is a two-day experience, packed with more than 70 30-minute education and learning sessions delivered by client-side researchers or research vendors (sometimes both!) on a range of topics, from case studies and explorations of best practices to deep dives on specific methods or techniques.

Speaking slots are chosen based strictly on educational value and are not sales pitches. (Presenters must agree to adhere to the Quirk's Q-mandments, which stipulate that sessions must be interesting, informative and sales-free.)

At the center of the action is the exhibit hall, which is designed to be a fun, interactive venue for face-to-face meetings between attendees and our valued industry supporters.

In the following pages you'll find profiles of selected speakers and sessions along with overviews of networking opportunities, dining options and expo exhibitors. (While current at press time, information is of course subject to change!)

At the show, you'll find a daily agenda, map and list of exhibitors as well as information about food and drink and special exhibit hall experiences.

We want to make The Quirk's Event a regular part of your ongoing efforts to learn and grow as an insights professional, so please let me know your thoughts on how we can improve your experience.

Sincerely,

Joseph Rydholm
Editor, Quirk's Marketing Research Review

INSIDE...

Great tips for
experiencing Brooklyn.
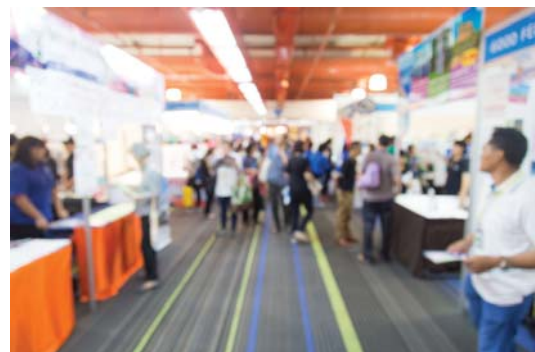
Preview and prepare
to experience the
exhibit hall.

Engaging
30-minute sessions.

page B4

Top industry professionals are preparing to **share real-world solutions.**

page B14

Special events and interactive smart badges.
Game on!

page B20

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TOP-NOTCH **LEARNING**

The Quirk's Event offers engaging 30-minute sessions from both client-side researchers and suppliers on the latest research trends, techniques and strategies. We've highlighted a handful of sessions here and you can find a complete detailed list of sessions at www.thequirksevent.com.

BRAND LOYALTY
How NPR is Building a Diverse Millennial Audience

Gwynne Villota, *Associate Director, Audience Insights, NPR*

Building brand loyalty among the Millennial generation can be a challenge for any organization. As the use of technology evolves among these cohorts, certain mediums can find it especially difficult to create and keep young loyal audiences. With music and podcast streaming apps becoming more popular, radio stations may find themselves needing to adjust their strategies to keep Millennials interested in their content.

Gwynne Villota, associate director, audience insights for NPR, will discuss how a cross-functional team looked into the company's product and marketing to determine which was the obstacle in building a diverse Millennial audience. Villota will discuss what the team found worked and why; the research scope and approach; and provide ways to work with stakeholders across an organization.

CASE STUDY: BLOCKCHAIN TECHNOLOGY
Fixing Research Pain Points: How Blockchain Will Shape the Industry

Henry Chan, *CEO, PREDIQT*

Blockchain is a buzzword that has made its way into the marketing research industry. But what does it really mean? And how will it impact the industry in the coming years? Henry Chan, CEO of PREDIQT, will provide an overview of blockchain technology in his session. He will also dispel the misconceptions of blockchain's shortcomings in the research industry and examine the use of blockchain in other industries. A case study will be presented as Chan gives an overview of how the technology is being used to address pain points in the research industry.

How a Creative Research Approach is Helping the Scripps National Spelling Bee Explore Expansion

Corrie Loeffler, *Director, Editorial, Scripps National Spelling Bee*
Suzanne Beane, *Client Director, Landor Associates*
Roula Constantine, *Research Director, MarketVision Research*

Come hear how research helped The Scripps Spelling Bee explore expansion both domestically and internationally. Through multiple rounds of focus groups in countries such as South Africa and India, followed by creative connects, Scripps, Landor and MarketVision worked together to both facilitate and moderate workshops with parents and teachers separately. Through these three-hour workshops, they leveraged a creative approach with activity-based learning to help parents and teachers to create guides that would excite and inspire them and their students through copy and imagery. Presenters will also touch on diverse topics such as: effective vendor/client relationship management; storytelling/data interpretation; factors in conducting global/ international research; how to use hybrid/mixed methods (qualitative, quant, mobile, SM) and ethnographic/observational research.

GENERATIONAL RESEARCH

Research and the Elusive Generation Z

Holly Carter, *Director of Product Marketing, Confirmit*

One of the biggest challenges in research today continues to be engaging the youth market – whether that's Generation Z or their slightly older Millennial counterparts. The impact of always-on, smart technology has clearly shaped the attitudes and behaviors of the youth market, making it increasingly challenging to engage them in research activities.

But opportunities do exist to capture the essence of this generation if we're willing to be agile and tailored in our research approaches. The key is to use the channels already heavily embedded in the generation's psyche, making engagement a natural process rather than a forced event. Here, perhaps unsurprisingly, mobile and social are critical. But it's not just the channels that are important, it's the way in which those channels and available technology are used.

In this presentation, Holly Carter, Confirmit's director of product marketing, will discuss how researchers can better engage Generation Z and Millennials on their terms, including: designing shorter and highly engaging surveys leveraging gamification and social media tactics; and using mobile to replicate a social approach to recording in-the-moment feedback, attitudes and behaviors.

SURVEY DEVELOPMENT

Research on Research: The Evolving Respondent

Scarlet Wynns, *Senior Director, Comcast*
Peter Manickas, *Director, Comcast*
John Schiela, *President, Phoenix Converged Technology and Media, Phoenix Marketing International*

The world is changing at a rapid pace, along with it how people interact, entertain themselves, shop, bank and yes, even how they take research surveys. Most of the time we're so focused on understanding how these changes impact the business issue at hand that we don't spend time understanding how they impact the information that we're collecting. Comcast partnered with Phoenix MI to conduct a research-on-research study to stay at the forefront of these issues. Attend this session to gain insights into: best practices in sampling, including combating fraudulent sample; the impact on scale setup and form factor in results; the impact on device type used in surveys; visual graphics vs. textual graphics in presentation; and explicit vs. implicit questioning.

Many Journey Maps Fail. Don't Be A Statistic. • Heart of the Customer

Making a Difference for the Business: Key Drivers of Success • J.P. Morgan

Lessons Learned from a Decade of MROC Use • Target Australia

Pushing Research to a New Frontier - The Biometrics of Live Music • ESOMAR, Live Nation

Getting to Know You: Alternate Stakeholders in Your Organization • Swedish Match

CLEAR M&C Saatchi Brand Experience Gap Results • CLEAR M&C Saatchi

Why Don't They…? Using Narrative Economics to Better Understand People • Fader & Associates

Get to Know Your Customer – How to Uncover Qualitative Insights that Have Maximum Strategic Impact • TechStyle Fashion Group

Using Cross-Disciplinary Insights to Understand Your Customer's Journey • Wall Street Journal Dow Jones

Game-Changer: Insights from Agile Research • Dynata, Verizon

The Renaissance of Qualitative Research in the Digital Age • Fuel Cycle

Creating Added Value from NPS with Text Analytics • Provalis Research

Transitioning from Full-Service to Self-Service • AYTM

The Role of Segmentation in the Fight to End World Hunger • W5, Rise Against Hunger

Permission to Launch: Why Insight and Research is the Missing Ingredient in Successful Social Media Creative • Zappi

Future Feedback: The Necessity of Rethinking How We Ask Questions • Maru/Matchbox

Putting Patients Front and Center in Health Care Research • LivingLens, Just Worldwide

DIY Market Research: How Agile Start-up Culture is Transforming the Way We Grow and Innovate • SurveyMonkey Audience

AGILE RESEARCH

Broaden Your Agile Skill Set: How to Combine Consumer Insights and Experience Design Approaches to Get Deeper Insights Faster

Jane Roach, *Digital Customer Research Scientist, American Family Insurance*
Monika Wingate, *CEO and Co-Founder, Digsite*

Experience design (XD) researchers were some of the first in organizations to apply agile principles, using specialized methodologies to iteratively design, build and test solutions while exploring behaviors, perceptions and attitudes in-context. As marketing and product teams look to be more agile, what can insights professionals across industries learn from XD approaches? In this presentation, American Family Insurance Digital Research Scientist Jane Roach and Digsite CEO Monika Wingate will discuss agile development and experience design approaches as well as methods and techniques that can be applied across industries. Roach will also share examples of how she has blended XD research with market research to build a complete view of the customer. By combining the best-in-class methods from consumer insights and XD research, teams can better bridge the gap between what consumers say and what they actually do. Incorporating XD research approaches to consumer insights challenges can also help teams streamline traditional workflows related to rapid, iterative development.

MILLENNIALS

Winning Casual Dining with Today's Teens

Nina Guest, *Manager, Consumer Insights, Olive Garden*
Mary McIlrath, *Senior Vice President/Partner, C+R Research*

As younger generations of consumers take their turn at being front-and-center in the research space, new insight becomes available in a wide variety of industries. As certain industries thrive with these generations and others begin to fall behind, companies may need to rethink how they appeal to these younger consumers. Nina Guest, manager, consumer insights for Olive Garden, and Mary McIlrath, senior vice president/partner at C+R Research, will share how their companies teamed up to understand the driving forces behind special occasion dining options for teens.

They will discuss how Olive Garden used C+R Research's YouthBeat® data from when Millennials were teens, along with social media, photos, video and imagery popular among these consumers, to understand what drives their restaurant selections. "It always surprises me how grounded and aware teens are today," Guest says. "They look for opportunities to bond and connect over dining experiences, both with family and friends. Further, teens want this 'togetherness' on their terms, whether at a restaurant or take-out at home." They will also discuss how these young consumers are similar and different to other generations. "Millennials are game for anything – they are wonderful respondents!" says McIlrath. "They are open to trying new products and are the 'great experimenters' today. Older and younger generations, raised in different economic times and with different mores, are more reluctant to try new things."
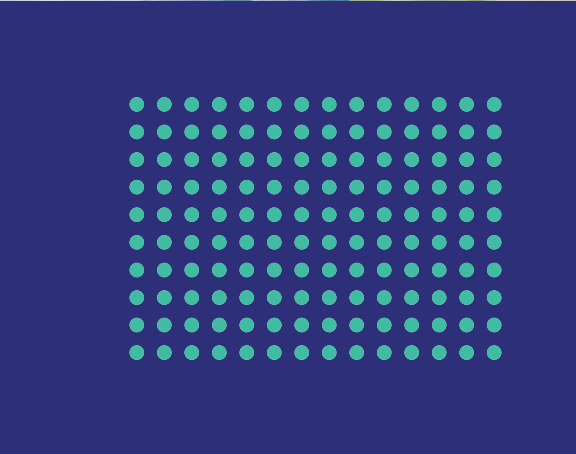
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CASE STUDY: AUTOMATED RESEARCH AND THE B2B AUDIENCE

How Dell EMC Tests and Strengthens Marketing Campaigns with Automated Research

Zahara Malik, *Senior Director of Client Services, Dynata*
Stephanie Woodstrom, *Marketing Communications, Global Marketing Campaigns, Dell EMC*

Dell EMC, an industry leader in converged infrastructure, servers, storage and data protection technologies, launches multiple digital marketing campaigns every year. These B2B campaigns target IT executives and managers and often highlight specific, quantifiable benefits of IT transformation with Dell EMC solutions. As each campaign involves multiple executions across the digital landscape, the research schedule left no time for concept testing.

In this presentation from Dell EMC's Stephanie Woodstrom, joined by Zahara Malik from Dynata, you'll learn how the team found an automated research solution that slashed concept testing from three weeks to five days. At the same time, the solution reduced costs – without sacrificing quality of insights even for a highly targeted B2B audience.

CASE STUDY: VIDEO AND CONSUMER RESEARCH

How Video Among Engaged Respondents Can Bring Consumer Insights to Life

Matt Marontate, *SVP Sales, LivingLens*
Adam Portner, *Vice President, Client Solutions, ProdegeMR*

Video qualitative data brings a depth of emotion and actionable insights to traditional research methodologies. In this case study presentation, learn how ProdegeMR used video insights to help a client interested in sizing the pet owner market and exploring options of pet products. The client developed a 30-minute online survey and ProdegeMR, in partnership with LivingLens, incorporated an open-ended video question into the program.

Sharing learnings from developing and fielding this client survey, Matt Marontate, SVP Sales, LivingLens, and Adam Portner, Vice President, Client Solutions, ProdegeMR, will look at how researchers can combine quality sampling with the technology of embedded video analytics tools to bring quantitative insights to life.

SHOPPER INSIGHTS

How Red Bull Identified Key Shopper Growth Segments to Optimize Need-State-based Behavioral Segments in Retail Across Channels

Laura-Lynn Freck, *Director, Shopper Insights, Red Bull North America*

In 2017 and 2018, Red Bull undertook an extensive shopper segmentation project that sought to understand shopper behaviors, attitudes, motivations and preferences related to their purchasing of beverages for energy needs in order to identify actionable shopper segments across the retail landscape. Shoppers were profiled on need-states and usage occasions for beverages providing energy and then surveyed in-depth to understand key path-to-purchase behaviors related to store choice, channel preferences and in-store patterns. Segments were identified based on economic potential and capturability.

In this session, Laura-Lynn Freck, director, shopper insights, Red Bull North America, will share how the resulting insights from this project have informed ongoing channel role and strategy initiatives and are being leveraged with retail partners to drive differentiated in-store executions.

CONSUMER RESEARCH

Decoding Disruption: Understanding Consumer Expectations for Brands

Sonya Turner, *Senior Director of Insights, 20|20 Research*
Isaac Rogers, *CEO, 20|20 Research*

This session will share the findings and implications from a multi-phase study decoding disruption. First, the insights from a consumer study will help attendees dive into consumers' awareness and definitions of disruption, expectations of the benefits of disruption and how disruption influences their relationships with brands. The consumer phase was followed by a series of in-depth interviews with corporate researchers to focus on what disruption means to researchers, their organizations and their approaches to gathering and acting on insights. Regardless of whether your company or industry are "disruptive," the findings indicate it's rapidly becoming an expectation, a new normal – one with a definition unique to each brand. You'll walk away with a better understanding of how your brand can leverage the idea of disruption to position itself more effectively and better meet the needs of your consumer.

BEHAVIORAL RESEARCH

Using Cross-Disciplinary Insights to Understand Your Customer's Journey

Salima Nathoo, *Senior Director, Wall Street Journal Dow Jones*

Join Salima Nathoo, senior director for the Wall Street Journal Dow Jones, to hear how the company leveraged behavioral data to understand its customers' preferences in media, content and live journalism formats to gain insight into how to speak with top management readers and the kinds of stories and live journalism that would be most compelling for them. The session will discuss how behavioral data like page views and cross-over analysis, as well as results from a primary survey, provided a better understanding of consumer media preferences in order to inform content strategy and engagement. "I'm always curious about new approaches and ways of collaborating to tackle our business' toughest challenges," Nathoo says. "At Dow Jones, we're looking at business growth through the lens of our customers and as a result, we're increasingly layering behavioral analytics with traditional research to generate deeper insights and conclusions about our customers' motivations and needs."

DATA SECURITY

GDPR Basics for Marketers and Researchers

James Newswanger, *Senior Research Manager, IBM*

One of the hot topics in research in 2018 was the General Data Protection Regulation (GDPR), the EU's data privacy regulation. Companies were required to comply with GDPR by May 25 or face heavy fines. While the regulation went into effect in the EU, it also affects organizations that provide goods and services or that collect and monitor data of consumers in the EU, no matter where they are located. This new regulation proved to have a large impact on marketing and research companies.

In this session, James Newswanger, senior research manager at IBM, will lead a discussion on GDPR, providing an overview of the basics of GDPR policy as well as resources for marketers and researchers to train and certify themselves and their teams. There will also be time for a Q&A, allowing attendees to participate in the dialogue.

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SEE THE FULL LIST OF AGILE INSIGHTS LAB SESSIONS AT
TheQuirksEvent.com

PEPSICO

How PepsiCo is Accelerating Growth

Tim Warner, *VP of Insights and Analytics, PepsiCo*

Learn how PepsiCo is augmenting human creativity with advanced technology to step-change the power and speed of insights and drive consumer centricity into the heart of the organization to accelerate growth. There is a "burning platform" in the insights industry – if we don't act we risk losing relevance. Automating insights for speed and lower cost is simply not enough; we need fundamentally better insights to become indispensable to the business.

ABInBev

Unlocking Occasions with Agile Consumer Engagement

Molly Hayes, *Global Director of Brand Insights, Anheuser-Busch InBev*

ABI insights was challenged to create a consumer-centric approach to occasion activation. Through the development of an agile insights process the team now has the tools to move from brand-agnostic occasion profiles to integrated brand activation platforms in seven days.

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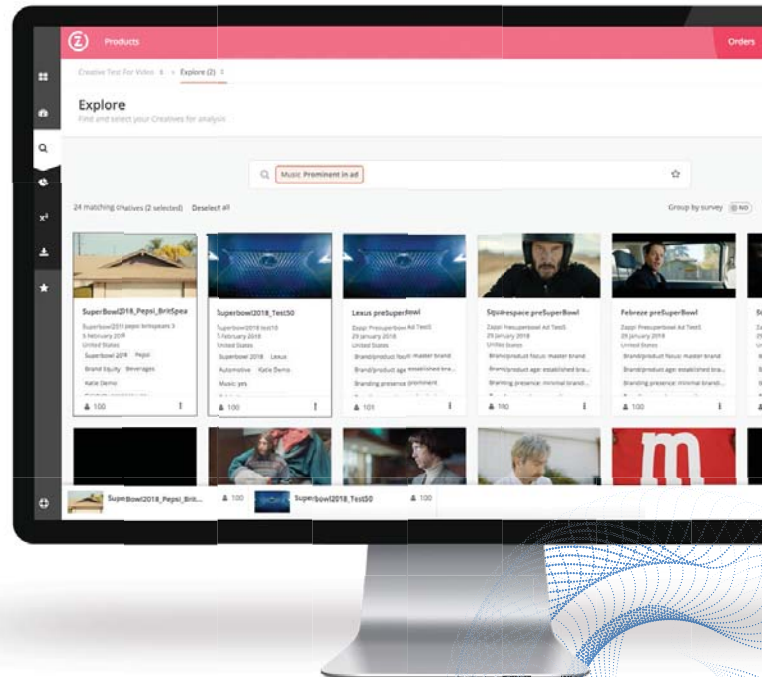
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The best minds
DRIVING YOUR MARKETING RESEARCH FORWARD

It is always our goal to offer quality learning sessions at The Quirk's Event. To do this, we reach out to your peers and ask them to share real-world experiences, strategies, case studies, best practices and successful applications of research techniques. Wondering who we have lined up to speak in Brooklyn? Here's a sneak peek.

PRESENTERS

Gemi Hartojo
Relationship Marketing Manager, Rise Against Hunger

Gemi Hartojo is the relationship marketing manager at Rise Against Hunger, a nonprofit organization with a goal to end world hunger. She has over two decades of marketing experience building and managing brands such as Nestle, Cathay Pacific, AOL, American Greetings and Mobile Oil.

Hartojo's passion lies in utilizing data to help guide and inform the customer journeys that create opportunities for organizations to cultivate delightful customer experiences. "I like to serve and make people happy. It's what drives me," she says. "How can I serve if I don't know whom I'm serving and what they like?"

At The Quirk's Event, Hartojo will share a case study presentation, "The Role of Segmentation in the Fight to End World Hunger," discussing how Rise Against Hunger's work to uncover actionable insights has helped increase engagement and financial support.

Hartojo's interests outside of marketing include creating opportunities for minority groups.

Peter Manickas
Director, Comcast

Peter Manickas has over 20 years of experience in market research and strategic consulting as a research supplier, consultant and currently as director, Xfinity services research for Comcast. In addition to many years working as a preferred vendor for Comcast, Manickas also worked extensively with all major MSOs (cable companies) to develop a deep understanding of the industry.

Manickas has expertise in all aspects of the market research industry including questionnaire design, multivariate analysis, business-to-business and consumer research. Over the past 10 years he has worked with a variety of Comcast teams to derive strategic research insights utilizing both quantitative and qualitative methodologies. At The Quirk's Event, Manickas will co-present the findings of a research-on-research study Comcast conducted in partnership with Phoenix MI in a session titled, "Research on Research: The Evolving Respondent."

Scarlet Wynns
Senior Director, Comcast

Scarlet Wynns is a seasoned researcher adept at both quantitative and qualitative methods with experience across various industries and analytical areas. She currently works as senior director, research, at Comcast.

Wynns received her MFA in film and electronic media from American University in 2001 and earned her Ph.D. in interpersonal communication and media studies from UNC-Chapel Hill in 2003. She has more than 16 years of experience both on the vendor and client sides and her articles are published in peer-reviewed academic journals.

At Comcast, Wynns works with teams across the organization aligning research to eliminate redundancies, improve processes and make research more rewarding for stakeholders. At The Quirk's Event she will co-present a session titled, "Research on Research: The Evolving Respondent," which will look at the findings of a research on research study Comcast conducted in partnership with Phoenix MI.

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TheQuirksEvent.com

Emily Paladino

Customer Insights Manager, Target Australia

Emily Paladino has over 18 years of market research experience, gained in both national and internationally renowned market research companies, marketing consultancies and brand consultancies across a solid range of industry sectors. She currently works at Target Australia as customer insights manager.

Paladino first turned to marketing research due to her interest in human behavior. "I was drawn to studying psychology at university," she says. "When it was time to think about how I would apply this interest to a career, I knew I wanted to overlay a commercial aspect to it and landed on market research. Market research is that wonderful intersection where marketing meets consumer psychology, which allows you to have strategic input into the design of products, fashion, store layouts and advertising."

Paladino specializes in brand, strategy and advertising development; new product development; and shopper research. At The Quirk's Event she will present a session titled, "Lessons Learned from a Decade of MROC Use."

Steve Seiferheld

Director, Market Research
Swedish Match

Steve Seiferheld has spent the last 20+ years in a wide variety of research types, roles and verticals. He began working at Swedish Match in April 2016 and is director, market research. Seiferheld's client-side experience includes positions at Bristol-Myers Squibb, HSN and Nabisco. A proponent for letting objectives drive methodology, Seiferheld says he focuses on choosing techniques that "make it easiest for my target audience to provide the type of feedback I need."

At The Quirk's Event Seiferheld will provide real-world examples on how research can offer greater impact for colleagues across the organization in a case study presentation titled, "Getting to Know You: Alternate Stakeholders in Your Organization."

Seiferheld holds a bachelor's degree in statistics from Rutgers University and a master's degree in statistics from Cornell University. He resides in Midlothian, Va., with his wife and two sons.

Ally Aleman • Insight Strategy Group

Paul Allen • Olson Research Group

Marian Anderson • Microsoft

Julie Arbit • VICE Media

Peter Aschmoneit • quantilope

Alex Baranpuria • Ivy Exec

Suzanne Beane • Landor Associates

Adam Bendriss Alami • Provalis Research

Anders Bengtsson • Protobrand

Jim Berridge • Phoenix Marketing International

Sourav Bhuyan • Zappos

Nick Bonney • Deep Blue Thinking

Joaquim Bretcha • Netquest

Christina Broat • Echo Qualitative Project Support

George Brown • AcuPOLL Precision Research

Russ Budden • E-Tabs

Deborah Campbell • Verizon

Holly Carter • Confirmit

Henry Chan • PREDIQT

Jim Chastain • RealityCheck

Andrew Chizever • LRW

Greg Clayton • Kadence International

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Roula Constantine • MarketVision Research

Ericca Dennehy • AcuPOLL Precision Research

Katy Donahue • TechStyle Fashion Group

Kacy Doster • Communicus

Collette Eccleston • LRW

Susan Fader • Fader & Associates

Thomas Fandrich • quantilope

Bruce Ferguson • SIRS

Ray Fischer • Aha! Strategic Online Qual Platform

Amanda Fraga • Live Nation

Laura-Lynn Freck • Red Bull North America

Shawn Gensch • Sprouts

Barbara Giaimo Rice • TechStyle Fashion Group

Jeff Goldstein • AcuPOLL Precision Research

Kyle Gollins • Pollfish

Tatiana Gormley • BuzzBack

Doug Grant • Inqui Research

Andrew Grenville • Maru/Matchbox

Nina Guest • Olive Garden

Jane Roach

Digital Customer Research Scientist, American Family Insurance

Jane Roach's introduction to human factors and usability has led to more than 20 years in experience design and consumer research. Starting as a UX designer/researcher, she found herself working with marketing research to better understand consumers and customers, resulting in an overlap between UX research and MR.

In her career she has worked to introduce rapid research and agile methods in many companies. Roach is passionate about increasing speed to market through actionable customer insights. "I started as a UX designer/researcher, doing a lot of contextual and ethnographic research and usability testing," she says. "As time progressed I found myself working with market researchers to understand more about consumers and customers." At The Quirk's Event she will present a best practice workshop titled, "Broaden Your Agile Skill Set: How to Combine Consumer Insights and Experience Design Approaches to Get Deeper Insights Faster."

Roach has held positions at the University of Minnesota, Compuware Corporation and CUNA Mutual Group. She is currently the digital customer research scientist at American Family Insurance.

Chelle Precht

President, Complete Research Connection

Chelle Precht has over 30 years of experience in the marketing research industry and currently serves as president of Complete Research Connection. She is a Burke-trained researcher, a QRCA Advance Consultant and an expert in qualitative and small data quantitative research. Precht is also a qualitative research consultant under the umbrella of Complete Research Connection and provides moderating, auditing and field management while assisting with management of her focus group facility in Columbus, Ohio.

As a qualitative researcher, Precht says she draws inspiration through helping others. "Whether it is research with patients about their disease lexicon to help doctors communicate better with them, IT professionals about backup and replication software or moms about diapers and detergent, knowing that the findings of the research I reveal can impact lives makes me come to work each day!"

Precht is presenting a session provided by the QRCA along with Bruce Ferguson, vice president qualitative research at SIRS. In their presentation, "Maximizing the ROI from Qualitative Research," they will draw on their combined experience to give insight into how to get the most out of every qualitative study.

Nina Guest

Manager, Consumer Insights, Olive Garden

Nina Guest is an expert in the restaurant and entertainment sectors. She joined Olive Garden in 2013 and is currently manager, consumer insights. Prior to working at Olive Garden, Guest was part of the consumer insight and organization development teams at Universal Orlando where she used her expertise in guest and member satisfaction to create memorable vacation experiences. Guest has a bachelor of business administration from the University of Miami School of Business.

In her Quirk's Event session, "Winning Casual Dining with Today's Teens," presented with C+R Research, Guest will discuss how Olive Garden teamed up with C+R Research's YouthBeat® analytics group to gain insight into what drives special occasion dining options for teens.

Corrie Loeffler

Director, Editorial, Scripps National Spelling Bee

At age 11, Corrie Loeffler was first stung by Scripps National Spelling Bee as a speller at the national finals. Today she leads a team of employees and contributors at the company to create a content package used to run spelling programs in more than 26,000 schools, program materials for regional spelling bees across the country and a communications strategy to bring all levels of the Bee into public awareness; and to execute and administer the annual national finals in the Washington, D.C., area. She has worked with the company for 12 years.

At The Quirk's Event, Loeffler will be co-presenting a session titled, "How a Creative Research Approach is Helping the Scripps National Spelling Bee Explore Expansion."

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Women in Research Networking Event

Monday, March 4
Location: TBD

Join Women in Research (WIRe) for this complimentary pre-conference networking event for Quirk's Event attendees of all genders. Enjoy cocktails, canapés and conversation while networking with market research industry leaders. WIRe is a nonprofit organization that champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. Registration for this event will be open at a later date, mark your calendars!

NETWORKING

INTRODUCING

INTERACTIVE SMART BADGES

Quirk's is excited to introduce smart badges from Klik! These interactive badges allow for easy and fast networking all in one place. Attendees in close proximity can quickly exchange information simply by both pressing and holding down the bottom of the badge. Bright LEDs will illuminate and flash, letting you know that the information has been exchanged. Attendees can also receive content from speaking sessions without having to wait until after the event. During a session, simply click your badge and any materials the presenters make available will download and be accessible in the app. The Klik badge puts you in charge of the content you receive and connections you make!

With the Klik app you can:
- chat with other attendees and even request meetings;
- view profiles of exhibiting firms and request meeting times with particular vendors;
- store your connections and event materials; and
- keep track of all personal meetings and events.

Cocktails with Quirk's

Tuesday, March 5
5:30 p.m. to 7:00 p.m.
Marriott Brooklyn Bridge Expo Hall

We've had a blast hosting Cocktails with Quirk's in the past and The Quirk's Event wouldn't feel complete without everyone enjoying a few cocktails on us! After the first day of the show is done, mingle and network in the expo hall and take in the experiences with other attendees from 5:30 p.m. to 7:00 p.m. Free drinks and appetizers will be provided.

Stop by one of these stands to enjoy a cocktail:

Market C&C Research	FUEL CYCLE
Booth 617	Kiosks H & J
prodege MR	eyesee
Booth 402	Booth 209
market cube	DISQO — DISCOVER WHY	(realeyes)
Booth 513	Booth 604	Booth 4
QUEST MINDSHARE — ONLINE SAMPLE	CSR — CENTER FOR STRATEGY RESEARCH
Booth 413	Booth 407

MR Musical Jam Session

Tuesday, March 5
7:30 p.m. to 10:00 p.m.
Location: Hill Country Food Park Brooklyn

After dinner, check out an MR Jam Session to hear talented MR musicians perform live! Quirk's will be bringing together a talented collection of musicians in the market research industry to perform. The MR Jam session is a great way to kick off the event!

Thank you to our sponsors:

MURRAY HILL NATIONAL

P2 SAMPLE
POWERFULLY PROGRAMMATIC

"After Dark" Quirk's Event Party presented by The Research Club

Tuesday, March 5
9:30 p.m. to late
Location: Kimoto Rooftop Garden & Lounge

THE RESEARCH CLUB

The Research Club is heading back to Brooklyn, New York, collaborating once again with the popular Quirk's Event.

Join us on Tuesday, March 5 at the trendy Kimoto Rooftop Garden Lounge for the official "After Dark" networking mixer.

This event is exclusive to a limited number of guests. Book your tickets today.

The Kimoto Rooftop (located above the ALOFT and Sheraton Hotels) offers fabulous views across the city. Continue the evening at New York City's first Asian rooftop beer garden.

To register and book your tickets please visit theresearchclub.com/events/brooklyn-after-dark-quirks-party/

Expo Hall Happy Hour

Wednesday, March 6
4:15 p.m. to 5:15 p.m.
Marriott Brooklyn Bridge Expo Hall

Grab a beer and stroll through the expo hall to learn and experience all of the latest and greatest the industry has to offer.

FIND UP-TO-DATE INFORMATION ON ALL THE SPECIAL EVENTS AT
TheQuirksEvent.com

WHO SAID MARKETING RESEARCH
CAN'T BE FUN?

When we launched The Quirk's Event in 2015, the one thing we wanted to make sure our event had was some fun. We had attended numerous conferences throughout the years and found few to be truly fun and engaging. So we set out to make The Quirk's Event a genuine experience.

In addition to the great educational sessions and networking activities, the expo hall will be a lively and engaging place where you can learn the latest in the industry and find new partners … while having fun! Stop by exhibits to play a game, enter a drawing, grab a piece of swag or experience a demo – there will be lots to see and do in the expo hall. Here are just a few of the experiences that will be at The Quirk's Event.

Canine cuddles

What's better than a little fur-therapy? While walking around the exhibit hall don't miss the chance to snuggle with some adorable puppies. Our furry friends will be on-site for a few hours allowing attendees to take a cuddle break (or two).

Update your image

How long has it been since you've updated your social media photo? Have a new, professional head shot taken while at The Quirk's Event. It takes just a few minutes and we'll e-mail you the link to the high-resolution image that reflects the new you!

GAME ON!

We are excited to bring the Klik smart badges and app to The Quirk's Event. Using the smart badges and app, you can earn points by connecting with exhibitors and other attendees, attending sessions, giving session feedback and by posting on social media. The attendees that achieve a benchmark point total will automatically be entered into a drawing to win great prizes (gift cards, Alexa, portable charges, etc.). Download the Klik event app two weeks before the event to learn how to play and receive game rules.

Let your MR worries melt away

Tiny budget? Too many projects? Let your troubles melt away, at least for a few minutes. Stop by and get a chair message from a professional massage therapist.

Have your picture taken with a celebrity!

A loveable celebrity will be stopping by The Quirk's Event for photo opportunities each morning. Don't miss your chance to grab a selfie! Want to guess who it is? Here's a hint: This loyal friend reluctantly solves the most difficult mysteries. His go-to mode of transportation is a van painted with psychedelic colors!

Speak your mind

We want to hear from you! Look for the video kiosk, step up to the microphone and let us know how you feel. Answer one of several questions ranging from your favorite research methodology to how you got started in the industry. After the event, Quirk's will compile a video of the responses giving you the chance to share your clip with friends and colleagues.

A FOODIE'S PARADISE

Whether you're looking to take advantage of the long lunch break or interested in a bite to eat after the event, the foodie restaurant scene in Brooklyn has many choices to offer. Restaurants in the borough will provide you with options ranging from fast-food chains to classic French bistros and authentic Brooklyn pizza.

ROCCO'S TACOS
339 Adams Street

POTBELLY SANDWICH SHOP
345 Adams Street

HILL COUNTRY FOOD PARK
345 Adams Street

PANERA BREAD
345 Adams Street

LA DEFENSE BISTRO
2 MetroTech Center

STARBUCKS
348 Fulton Street
6 MetroTech Center

DUNKIN DONUTS
387 Jay Street

CHIPOTLE
1 MetroTech Center

FIVE GUYS
2 MetroTech Center

SHAKE SHACK
409 Fulton Street

SUBWAY
391 Jay Street

LUCIANO'S
15 MetroTech Center

CAFE METRO
15 MetroTech Center

BURGER KING
417-21 Fulton Street

HALE AND HEARTY SOUPS
2 MetroTech Center

AU BON PAIN
70 Myrtle Avenue

OFF THE BEATEN PATH

Quirk's has a few restaurant ideas for anyone interested in venturing beyond Downtown Brooklyn.

Steve recommends:
THE RIVER CAFÉ

Offering a classic high-end New American menu, The River Café has an award-winning wine list and seamless service. Jackets are required; ties preferred. Reservations are recommended.

1 Water Street | 718-522-5200

Ralene recommends:
GRIMALDI'S PIZZA
JULIANA'S PIZZA

Join the legendary debate and taste the pizza at iconic Brooklyn rivals Juliana's and Grimaldi's. The pizza joints operate side-by-side under the Brooklyn Bridge. Expect a short wait at both locations.

Grimaldi's Pizza | 1 Front St.

Juliana's Pizza | 19 Old Fulton St.

Dan recommends:
BACCARAT HOTEL BAR

If you're looking for the quintessential New York City experience, Dan recommends hopping over to the Baccarat Hotel Bar. All libations are poured into pieces of Baccarat crystal, making this the most elegant place for a nightcap.

28 W 53rd St. Fl. 2, New York City

Voxpopme®

See the people behind the data with the world's #1 video research platform

Empowering global brands to understand customers, share stories and drive action

Stop by booth #406 at the Quirks Event in Brooklyn to meet the team and learn more!

voxpopme.com

EXPLORING NEW YORK

If you're heading to New York for the very first time, we hope you plan to spend an extra day or two to take in the sights! New York City has something for everyone. Here are a few of our favorite spots.

For the history buff:
THE TENEMENT MUSEUM

The Tenement Museum, located in the Lower East Side neighborhood of Manhattan, is a National Historic Site. The two historic tenement buildings were occupied between 1863 and 2011 by an estimated 15,000 immigrants from more than 20 nations. The museum's first restored apartment opened in 1992 and today the buildings are set up to tell the stories of America's urban immigrants who inhabited the area between the 19th and 21st centuries.

For the photog:
WALK THE BROOKLYN BRIDGE

Experience the famous landmark up close by taking a walk over the Brooklyn Bridge. Once dubbed the eighth wonder of the world, the hybrid cable-stayed/suspension bridge opened in 1883 and connects the boroughs of Manhattan and Brooklyn. Check out a guided walking tour or grab a cup of coffee and your camera and take on the 1.1-mile bridge yourself!

TOURISM

For a celebrity encounter:
THE TOUR AT NBC STUDIOS

Get behind-the-scenes access to some of the studios at 30 Rockefeller Plaza! From Late Night with Seth Meyers to SNL, you'll experience the entire TV production process firsthand. Tours are popular so booking in advance is highly encouraged.

For the theater fanatic:
TKTS BOOTH

The Quirk's team recommends stopping by a TKTS ticket booth to get your hands on day-of-show tickets for Broadway and other New York City theater events at a discount. Hit up the booth early to get last-minute tickets on a budget.

For a moving experience:
9/11 MEMORIAL AND MUSEUM

Through exhibitions, educational programs and a memorial, The National September 11 Memorial and Museum is a tribute of remembrance to the 2,977 people killed in the terror attacks of September 11, 2001 at the World Trade Center site, near Shakesville, Pa., and at the Pentagon.

Make connections with
INDUSTRY LEADERS IN INSIGHTS AND DATA

Welcome to The Quirk's Event exhibit hall! Here you will find the best in the business all in one place. You can connect with companies that provide a range of research products and services including: survey design; data collection and processing; fieldwork; focus group facilities; ethnography; recruiting; translation and transcription software and services; B2B and B2C; research training and education; interviewing; panel providers; online/mobile research; qualitative and quantitative; customer experience; data reporting and visualization; and much more! Here is a list of exhibiting companies (you can see a full list at www.thequirksevent.com).

EXPO

ROOM 1
ROOM 2
ROOM 3
ROOM 4
ROOM 5

TANGO
CARD
NETWORKING LOUNGE

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X W V U T S
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COAT CHECK
MEN'S RESTROOM
F E D C B A
G
INFO

H J K
WOMEN'S RESTROOM
AGILE INSIGHTS LAB
zappi

ENTRANCE ➡

REGISTRATION

logit RESEARCH-EXECUTED
CELL LOUNGE

☕ COFFEE & BEVERAGES

🚻 RESTROOMS

FOR THE MOST COMPLETE, UP-TO-DATE LIST OF EXHIBITORS, VISIT

TheQuirksEvent.com

20|20 Research

BOOTH 405

20|20 inspires great decisions through contagious storytelling. As the leader in digital qualitative research, we leverage our unique suite of in-house services, platforms and expertise to discover and communicate the stories that humanize the relationships between brands and customers.

www.2020research.com

3Q Global

KIOSK V

3Q GLOBAL, a multi-service research firm, provides custom services in study design, data collection, data integration, text analytics, visualization dashboards and reporting. Our data collection methodologies, powered by Quick Test/Heakin and Discovery Research Group, include fieldwork, mall/hall interviewing, CATI/CAWI, IVR, online surveys and Web and social media research. 3Q GLOBAL's experience, service and quality is unmatched. Regardless of how big or how small your research projects are, 3Q GLOBAL is The Connection to All of Your Market Research Needs.

www.3q-global.com

Addison Research

KIOSK Y

Addison Research is the premium data collection partner for market research agencies across the United States, Canada and internationally. Our services include qualitative recruiting, in-depth interviews, ethnographies, taste tests, in-home usage testing, car clinics, usability testing, telephone/multimode interviewing, on-site interviews, exit interviews, mystery shopping, central location tests, mall intercepts, Hispanic/new immigrant research, moderating and research consulting. We have proven expertise in all facets of quantitative, qualitative and custom market research solutions across various sectors and regions.

addisonresearch.com

Aha! Strategic Online Qual Platform

BOOTH 306

Aha! is the online qual research platform designed to give clients, research companies, consultants and brand marketing agencies the strategic tools to easily create and deploy consumer and B2B research studies. Our comprehensive suite of interactive activities and methods includes: • Storytelling • Image and text collage • Innovative video upload tools • Webcam integration • Concept testing methods • Home-use test templates • Mobile app for in-the-moment occasions • Perceptual mapping • Social/community activities • Quant tools • Robust analytics The experienced Aha! team also provides full-service or à la carte study design, project management, respondent recruiting, analytic consulting, plus hands-on training and tech support.

ahaonlineresearch.com

Ascribe

BOOTH 3

Founded in 1999, Ascribe helps the world's largest market research firms, corporate researchers and customer experience professionals make confident decisions based on rich, real-time insights using a world-leading verbatim analytics platform. Ascribe's SaaS-based technologies enable accurate and fast analysis of verbatim comments regardless of channel or language.

goascribe.com

ASK International Market Research (ASKi)

BOOTH 411

ASK International Market Research (ASKi) GmbH, founded in 1953, is a provider of fieldwork and data services. We coordinate market research globally. All planning, organizing and fieldwork supervision is undertaken on-site by our own staff. We offer full-service expertise with study designs, custom tailored to fit your needs. Our strengths include extensive and diversified know-how, flexibility, promptness, superior client service, accurate data collection and a genuine interest in your questions. We look forward to your visit!

www.aski.de/

Askia – Software for Surveys

BOOTH 12

At Askia – Software for Surveys, we have a passion for market research, which is why we're dedicated to the MR industry. We are a team of geeks, researchers, product testers, statisticians, fanatical client support specialists, usability experts and quantitative research enthusiasts. With powerful yet easy-to-use products for CATI, CAWI, CAPI, mobile and multimode data collection, predictive dialing, online and offline data analysis as well as community management (MROCs), we believe that Askia has the most flexible market research software in the industry and the best technical team behind it.

www.askia.com

ATP Canada Software and Services Ltd.

BOOTH 509

ATP is a leading provider of tabulations and other data processing services to the market research industry. Since 1989, our unwavering commitment to excellence and exceptional customer service has resulted in tremendous growth. Rosetta Studio is our software solution that helps automate the reporting of your tabular data into ready-to-go PowerPoint or Excel presentations. Use our simple interface to create charts and customize your tables or use our powerful tagging system to populate your existing presentation. Create a professional presentation in minutes!

www.atpcan.com

AYTM

BOOTH 206

AYTM is a market research platform that allows researchers, marketers and analysts to run a full range of quantitative research via the ease of a do-it-yourself platform. AYTM's integrated proprietary panel provides best-in-class levels of trust and quality, access to over 40 million consumers in 26 countries and real-time pricing with guaranteed delivery times. We empower researchers via our user-friendly platform to collaborate in real-time on survey design and program complex research tests including max-diff, choice-based conjoint, pricing optimization and more. The result is quick access to high-quality insights at a budget that fits research organizations of all sizes.

aytm.com

Black Swan Data

BOOTH 211

Black Swan Data's mission is to enable companies to be more decisive, act at speed and get to market first. They achieve this by scientifically predicting consumers' future needs, wants and desires through the application of AI to the world's largest record of actual thought and behavior – the Internet.

www.blackswan.com

Blueberry
Marketing & Sensory Research for the Product Pipeline

Blueberry

BOOTH 105

Blueberry is a full-service market research consultancy, combining expertise in marketing research, product research and sensory science. We offer a complete portfolio of traditional, breakthrough and proprietary solutions, including The Consumer Experience Landscape and PinPoint, our research models for marketing innovation and a powerful foundation for product pipeline development. We work across the entire product innovation pipeline from exploratory through concept and product development. Let's talk about your innovation landscape. Visit our Web site or e-mail us at info@blue-berry.com.

www.blue-berry.com

BUZZBACK

BuzzBack Market Research

BOOTH 203

We work with companies who seek to advance their business performance with sharper consumer insights. BuzzBack delivers demonstrably richer understanding through creative and visual techniques that address challenges with concept development, brand positioning and communication strategy. We have been effective in hundreds of brand initiatives worldwide, with a highly-engaging online experience that reveals how companies can more meaningfully connect with consumers for greater commercial success.

buzzback.com

Market C&C Research

C&C Market Research

BOOTH 617

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your data collection needs. Our highly trained data collection specialists and 48 beautifully designed field locations across the U.S., coupled with our state-of-the-art programming and data transmission capabilities, will ensure your next project is a success.

www.ccmarketresearch.com

C+R RESEARCH

C+R Research

BOOTH 14

At C+R Research, a full-service marketing insights agency, we've been helping brands grow for over 50 years by delivering great research, deep perspective and committed client service. We're known for best-in-class methodologies, high-quality analytical insights and delivering senior-level attention throughout every phase of our clients' projects. We offer an array of customizable techniques for both qualitative and quantitative research and have focused areas of knowledge and expertise in youth and family, Latinos and shopper insights. Our goal is to equip our clients with the insights they need to confidently develop successful brand strategies and grow their business.

www.crresearch.com

CANADIAN VIEWPOINT
REAL PEOPLE | REAL SOLUTIONS | REAL DATA

Canadian Viewpoint

BOOTH 7

For over 30 years, CVI has been trusted by clients ranging from global Fortune 500 companies to local, boutique market research firms for their quantitative data collection needs, including online, offline and panel. We pride ourselves on our quality assurance processes that often exceed industry standards and we are accredited Gold Seal members of the MRIA. We are also long-time members of the AMA and IA.

canview.com

CSR
CENTER FOR STRATEGY RESEARCH

The Center for Strategy Research

BOOTH 407

The Center for Strategy Research, an award-winning strategic research firm, is a pioneer in the use of technology-based content analysis. Our transformative approach delivers the benefits of both qualitative and quantitative methodologies, getting the most out of any conversation. Particularly effective with high-value audiences, we are expert moderators across all kinds of qualitative exchanges, including IDIs, focus groups, executive communities, panels and social media interactions. As a result, you gain compelling, practical and actionable insights. Think of CSR when you seek in-depth, thoughtful opinions from your most valuable customers, prospects and employees, including C-suite executives, broker/distributors and affluent consumers.

https://csr-bos.com/

Civicom
MARKETING RESEARCH SERVICES

Civicom Marketing Research Services

BOOTH 202

Civicom® is the global leader in serving the marketing research community with a strong industry presence in facilitating Web-enabled in-depth interviews and focus groups worldwide through Civicom CyberFacility®. We provide asynchronous research capabilities for online communities and online research studies through our online bulletin board platform solution Civicom Chatterbox®. We enable rich, in-the-moment insights for audio and video diaries, shopper insights, patient journeys and mobile qualitative research through our mobile insights app ThoughtLight®. We provide mobile usability testing, respondent recruitment, simultaneous translation and transcription services, along with Glide Central™,

an intuitive online platform for video and audio content curation and management.

www.civicommrs.com

communicus

Communicus Inc.

KIOSK M

Communicus is an advertising research firm specializing in integrated campaign measurement solutions that isolate the impact of a brand's advertising. For over 50 years, Communicus has partnered with Fortune 100 brand advertisers, providing research and consultation enabling brands to fully understand how to build more successful advertising and IMC campaigns, maximizing advertising's impact on brand perceptions and behavior.

www.communicus.com

Confirmit.

Confirmit

BOOTH 305

Confirmit has a solid foundation of over 30 years of experience in listening to your requirements and developing software for all sizes of market research organizations. As a result, we understand your business and offer solutions that allow you to deliver high-quality, fast and cost-effective market research results. Our Confirmit Horizons platform supports the research project lifecycle from survey creation to results delivery, enabling you to take advantage of the most complete, feature-rich and robust MR software available today. We are uniquely able to support hundreds, thousands or millions of respondents thanks to the scalability of our platform.
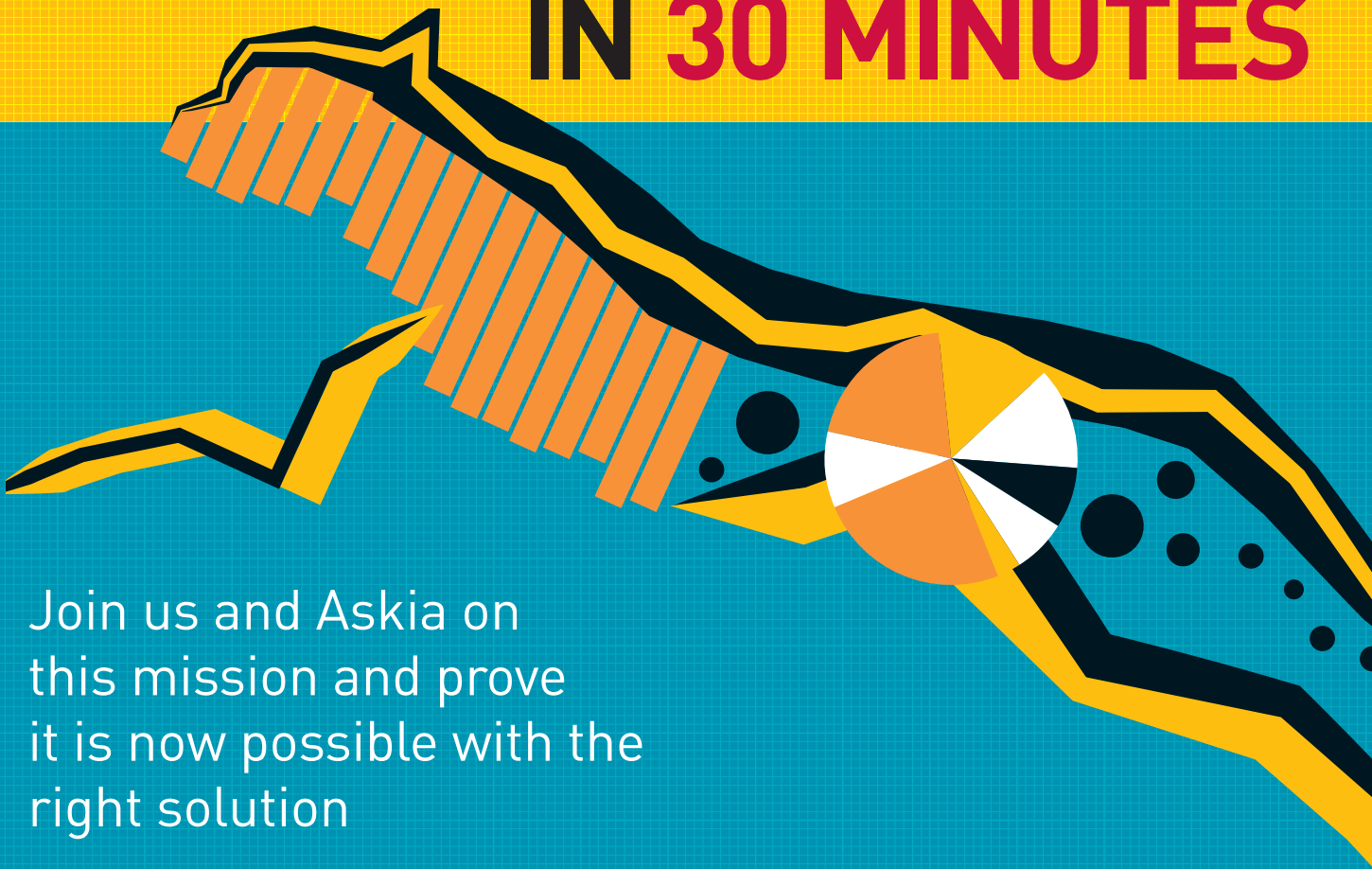
www.confirmit.com

Course5 Intelligence
BOOTH 713

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets and competition at the rapid pace that the digital business world demands. Course5 Intelligence does this by driving digital transformation through analytics, insights and artificial intelligence. Our clients experience higher top-line and bottom-line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future. Our company name, Course5 Intelligence, aptly describes our mission. The business world today is swimming in oceans of data with multiple technologies and methodologies. We make sense of it all using a combination of human and machine intelligence to chart a course for our customers beyond the four points of the compass, North, South, East and West, to the fifth direction which is the future. Rapid advances in artificial intelligence and machine learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence that provide significant and long-term value to our clients.

www.course5i.com

CRG Global
BOOTH 512

CRG Global is a vertically-integrated company that offers extensive capabilities, unequaled savings and advanced technologies to support your business initiatives. We provide full-service research solutions worldwide with our 18 U.S. facilities, online panel of 400k+ members and long-term global partnerships. With experience in most research methods, CRG Global has the resources necessary to execute even the most complex of testing protocols.

www.crgglobalinc.com

Critical Mix
BOOTH 510

Critical Mix provides easy access to highly-targeted global survey respondents, survey programming and data visualization services for market research and consulting firms. Driven by a passion for simplifying data collection, the team at Critical Mix is personally invested in giving clients the ultimate customer service experience. Every project, no matter the size or type, is supported by a team of always-available, experienced market research practitioners who anticipate your needs and provide thoughtful customer care. Service options include a complete spectrum of high-quality data collection tools ranging from sample sources, survey programming and fielding, to report automation and data dashboards. Critical Mix is headquartered in Westport, Conn., and operates globally. Call us at 1-800-651-8240 or e-mail simplify@criticalmix.com.

www.criticalmix.com

Custom Intercept Solutions
KIOSK P

Providing in-person insight from your customer at their moment of truth. We are local in all 50 U.S. states plus Canada and beyond, approaching customers in-person and in the moment. It's the most accurate insight from real-world patrons, for more timely and actionable results. iPad-based intercept surveys, shop-alongs, mystery shopping and qualitative interviews all connect marketers to their customers like never before. Move beyond techno-gimmicks and get real with your customers at CIS!

customintercept.com

Dapresy
BOOTH 711

Dapresy provides a highly efficient and effective data reporting software for market research and customer experience management. The SaaS solution offers users flexibility and choice in delivery from standard cross tables, PowerPoint and PDF downloads to highly visual and interactive dashboards. Market research agency and enterprise professionals in more than 25 countries utilize Dapresy Pro to clearly communicate complex data from markets, users and customers. Founded in 2003, Dapresy has a headquarters in Sweden with a North American headquarters in Portsmouth, N.H. In addition, the firm has several other client services offices around the globe.

dapresy.com

DISQO
DISCOVER WHY
BOOTH 604

DISQO provides opinion and behavior data to deliver the most complete view of the consumer. We empower our clients with accurate and reliable first-party data to improve business decisions, drive insight, strategy and overall value. We have developed the highest quality single-source consumer research panel utilizing a human-centric approach in engaging people to share data. We provide data to the world's largest market research and analytics companies to help them discover the "why" behind consumers' opinions and behaviors.

www.disqo.com

Dynamic Fieldwork
KIOSK O

Dynamic Fieldwork are specialists in international data collection and fieldwork consultancy. We want to take away the everyday hassles and strains of multi-country fieldwork from our clients. We have the know-how and capability to deliver global data requirements on budget and on time. We offer all of the main modes of qualitative and quantitative data collection (offline and online), scripting and hosting, sample management, translation services and data processing. We simplify our clients' challenges by utilizing our experience to select the appropriate methodology with a focus on quality.

www.dynamicfieldwork.com

dynata
Dynata
(formerly Research Now SSI)
BOOTH 602

Dynata (formerly Research Now SSI) is one of the world's leading single providers of first-party data contributed by people who opt-in to member-based panels that the company manages and maintains. With a reach that encompasses 60+ million people globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around this core asset to bring the voice of the individual to the entire marketing spectrum, from market research to marketing and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting & investment firms and healthcare and corporate customers in the North America, South America, Europe, and Asia-Pacific.

www.dynata.com

ESOMAR

REGISTRATION HALL

ESOMAR is the global voice of the data, research and insights community. ESOMAR, the world association for market, opinion and social research and data analytics, is the voice of the global data-driven research and analytics community. ESOMAR speaks on behalf of 4,900 professionals and over 500 companies in 130+ countries that provide or commission research, including public and academic bodies, all of whom agree to uphold the ICC/ESOMAR International Code. Together with national and international research associations, ESOMAR sets and promotes professional standards and self-regulation for the sector and advocates the value of market, opinion and social research and data analytics as an effective decision-making tool.

www.esomar.org/

E-Tabs

BOOTH 701

DATA VISUALIZATION / AUTOMATED REPORTING / INTERACTIVE DASHBOARDS / POWERPOINT CHARTING. E-Tabs has been providing cutting-edge data visualization and reporting solutions to the market research industry for over 20 years. We help businesses all over the globe boost their productivity by making the process of producing their reports and visualizations quick, simple and cost-effective.

www.e-tabs.com

Ethical Frames LLC

KIOSK D

The Ethical Frames method helps you to see when you might trigger a marketing landmine that can bury your brand and instead use its power in a positive way. Stop by for a free copy of Marketing Landmines:The Next Generation of Emotional Branding (limited quantities).

ethicalframes.com

EyeSee Inc.

BOOTH 209

Understand behavior, grow further! EyeSee is one of the fastest-growing behavioral research companies in the world, based in New York, Antwerp, Paris and Belgrade. We use accessible remote behavioral methods in combination with conventional to unlock next-level consumer insights with the highest predictive value. Through highly effective methods such as online eye-tracking, facial coding, virtual shopping and surveys, we measure the impact of shopper marketing, advertising, digital solutions and innovations. For research purposes, respondents use their own devices (computers and mobile phones), thus cutting down time, costs and enabling testing on a global scale. Our teams conduct studies in more than 40 countries. We had the privilege to work with global brands in a myriad of industries, some of which are Johnson & Johnson, Twitter, Microsoft, Viacom, Nestlé and many others.

eyesee-research.com

Fieldwork Inc.

BOOTH 608

Fieldwork Inc. has provided recruiting, facilities and online tools for research professionals for over 35 years. Fieldwork has 15 focus group facilities across the country, each with on-site recruiting, local databases and experienced project managers. Fieldwork Network is a group of dedicated project managers that field multi-city projects across the globe, with one point of contact for everything from bidding to invoice. Fieldwork Anywhere can make any two rooms into a fully equipped focus group facility including recording, hosting, recruiting and observation area – great for small markets. Fieldwork Webwork provides all of the tools and support needed for online research. Focus on the research. We'll do the rest.

www.fieldwork.com

Focus Crossroads

BOOTH 208

Focus Crossroads is a global qualitative research recruiting firm giving clients access to the people, in the places and with the ideas that drive their business. Expert guides and research specialists who manage the unexpected and deliver a rewarding experience in a constantly changing landscape. Some of our resources include a B2B/consumer database, an internal CATI center and a full range of strategic qualitative insights. Centralized in the N.Y. Metro market with access to luxurious suites across the United States. Committed to best practices in research standards, we are one of the few U.S. research firms ISO-20252:2012certified.

www.focuscrossroads.com

Focus Forward/Panel Direct

BOOTH 408

Focus Forward/Panel Direct. One partner to supply all your needs! We are the one-stop premium supplier for transcription, nationwide qualitative recruiting, coding and online panel. Offering unparalleled customer service, clients enjoy dedicated project management, daily project updates and competitive pricing. Delivering successful projects since 2003, a nationwide recruitment leader for bulletin boards, in-person research, telephone interviews and online focus groups from our proprietary domestic panel for consumer, B2B, medical or lists. Need transcripts or coding? Our 400+ U.S. teams produce fast and accurate transcripts and coded projects. For quantitative research, use Panel Direct proprietary U.S. panel for your surveys.

www.focusfwd.com

FRC Hong Kong

KIOSK C

Field Resources Consultant (Hong Kong) Limited (FRC) is a full-service marketing research consultancy. Established in Hong Kong since 2004, our management team came from more than 25 years of experience in the research industry with solid project experience across various business sectors in Asia. Our high level of expertise and wide range of product offerings enable us to provide the combined benefits of both a market research agency with a strategic consultancy, giving you full information services.

www.frchongkong.com

Frontier7

KIOSK Z

Frontier7 automates the consumer research process so brands can focus on the insights that matter to the business. By automating many of the time-consuming qualitative and quantitative analysis tasks, organizations can quickly learn and make data-driven decisions about their consumers, products and market. We save organizations valuable time and money with immediate insights into consumer perceptions and behaviors. Frontier7 specializes in market research, consumer sentiment, artificial intelligence, machine learning, consumer and behavioral psychology and consumer insights.

frontier7.com

FUEL CYCLE

KIOSK H & J

We created a best-in-class SaaS-based online community platform that tells our customers exactly what they need to know about their customers across the customer lifecycle. With this information at their fingertips, our customers are empowered to make decisions that increase both revenues and long-term customer loyalty. Those are decisions we're proud to be a part of. Since 2007, we've built this company with the customer

at the heart of the conversation. From just a few people on day one to today's Passenger with an office on each North American coast and customers all over the world, we're glad we chose the business we did. Because by putting our customers at the heart of our business, we've helped hundreds of companies keep their customers at the heart of theirs.

fuelcycle.com

Full Circle Research

KIOSK R

Named Inc. 5000's No. 917 for 2017, Full Circle Research is the first and only U.S.-based online consumer sample provider to earn ISO 26362 certification and the only company to offer HoNoR (Holistic Next-level ResearchTM). This enhanced survey experience is unprecedented and automated – a marriage of advanced technology, flexible community strategies and industry-leading quality controls that gives business decision makers immediate access to the purest data in the industry. Full Circle's foresight, agility and commitment to innovation translate into a uniquely proactive, consultative experience.

www.ilovefullcircle.com

G3 Translate

BOOTH 507

G3 Translate was founded specifically to assist market research companies with multi-language projects for global markets. Whether you require the translation of surveys and focus group materials, in-language coding of verbatims or assistance in understanding cultural differences, G3 provides the best value – unparalleled speed, competitive rates and exceptional customer service.

g3translate.com

The Garage Group

BOOTH 409

The Garage Group is a battle-tested, lean innovation and growth strategy firm that has spent the last eight years leading big companies like Nike, Procter & Gamble, PepsiCo and American Express to apply start-up-inspired approaches against their toughest innovation and growth challenges.

www.thegaragegroup.com

Gazelle Global Research Services LLC

BOOTH 700

Gazelle provides surveys, sample and solutions for companies conducting market research both in the U.S. and around the globe. Our solutions include simple and easily-accessed worldwide respondents for all online and offline data collection methods, including mobile devices, in-person and mixed-mode techniques. We can program and host your surveys if needed or work with your in-house technology platform. We provide translation and localization services for your questionnaires to make sure they are ready to deploy in all your target markets with continuity. Our reporting solutions include traditional data tables and online reporting portals. Text-based responses are not a problem, as we provide global in-language coding and text analytics as required.

www.gazelleglobal.com

GMO Research

BOOTH 111

GMO Research Inc. is a one-stop research solution provider in Japan. Offering full-service capabilities spanning across all industries and powered by one of the largest panels in Japan, we make research in Asia easy through seamless bilingual communication and solutions that cater to our clients' needs. In addition to the traditional qualitative and quantitative

methodologies, we also offer a number of proprietary methodologies including eye-tracking, mobile research, MROC and others.

gmo-research.com

Hawk Incentives

BOOTH 606

Hawk Incentives, a Blackhawk Network business, is a leading provider of rewards and incentives to organizations across the globe, including many of the Fortune 500. We help power better market research response rates and loyalty with proven delivery of physical, digital and mobile-enabled rewards. Whether you're conducting online panels, focus groups, one-on-one interviews or in-field intercepts, you need incentives that align with participants' expectations. We can speed up payments so your participants receive their rewards quickly — even in real-time; offer reward choices to make sure that all of your participants are satisfied; connect with you via API or give you access to our online reward ordering portal; provide easier and more cost-effective options than checks or cash; and handle customer service for your participants with our one-call resolution commitment. With our multimillion-dollar infrastructure and history of operational excellence, we offer the scale and security you need and the white-glove service you — and your participants — deserve.

www.hawkincentives.com

Insight Loft

BOOTH 410

Insight Loft brings you the best of urban and suburban research! Our space is perfect for focus groups, ideation sessions, usability tests, biometrics or IDIs, our generous 26.5' x 21.5' respondent room can be configured to best suit your project's needs. Our New Rochelle location is in the heart of the NYC metro area and its richly diverse population. Our location is perfect for recruiting the segments you want to target,

from luxury shoppers, working professionals, stay-at-home moms to bilingual Latinos.

www.insightloft.com

Insight Management Academy

REGISTRATION HALL

The Insight Management Academy is the center of excellence for insight generation, insight management and insight communication. We provide consultancy, training, benchmarking and best practice research to help insight teams all over the world to work more effectively. The IMA began its best practice work in 2003 when its founders, Steve Wills and Sally Webb, published a best practice report on customer insight management and communication. The companies involved in the research which led to the report, including Boots, British Gas, Nokia, Sainsburys, Vodafone and Royal Bank of Scotland, said that they would like to take part in a regular forum where they could continue the discussions about best practice. Since early 2005, the Insight Forum has met every quarter in London, and the IMA was created so that more organizations could contribute their experience and discuss the best ways to make insight make a difference. If you would like your organization to join us and help to define, develop and disseminate insight best practice, then please become a corporate member.

www.insight-management.org

Insight Strategy Group

KIOSK W

Strategy informed by social science. Our strategists and social scientists equip clients to understand consumers more deeply and connect with them in more genuine ways. Founded in 1999 by experts in the psychology of decision-making, we've always approached our work from a social science angle. We complement this perspective with strong business acumen and cultural savvy – our diverse staff represent disciplines like

psychology and anthropology, as well as business, marketing, media, and communications. We believe this combination yields more actionable insights and better strategy.

insightstrategygroup.com

InsightsNow Inc.
BOOTH 13

InsightsNow, a behavioral research firm utilizing agile approaches to uncover insights faster, partners with clients across a wide array of industry verticals to grow marketing, branding and product development through custom, cutting-edge research technologies and innovative techniques. The company specializes in finding answers quickly, improving speed to and success in market and changing the way we all look at humans and human behavior. InsightsNow was named one of the most innovative market research firms in the world by GreenBook's 2018 GRIT Report and recently received the NGMR award for "Industry Change Agent of the Year" based on the company's work with Clean Label research. www.insightsnow.com

www.insightsnow.com

The Institute for Sensory Research
BOOTH 105

Located just outside New York City, we are a nationally-recognized full-service sensory research organization, providing sensory research solutions, sensory panels, sensory testing facilities and custom sensory programs. We are one of the most experienced scientific sensory research organizations in the nation with more than 15 years of working with apparel, beauty, beverage, food, household care and personal care manufacturers from across the United States and around the globe. Visit our Web site or e-mail us at info@sensoryguidance.com.

www.sensoryguidance.com

Interactive Video Productions
BOOTH 613

Interactive Video Productions offers a choice of unique and innovative technology solutions to support the market research industry. Our range of services includes usability labs (in-person and online), eye-tracking labs, facial coding for qualitative labs, EEG neuromarketing labs, biometrics labs, plus videographers for ethnographic research and summary highlight videos. We also offer videostreaming to accompany any of our service offerings. Our labs are always accompanied by full-time, experienced and client-friendly technicians who are briefed ahead of time to understand and address all of your specific needs.

www.interactivevideo.com

Issues & Answers
BOOTH 705

Issues & Answers is an independent global marketing research firm with six call centers in the U.S. and one multilingual call center in Europe covering 40+ languages. Issues & Answers offers services ranging from the simplest of studies to the most complex to meet a diverse array of research needs. Issues & Answers has alliance partners worldwide, providing its clients with a one-stop, single responsibility research source. Telephone, Web, in-depth one-on-ones, ethnographies and focus groups round out the research menu. A snapshot of industries served includes: agriculture, apparel, pharmaceuticals, finance, insurance, consumer goods and services, colleges and universities, legal, state and local governments, utilities, IT/telecommunications and customer satisfaction/retention. We offer the only focus group facility in the Virginia Beach area and have four RIVA-trained moderators on staff for all your qualitative research needs.

www.issans.net

itracks
BOOTH 103

itracks is a market research technology and services company known for their innovative online focus group and interviewing software. itracks is independent from research agencies, allowing them to work as technology partners with market research companies, brands, moderators and creative agencies. itracks' proprietary technology delivers a full suite of online and mobile qualitative and community platforms. Connect with the itracks team to get a sneak peek at their new product for 2019!

www.itracks.com

i-view London
KIOSK N

I-view is an award-winning viewing facility brand, offering our clients the highest levels of service and satisfaction across our three city center locations based in London, Leeds and Warsaw. Each venue has been custom-built as a contemporary hub for researchers and each provides our clients with technologically advanced studios over a single, spacious, fully-accessible floor. We're committed to being the best-in-class and to offering our clients a premier experience that exceeds expectations. I-view's venues are ideal for conducting all types of qualitative studies, including eye-tracking, dial testing, user experience and neuromarketing. We look forward to welcoming you to i-view!

www.i-viewlondon.com

Ivy Exec Inc.
BOOTH 8

Ivy Exec (www.ivyexec.com) is a membership-based community of over 1 million high-caliber business elite, key opinion leaders, subject matter experts and the highly affluent. Our members possess great power, influence and specialized

expertise that is tremendously valuable to market research firms conducting qualitative research. Today, Ivy Exec serves as a primary recruitment partner for over 70 market research firms (across industries) seeking to acquire insights from our global community. Ivy Exec leverages its membership and deep recruitment expertise to generate participants for studies ranging from telephonic, focus groups (online or offline) and online bulletin boards to in-person interviews, CATI and ethnographic studies. Demographic breakdown of Ivy Exec's membership: average salary $236,000; 25 percent C-suite executives; 50 percent SVP-VP level; 25 percent director; 60 percent graduate degree holders; 10 percent Ph.D.s and nearly 80 percent have 10+ years of experience.

www.ivyexec.com

Jackson Associates
BOOTH 508

The Jackson family of companies, both Jackson Associates in Atlanta and Jackson Adept in Los Angles, have always been known for their luxurious facilities and outstanding recruiting. With two facilities in each market, Jackson is able to offer clients bi-coastal research services in both qualitative and quantitative methodologies. Large focus suites, viewing for 20, CLT and sensory labs and auditoriums that can house cars are just a few of the special features of our facilities. Our seasoned staff has an average of 20 years of experience and our full-time recruiters are fully vested in both the organization's success as well as the clients'. Through our national partnerships and in-house field management team, Jackson is your single source for U.S. research.

www.jacksonassociates.com

Jibunu
BOOTH 709

Jibunu, founded in 2003, pioneers marketing and research technology. From simple

research to conjoint shelf sets to gamification and everything in between, Jibunu's affordable innovation uses its experienced staff and flexible technology to solve market research needs with exceptional quality, speed and price. Built on roots in software development, Jibunu focuses on the respondent experience while addressing the researcher's needs. Jibunu has found a way to make both parties happy with its flexible collection methods and seamless integration.

www.jibunu.com

Kadence International

BOOTH 704

Kadence, a global boutique insight consultancy with offices in the U.S., U.K., India, Singapore, Indonesia, Vietnam, Philippines, Hong Kong and China, works with some of the world's largest brands, providing global coverage at a local level. Kadence Insight delivers "Insight Worth Sharing" to clients across a wide range of

business sectors, whilst Kadence Data Solutions highlight "The People Behind the Data" to the leading global management consultancies needing to conduct primary research. All of our clients value access to our leading-edge, Web-based data capture systems (including CATI call centers in each location), centralized reporting (24/7), advanced analytics, ISO 9001/ ISO 20252 quality accredited processes, creative design-lead reporting and total peace of mind.

www.kadence.com

KNect365

REGISTRATION HALL

We think our name says a lot about us. We have always aimed to satisfy the world's hunger for information with quality content, unique insight and expert speakers. Our customers now come to us for more than reliable data and informed opinion. Increasingly we provide

the connections that help them continue to grow. That's why our division of Informa is now called KNect365. KNect because we're experts in connecting people to knowledge and networks, 365 because you can benefit from our services every single day.

marketing.knect365.com

KnowledgeHound

KIOSK X

KnowledgeHound simplifies how companies organize and access consumer insights – we build a unified, searchable database for your market research data so your team can easily and efficiently locate the insights you need. Stunning visualization tools and powerful analytics make it easy to transform data and insights into effective business intelligence while secure, cloud-based technology lets your team share information across units, geographies and business partners for a broader impact.

www.knowledgehound.com

LiveShopper

KIOSK E

LiveShopper is a next-generation market research app technology that can be used in place of outdated methods such as customer surveys, panel research, mystery shopping, etc. The LiveShopper technology can be used independently or it can instantly be plugged into your existing mobile app. This would give any customer that already has your app the ability to complete a LiveShopper task. LiveShopper utilizes geo-targeting and crowdsources your actual customers as they go through their normal shopping and/or dining experience. LiveShopper is a better, more economical way to conduct research and consumer insights work while also being a tool to help drive revenue to your brand. Our platform allows you to control the incentive being delivered to each customer for completing a task. This helps drive business back to you and creates a more loyal customer. An incentive could be anything from a discount on

their next visit, loyalty points, a free product or even something specific that is tied to a weekly/monthly promotion.

liveshopper.com

LivingLens
BOOTH 104

LivingLens is the friendly tech company that enables better, richer insight and greater business impact. We work with the world's best brands, insight and CX specialists and technology businesses to turn video (and other multimedia) into valuable stories, data and insight. Our leading video intelligence platform enables the capture of multimedia content, the extraction of meaningful data within that content, clever ways to analyze that data using AI and machine learning and easy ways for our clients to build powerful consumer stories to activate change in their businesses.

livinglens.tv/

The Logit Group
CELL PHONE LOUNGE

For over 20 years, The Logit Group has been a leader amongst data collection firms, offering research execution services across online, phone and in-person channels. Logit's head office is based in Toronto with offices in Wichita, Kansas, and San Jose, Costa Rica. The Logit Group's primary objective is to collect accurate, consistent and valuable data for their customers; striving to not only meet clients' expectations, but to exceed them through a non-wavering commitment to quality service and excellence.

www.logitgroup.com

LRW
BOOTH 601

LRW is a global, data-driven company best known for its ability to translate deep human understanding and sophisticated data analytics into business success for its clients. LRW has been advising top global brands on issues of strategy, branding, communications, product development, innovation and customer experience since 1973 and is recognized as one of the largest and most innovative insights consultancies in the world.

www.LRWonline.com

Mail Survey Solutions
KIOSK L

Mail Survey Solutions offers a portfolio of services to help organizations that need to conduct mail surveys or have a mail component to an overall

survey research project. Whether you need full-service or help with just a portion of your mail survey, you can count on Mail Survey Solutions. We are a business unit of Readex Research, a pioneer in mail surveys going back to 1947! Please visit with us to learn more.

www.readexresearch.com/mail-surveys/

Market Cube
BOOTH 513

At Market Cube, our mantra is "we help you shine." We specialize in the heavy lifting of data collection, reporting and programming. We created a custom platform that enables us to engage, manage and expand client lists and custom research panels. Our specialty is managing complex fielding to your requirements and specifications, regardless of primary or secondary research. By allowing Market Cube the privilege of managing your

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CRGGlobal

Specalizing in full service market research including CLTs, HUTs, focus groups, mobile research, eye tracking, facial coding, and more.

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- HYBRID / BLENDED METHODOLOGIES

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- FRAGRANCE & AROMA
- PET CARE
- FOOD & BEVERAGE
- PERSONAL CARE
- HEALTH & BEAUTY AIDS

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projects, you can spend more time focusing on the data and delivering trends and insights to your clients and stakeholders.

www.market-cube.com

Marketing Research Education Foundation (MREF)

REGISTRATION HALL

Education is a powerful thing. It is the most influential element for bringing positive and lasting change. Unfortunately, many children don't have access to it. The marketing research industry is compiled of highly intelligent individuals who want to use their education to inspire others. That's why The Marketing Research Education Foundation (MREF) was created. MREF is an international foundation dedicated to enhancing the educational opportunities for children and youth worldwide. MREF is a high profile, industry-wide initiative that involves researchers from every level of the marketing research industry across the globe. The foundation will use financial and human resources to provide the tools necessary to give children access to a quality education. MREF funds projects that promise to improve education worldwide, and seek to unite researchers from around the world to help, whether through teaching, building a school, installing computer libraries or simply reading to children. With these efforts, MREF hopes to transform the lives of children through education, thus improving the well-being of communities around the world. Get Involved! Give Back! Our Stories: http://mrgivesback.org/newsevents/

mrgivesback.org/

Marketing Systems Group

BOOTH 611

Marketing Systems Group provides innovative products and services to the marketing and sensory research fields. GENESYS includes random digit dialing and listed household samples. Capabilities include business sampling, online/Web sampling, address-based sampling, cell phone sampling

and screening. PRO-T-S® is a predictive dialer specifically designed for the survey research environment. U-Dial is dialing software that mitigates the TCPA violation risk of interviewing cellular phone numbers. ARCS® is an automated feedback and panel management platform for recruitment, scheduling, data collection and custom reporting.

www.m-s-g.com

MarketSight

BOOTH 205

MarketSight offers a cloud-based data analysis and visualization platform and provides professional design services that empower researchers to discover and share key insights to drive business decisions. MarketSight seamlessly integrates with PowerPoint, Excel and all major survey platforms and data formats. It is an intuitive and robust reporting solution that offers the unique ability to easily collaborate with colleagues and enterprises anywhere in the world. The company is headquartered in the Boston area and works with thousands of customers worldwide. MarketSight is part of the Reimagine group of companies. For more information, visit marketsight.com.

www.marketsight.com

MarketVision Research

BOOTH 311

For more than 35 years, MarketVision has provided its clients with innovative design, execution and interpretation of marketing research to deliver fresh consumer insights and market knowledge to clients worldwide. As a full-service marketing research consultancy, MarketVision offers services ranging from research design and implementation to statistical analysis and marketing consulting. MarketVision is headquartered in Cincinnati but has client service offices in Indianapolis, Cleveland, Los Angeles, New York, Philadelphia and Dallas. MarketVision is among the 50 largest research firms in the U.S. and is a contributing member

to the Insights Association, ESOMAR, PMRG and other research organizations.

www.mv-research.com

MedSurvey

BOOTH 610

We have over 40 years of experience in recruiting health care professionals and patients for market research surveys. Health care is all we do. MedSurvey focuses on building strong, long-term relationships with each client, becoming a reliable research partner and an extension of their teams. We love to solve problems using technology as we continue to invest in building innovative software solutions for medical market research.

www.medsurvey.com

Mindfield – Tech Integration and Audience Insights

BOOTH 6

Boasting a rich tradition of over 40 years in market research and data collection as McMillion Research, Mindfield Tech Integration and Audience Insights is the high-end, single resource for all of your online and CATI needs. State-of-the-art online solutions that are robust and pleasing to both client and online users are daily deliverables for our team. Coupled with MindField Online, the premier consumer panel, research is done right and in high-quality with our real-time electronic countermeasures to ensure quality data (IQD™). Real-time reporting, dashboards and crosstabs that are presentation-ready are always a few clicks away on all projects. We are the solution you're looking for.

mindfieldtech.com

Murray Hill National

BOOTH 1

Established in 2013, Murray Hill National has tremendous experience in qualitative and quantitative marketing data

collection and analysis. In short, we provide answers to your pressing business questions and issues through our proprietary consumer, B2B and medical databases and talented in-house market research team. Our project and field management teams work out of our 40-station call center located in Dallas that operates seven days a week and two shifts. We have a beautiful state-of-the-art market research center in Dallas and partner in 40+ U.S. locations including Atlanta, Chicago, Boston, Cincinnati, Miami, Denver, New York, New Jersey and Los Angeles.

www.murrayhillnational.com

Netquest

BOOTH 102

Netquest is the No. 1 provider of opinion and digital behavior data in the market research sector in Latin America, Spain and Portugal. We count on more than 10 years of experience in creating representative panels of the population, being the only company in the region to be certified with the ISO 26362 standard, specific for online access panels. Thanks to our cross-device technology, we are the only company capable of offering integrated information about the consumer. Besides our two offices in the U.S., we also have the support of our international team EMAP, based in Barcelona but with coverage across Europe, Middle East, Asia and Pacific.

www.netquest.com

Neuro-Insight

BOOTH 708

Neuro-Insight is one of the world's leading neuromarketing firms. Our patented Steady-State Topography technology delivers passive, granular insights into viewer brain response to content of any kind – the only neuromarketing technology to be both commercially and scientifically validated. For our clients, Neuro-Insight uses the unique power of this technology to work throughout the creative process from concept to media

Trusted Leaders in Healthcare Marketing Research

24 YEARS Olson Research

olsonresearchgroup.com

placement and to prove the value of unique media situations and outlets.

www.neuro-insight.com

The Olinger Group

BOOTH 707

For over 24 years, The Olinger Group has been a national leader in market research for the world's top companies and brands. With both quantitative and qualitative capabilities, The Olinger Group specializes in custom, primary research designed specifically towards each client's unique set of needs. The Olinger Group has kept the feel of a boutique firm while focusing on smart science, dedicated project management and cutting-edge technology.

www.olingergroup.com

Olson Research Group

BOOTH 502

Olson Research Group has been supporting the life sciences sector for more than 24 years by providing both qualitative and quantitative market research services and harnessing the latest technological offerings. What drives our deliverables is our proprietary database of health care professionals, payers and patients who represent all corners of the health care space. The database is continually refreshed with new participants and thus differs from static panels that reach out to the same respondents repeatedly. The industry-experienced professionals housed in both our East Coast and West Coast offices proudly provide a full spectrum of services, from pure fieldwork/recruitment to the full execution of projects; from survey design to analytical outputs, using qualitative and quantitative research methods.

www.olsonresearchgroup.com

Open Mind Strategy LLC

KIOSK S

Open Mind Strategy is a premium qualitative and quantitative research consultancy that specializes in uncovering deep audience understanding through proprietary, innovative research methods. OMS is committed to higher standards in the research process as well as maintaining data integrity and accuracy, simplifying the complicated and providing true actionable insights that drive business growth. OMS's expert research team hails from diverse backgrounds in anthropology, marketing, agency planning and brand strategy and shares a passion for understanding what drives consumers to engage with and love brands. OMS has worked with leading clients including Amazon, ESPN, Facebook, iHeart Media, Conde Nast, General Mills, NBCUniversal, Hyatt, Viacom and more. OMS's research and strategic offerings include brand studies, demographic and generational deep dives, content and ad assessment work, segmentation, insight and idea generating workshops and customized analysis exploring specific questions. OMS is a thought leader partner committed to helping shape the future of the industry with syndicated products and presentations highlighting key insights into generations and categories of interest.

www.openmindstrategy.com

Opinion Access LLC

BOOTH 107

Opinion Access LLC is the expert at managing complex projects and offering superior data collection. With both domestic and offshore CATI operations, we have the physical resources to handle the most difficult projects in-house, coupled with over 20 years of experience in handling the most intricate of projects. While grown from CATI, our project management expertise has made us the premier choice for online and global field as well. With specific niches in health care, social science, politics, ad tracking and an unrivaled expertise in

Hispanic and ethnic research, OA maintains its presence as the premier data collection solution.

www.opinionaccess.com

Opinions Ltd.

BOOTH 310

It's not just data. It's the people behind it. Your U.S.-based strategic research partner providing consistent protocols, accurate, timely and quality research services and insights. Our team of trusted professionals will support you across a wide range of methodologies and company-owned facilities. Our hands-on approach ensures the people who participate in your study are present, thoughtful and helpful. Our team builds connections every day that create long-term partnerships and that's what makes the difference. Study design to analysis or just fieldwork/data collection. Your one-call partner for all research needs in the U.S. Contact us today! bids@opinionsltd.com

www.opinionsltd.com

P2Sample

BOOTH 710

P2Sample's active member panel consists of 50+ million members worldwide. As one of the most sophisticated technology-driven sample providers in the industry, our strong aptitude for programmatic solutions allows us to fulfill your project needs efficiently and on budget. Unlike most companies, we don't just deliver sample, we understand sample. We know what respondents want or don't want, like and dislike, how they behave and what motivates them. We utilize proprietary sampling technology and provide sample in hard-to-get areas, including strong male, Hispanic/ethnic targets, Millennials/teens and multinational audiences.

try.p2sample.com

Panelbase

KIOSK T

Panelbase is one of the U.K.'s most respected research panels and specializes in providing online sample, scripting and tabulation and concept testing services to research agencies, marketing agencies, PR agencies and other panels.

www.drg.global/divisions/panelbase/

Paramount Market Publishing

REGISTRATION HALL

We are dedicated to bringing the best marketing books to your attention and then getting them to your desk quickly. Our books are designed so you can extract a large amount of information in a short period of time. We believe you should learn something every time you open one of our books – whether you have five minutes or two hours to spend. The books we publish have many charts, tables and margin notes. They are well-organized with a good table of contents and a thorough index. Good information can easily get buried within the pages of a manuscript. We want you to be able to locate important pieces of information quickly when you need it. And finally, a good presentation helps you remember what you've read, that means you look smart when you share the information with others! Stop by our bookstore at the Quirk's Event!

www.paramountbooks.com

Phoenix Marketing International

BOOTH 612

As a result of its recent acquisition of Nielsen's TV Brand Effect (TVBE), Phoenix Marketing International is now one of the largest ad and brand research firms in the U.S. Phoenix MI helps clients improve their brand and communications, create and refine their products and services that they deliver and optimize the customer experience driven by those commitments. The

needs of our clients direct what we do. We are technology and methodology agnostic. We recommend to our clients only those activities that will enable them to achieve their business goals. At Phoenix, Research is Reborn every day.

phoenixmi.com

Pollfish
KIOSK F

Pollfish is an international market research provider offering access to the largest distributed audience of real consumer respondents in the world. Using a modern sampling methodology called organic sampling that merges mobile delivery, artificial intelligence and a massive audience network, Pollfish is able to narrowly target highly specific audience segments within their consumer network of over 550 million global respondents, spanning 160 countries and 24 languages, with lower fraud and faster completion times than competitive survey solutions. Pollfish data has powered stories in almost every major news source in the U.S., including The New York Times, Washington Post, Fox News and Inc.

www.pollfish.com

PopResearch
BOOTH 9

Pop is a beautifully simple suite of fully automated DIY market research and data visualization tools built for brand and ad managers by research, brand and communications experts. By placing control of the research in the hands of the product, brand and ad development teams, PopResearch allows you to save time, money and deliver more useful results. PopResearch is designed to conduct concept testing, copy testing, logo testing, naming studies, package testing, tagline testing, brand and advertising tracking and custom research projects in a fraction of the time and cost of traditional research services.

www.popresearch.com

ProdegeMR
BOOTH 402

ProdegeMR has reinvented the market research process by taking a respondent-first approach. Our diversified recruitment methods and world-class consumer engagement model comprised of over 60 million registered members fosters member retention and ongoing participation. This extends many benefits to our clients, allowing for delivery of recontact surveys, longitudinal studies, in-home use tests and ongoing research programs.

www.prodege.com

Protobrand
BOOTH 605

Protobrand is a technology-powered market research and branding consultancy committed to advancing how the world uncovers human truths. Through our proprietary survey software, Meta4 Insight®, we rejuvenate traditional quantitative research with deep-seated System 1 (behavioral economics) insights. We work with leading global brands across industries to uncover decisive insights that propel brands to unparalleled success.

www.protobrand.com

Provalis Research
BOOTH 10

Provalis Research is the world's leading developer of text analytics software, with ground-breaking qualitative and quantitative analysis programs such as QDA Miner, an innovative mixed-methods qualitative data analysis software; WordStat, a powerful add-on module for computer assisted content analysis and text mining; and SimStat, an easy yet powerful statistical software.

provalisresearch.com

quantilope
KIOSK K

quantilope is a global agile insights platform that brings the power of automation, speed and scientific rigor to your team. With quantilope you can launch higher-performing products and services in a fraction of the time with lower costs. The highly innovative, award-winning all-in-one software makes it easier for companies to put their customers' and consumers' relevant needs center stage in all that they do. quantilope offers intelligent, automated tools based on the latest quantitative market research methods combined with machine learning and AI. This allows companies to easily understand their customers' requirements in real time.

www.quantilope.com

Quest Mindshare
BOOTH 413

Established in 2003, Quest Mindshare has one of the most extensive and flexible groups of online panel assets in the industry. With a solution for almost every B2B and consumer need, Quest is global, with its greatest strengths in North America and Europe. Let us know what your hard-to-find audience is and we will either offer support through our diverse panel assets or recommend ways to get it done. With hundreds of studies running through operations daily, Quest's primary goal is to continue to be a trusted source of quality and your reliable data collection partner.

www.questmindshare.com

Quester
BOOTH 702

Quester is a consumer and market research company that specializes in harnessing the power of conversation. Quester's conversational architects leverage an award-winning artificial intelligence moderator to develop one-on-one conversations, blending

qualitative and quantitative into a single phase, conducted at-scale. Marketing scientists and language analysts collaborate to produce a comprehensive analysis that goes beyond data to bring a full and complete story to life – every time, for every research need.

www.quester.com

Rakuten Insight
BOOTH 712

Rakuten Insight is the leader in online market research data collection across Asia. Our proprietary online panels currently cover 12 key Asian markets: Japan, China, Korea, India, Taiwan, Thailand, Hong Kong, Singapore, Malaysia, Indonesia, the Philippines and Vietnam. Since 1997, we are one of the first companies in Asia to offer various target types for online research, such as consumers, IT decision makers, B2B, finance, automotive, kids and teens, media, patients, physicians, travelers and many others. Using a consistent network of local offline partners, apart from online we can collect data in all of Asia via mixed methodologies, such as CATI, CAPI or CLT (central location testing) or we can directly conduct offline fieldwork – F2F, mall intercept, door-to-door, etc.

insight.rakuten.com

Realeyes
BOOTH 4

RealEyes Media specializes in developing Web and desktop applications that interact with your data. We have the expertise to engage your target audience on any server or deployment platform.

realeyes.com

Reckner Associates Inc.
BOOTH 307

WithWith more than 25 years of experience, Reckner is a trusted fieldwork and facility partner. Our companies provide state-of-the-art testing facilities

and reliable, verified health care fieldwork: Reckner Facilities provides sensory and product testing facilities located near New York City, Philadelphia and the Midwest. Reckner Healthcare provides health care fieldwork for health care and pharmaceutical research through its own proprietary panel of physicians, health care professionals, hospital administrators, payers, decision makers and opinion leaders.

https://www.facebook.com/recknercorporate/

Remesh
BOOTH 2

Remesh is a Truth Discovery Platform that helps you to understand your customers and make more informed business decisions by empowering you to engage with up to 1,000 customers at once – online and in real-time. AI works in the background to understand, analyze and segment open-ended customer responses as they come in so you can more easily understand the truth of your customers while reducing costs and time to insight. Experience qualitative insights at a quantitative scale with Remesh. hello@remesh.ai

remesh.ai/

Research & Results
REGISTRATION HALL

The annual Research & Results show in Munich, Germany, is the leading international trade show for market research. Admission is free for industry visitors. The two-day show offers an exhibition and more than 130 workshops and presentations. Research & Results publish leading market research media in print, online and mobile: Research & Results magazine (including international issue and special publication data analytics), StudioGuide (viewing facilities), Web site and weekly newsletter.https://www.youtube.com/channel/UChQgcdbp-YEC3KueO1IzyAg?view_as=subscriber

www.research-results.com

Research America
BOOTH 303

Research America is a nimble, value-based full-service and field market research firm providing organizations with consumer insights needed to enhance products and services for their customer base. With 300 researchers, 14 offices and one team, we provide quantitative and qualitative services to research and end-user companies around the world. We are experts in coding, analytics, surveying, data collection and recruiting.

www.researchamericainc.com

Research Now SSI
See Dynata listing

Responsys
BOOTH 110

Programming mobile and online surveys has never been easier! Responsys offers programming, data collection, multimedia and video, tabulation, coding and even tablets to turn your on-site mobile surveys into usable and actionable data. Connect with people at retail stores, restaurants, sporting events, movie theaters, college campuses and more. Our latest offering, Sensor 2.0., is an innovation in qualitative research. Respondents participate as avatars in a virtual room. This platform is convenient and perfect when looking to appeal to a younger demographic or as safe space for discussing sensitive topics.

www.responsysmobi.com

Rosetta Studio
BOOTH 509

Rosetta Studio software automates the process of creating market research reports from tabular data. What makes it unique is that it can be used for both ad hoc and repetitive work. Our tagging language has enabled companies to cut thousands of hours from their

reporting processes. Our new scripting option allows you to slash operational costs even further and improve quality on all of your projects. Rosetta Studio is constantly being enhanced and our support team can solve even the hardest of automation challenges. Now is the time to see for yourself what Rosetta Studio can do for you!

www.rosetta-intl.com

RTi Market Research and Brand Strategy

BOOTH 412

At RTi Research, we turn data into meaning, something that can be communicated simply and acted upon effectively. For nearly 40 years, we've been bringing the customer voice to the corporate decision-making process through our wide range of quantitative and qualitative marketing research services and methods. What's different today are the technologies that allow us to gather and mine enormous amounts of data and the resulting struggle to figure out what it all means. Navigating this starts with understanding when to leverage new, innovative data collection and analytic technologies, techniques and methods or when a traditional approach is best; and culminates in finding meaning in all that data and sharing it through innovative storytelling. Turning data into meaning is how we support our clients' success.

www.rtiresearch.com

Russell Research

BOOTH 316

Russell Research provides global expertise and CX-focused tools to deliver insights to transformational B2B and B2C organizations in order to navigate continual change. As a full-service custom firm, we offer a comprehensive range of traditional and cutting-edge qualitative and quantitative methodologies. We rely on our agile practices to provide rapid turnaround times and to deliver deep, actionable learning for strategic research, product and

service innovation, advertising research, shopper journeys and tracking.

russellresearch.com

Sawtooth Software

BOOTH 314

Do you want to know how buyers might react if you alter a product or change a price? Given multiple products, which one will consumers choose? And what features drive those decisions? Great marketers ask themselves these questions and conjoint analysis is often the best way to answer them. At Sawtooth Software – The Survey Software of Choice, we provide tools for general interviewing (both online and offline), max-diff scaling, cluster ensemble analysis and hierarchical Bayes (HB) modeling. Free technical support is included with the software and consulting services are also available. Have you brought conjoint analysis into your workplace yet?

www.sawtoothsoftware.com

Schlesinger Group

BOOTH 207

Schlesinger Group delivers outstanding recruitment and project management services for any qualitative or quantitative study and offers a broad range of innovative research methods to best meet your objectives. With offices strategically located across key markets in the U.S. and Europe, our global project management experts help you take the pulse of markets worldwide. Our uncompromising commitment to your success sets us apart.

www.schlesingergroup.com/en/

Scientific Telephone Samples

BOOTH 309

Established in 1988, Scientific Telephone Samples (STS) is a leading provider of quality

sampling services for the marketing research and academic communities. We offer a comprehensive array of sampling options including RDD landline, RDD wireless, Enhanced-Wireless™, listed/targeted, business-to-business, voter sample, phone appends and data enhancement. Reduce wireless data collection costs with Enhanced-Wireless™, an extremely productive wireless sample based upon a very large database of known wireless phones with name/address. Target wireless individuals using Enhanced-Wireless™ by age, income, gender, ethnicity, radius, BG/tract, polygon, etc. We offer expert sampling consultation and demographic analysis and will help you achieve a representative and productive sample.

www.stssamples.com

SellCheck

BOOTH 506

SellCheck is a marketer-to-marketer tool that pre-qualifies shopper communication by using a combination of behavioral science and marketing expertise. Results in 48 hours, evaluations provide clear direction to improve creative to drive sales as well as a go-/no-go-to-market recommendation. Over 700 brands, such as Procter & Gamble, Mondelez and Walgreens, enjoy the benefits of pre-qualifying their work before they go to market with SellCheck and have seen an average of over 30 percent sales increase versus original ads.

www.sellcheck.com

SIS International

BOOTH 11

SIS International Research is a leading full-service market research and strategy research company, providing consumer, B2B, industrial, automotive and health care research. We conduct qualitative fieldwork, quantitative data collection, recruiting, multi-country research, market opportunity and entry research, strategy

research, innovation and competitive analysis. Our global B2B and industrial research capabilities are extensive. Our coverage is nationwide U.S. and global, with key regional offices in New York, London, Paris and Shanghai. Our focus group and testing facility in Manhattan, NYC, is centrally-located and cost-efficient. SIS also provides focus group and testing facilities around the world.

www.sisinternational.com

SKIM

BOOTH 706

SKIM is a global insights agency helping leading companies thrive by understanding decision-making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, health care and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges and innovative research techniques. The result? Practical brand communications, revenue management, innovation, e-commerce and advanced analytics recommendations you can use to propel your business forward, online and offline. With 10 offices worldwide and 150+ enthusiastic SKIMmers ready to help crack your business case today, how can we team up with you?

skimgroup.com

SurveyMonkey Audience

KIOSK B

SurveyMonkey Audience is the fastest DIY market research solution. Built right into the SurveyMonkey platform, we've integrated with panels in over 100 countries to enable global consumer research anytime, anywhere and for any budget. Target respondents by demographics, firmographics or custom screening questions, automatically launch projects on your schedule and start seeing results in real time. SurveyMonkey Audience gets you instant feedback for a variety

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MARKET RESEARCH AND BRAND STRATEGY

FROM DATA TO MEANING[SM]

203-324-2420   info@RTiResearch.com

of market research use cases: consumer behavior, market sizing, competitive intelligence, product development, ad testing, brand tracking and more. Load Audience Credits for one-time financial approval and one-click checkout or expedite fielding by choosing Express Delivery. SurveyMonkey Audience is built for speed, enabling results in minutes or hours, not weeks or months.

www.surveymonkey.com/mp/audience/

Surveys & Forecasts LLC

KIOSK Q

Are you committed to excellence? We are – we love the art and science of marketing, the exploratory learning process and uncovering new insights. Research is fun and full of challenges and that's what gets us up in the morning (beats a cold shower)! And frankly, no one does marketing research or interpretive analytics better than we do. Just ask our clients: we get it done. Let us share our infectious enthusiasm for marketing and learning with you! Let us help you solve your most difficult marketing and analytic challenges and see what creative and thoughtful research and analysis looks like. Of course, our skill set includes the usual suspects from concept development to business strategy. So what are you doing to understand your customers today and what are you doing to plan for a tomorrow that will most certainly be very different? And what are you waiting for – let's get started!

www.safllc.com

Tango Card

BOOTH 313

Tango Card exists to make it easy to send digital incentives and awesome to receive them. Work with Tango Card to automate or order e-gift cards, digital prepaid cards, digital checks and nonprofit donations around the globe. Tango Card has the rewards-as-a-service API to facilitate automated incentives as well as the Rewards

Genius portal, allowing you to brand and send your own incentives. Tango Card handles all customer service related to your participants spending their incentives.

www.tangocard.com

Target Research Group

BOOTH 615

Target Research Group is an employee-owned, full-service sensory and consumer insights research company. In business for over 30 years, we understand how to move products from concept to commercialization. Through our proven methods, we help unlock the ambiguity of consumer truths and increase product success rates. Relied on by some of the largest brands in the world. We have a proven track record designing the most successful product launches in the last 30 years. Our deep knowledge of the new product development process allows us to walk side-by-side with clients asking the right questions and synthesizing critical information to make data-driven decisions. We identify customer truths. Using a blend of traditional research data coupled with alternative data such as social, sales, manufacturing and government data, we uncover hidden and hard-to-see customer truths. Our modeling, machine learning and artificial intelligence solutions enable research departments to design, validate and monitor product portfolios at-scale. Introducing the Product Knowledge Graph (PKG). Using the latest in machine learning and database technology, our flagship software solution (PKG) enables researchers, product developers, food scientists and chemists to effectively manage, monitor and design products using powerful recommendation algorithms. Connecting disparate data sources such as manufacturing, ingredient, nutritional and traditional product research data, PKG drastically increases success rates while reducing development cycles. Our new Collaborative Insights Program (CIP). A scalable turnkey solution fully managed by Target on-site at your facility or off-site. We can create a new sensory and consumer testing function or optimize and extend existing resources in order to

provide your business with the expertise and human resources to assist innovation and product development. Sound good? Send us an e-mail at hello@targetresearchgroup.com or come by booth 615 to speak with us!

targetresearchgroup.com

Telepoll Market Research

BOOTH 312

Telepoll Market Research is an experienced data collection firm with 25 years of experience. Telepoll specializes in telephone market research utilizing proven and proprietary interviewing and data collection techniques. From customer service and outreach campaigns to difficult C-level and multilingual studies, Telepoll has the necessary experience to deliver on the most demanding projects. Make Telepoll your data collection partner today!

www.telepoll.net/

Toluna

BOOTH 302

A pioneer in the dynamic world of marketing research, data collection, reporting and visualization, Toluna brings together people and brands in the world's largest social voting community. As a leading all-in-one global source for actionable insights, we help market researchers, insights professionals and companies anywhere in the world make clearer and better business decisions that drive better business results.

www.toluna-group.com

Trusted Talent

KIOSK U

Trusted Talent is an executive recruiting firm specializing in identifying and placing professionals in the market research and consumer insights industry. Our clients look to Trusted Talent for both full-time and interim placements. Our team's extensive industry

experience combined with our proprietary platform makes us the ideal solution for matching research talent with open opportunities in our industry. We welcome the opportunity to work with you as we build the future of executive recruiting for research and insights professionals.

www.trustedtalentmr.com

U&I Collaboration LLC

KIOSK G

A products research technology company specializing in front-end development for desired products and services. Collaboration's unique purpose-built technologies and diagnostic tools form an integrated approach producing deep, market-based understanding of people and products they really want. Optimal product spaces are quickly and precisely defined, reducing product development time and evaluation costs by 50 percent or more. Since 1999, a comprehensive process with many successful outcomes. Collaboration: proprietary methods, strategic information, refined technologies, comprehensive understanding, original thinking, unparalleled results. "It works everytime!"

www.theuandigroup.com

Univ. of Georgia/MRII

KIOSK AA

University of Georgia & MRII offer a catalogue of online self-paced courses that teach the foundational principles of insightful market research. The Principles Express family of short courses focuses on the individual skills that form the essential toolkit of the contemporary researcher. The Principles of Market Research course provides A-to-Z coverage of the entire research process and supports the certification requirements of associations worldwide. Graduates receive an automatic exemption from the Insight Association's Professional Researcher Certification (PRC) exam. Nearly 9,000 practitioners from 104 countries have enhanced their skills through

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these courses. Quirk's Media is a proud supporter of the Principles programs. For more information, visit www.marketresearchcourses.org.

www.georgiacenter.uga.edu/courses/market-research

Vault
Accounting. Analytics. Research.

Vault Consulting
BOOTH 106

Centrac – A Division of Veris Consulting is now Vault Consulting. Vault Consulting LLC offers full-service custom primary market research to strengthen decision-making for our clients working in health care/medical, B2B, industrial, consumer, intellectual property, associations and other categories. Using a consultative approach, Vault designs and executes innovative quantitative and qualitative research in the U.S. and globally. Balancing traditional and new MR, we are a leader in deploying emerging techniques for custom solutions including: B2B mock committees – recreate interdisciplinary decision-making processes and learn how to positively impact outcomes by observing key decision makers in action; virtual concept validation – simulate real-life scenarios (online or in-person) for hands-on interaction involving customers early and often to reduce risk; agile research – quick without cutting corners; video capture – embed an "answer by video" option to one or more open-ended questions in an online or mobile survey. We specialize in difficult-to-reach targets, innovative and fresh methodologies and transferring best practices across industries. Vault's custom solutions also include a premier suite of highly specialized services in the areas of outsourced accounting and survey research.

vaultconsulting.com

Voxpopme
BOOTH 406

Voxpopme is the world's No.1 video insight platform, with an impressive global client list of brands and agencies. We help businesses and brands see the people behind the data to drive real customer-centric decision-making. Our unique technology lets clients capture customer videos at-speed, analyze at-scale and share with ease. With Voxpopme, every data point used to make decisions can be backed up by the real human story.

site.voxpopme.com

W5 Inc.
BOOTH 505

W5 is an established mid-size research agency, collaborative and boutique in nature, creative and nimble in our approach to full-service marketing research and research strategy services. Headquartered in Durham, N.C., we ensure the highest quality and standards in the work we conduct for our clients. From transformative group, in-context and digital qualitative inquiry, to robust quantitative techniques encompassing surveying and sophisticated data modeling, we offer a range of innovative services that deliver strategic solutions to ensure impactful, sustainable advantage.

w5insight.com

WebMD Medscape | **Market Research**

WebMD/Medscape Market Research
BOOTH 511

As part of the most trusted and recognized brand in health care, Medscape Market Research provides physician and health care professional recruitment solutions that deliver high-quality results. At Medscape, we know delivering research results on time and within budget is essential – but it isn't everything.

If the underlying data quality isn't there, if you don't produce meaningful results, your study suffers. That's why we provide the high-value data you need with a unique combination of recruiting services, advanced targeting and research solutions that deliver the respondents you need to get the successful outcomes you're after.

www.medscape.com/sites/public/marketresearch

xsperient | Segmedica

BOOTH 204

xsperient | Segmedica is a leading marketing research company providing the latest innovative methodologies to areas related to health care, health and wellness. Our approaches start with mHealth, digital research that is designed to dig deeper. Our insightful research is compiled into interactive reporting of key findings and recommendations that are sure to delight your clients. Contact us for the latest in marketing research.

xsperient.com

Ypulse

BOOTH 403

Ypulse is the leading authority on Millennials and Gen Z: tweens, teens and young adults. We capture and analyze market trends, providing a steady stream of insights backed by monthly and quarterly survey data to help brands better understand, engage and communicate with youth. Leveraging our proprietary research panel of people aged 13-35, we produce syndicated insights and offer a full suite of custom research capabilities that leverage our stellar research team to solve unique challenges faced by major brands.

www.ypulse.com

Zappi

AGILE INSIGHTS LAB

Zappi is the world's most powerful automated consumer insights platform. We help global brands make better decisions to drive business growth, shape product development and enhance their advertising and branding efforts. Zappi puts the consumers at the heart of all your business decisions and eliminates risk. Stop by The Agile Insights Lab (Sponsored by Zappi) in to witness firsthand how global brands make better decisions to drive business growth, shape product development, and enhance their advertising and branding efforts. In this lab you'll learn how to put the consumers at the heart of all your business decisions and minimizes risk. Let one of the Zappi experts help you solve your insight pain points and problems

www.zappistore.com

Zeldis Research

BOOTH 5

Since 1991, Zeldis has been designing customized market research to help clients understand their customers and establish themselves as thought leaders. We use a variety of methods to obtain the exact results you need, including live and online qualitative, online and telephone quantitative and a wide range of advanced analytic techniques. Whether you need support for business or consumer markets, we are ready to help! Our experience is largely focused on the following industries: insurance, retirement planning/investments, publishing, pharmaceuticals, health care and Millennials.

www.zeldisresearch.com

GET TO KNOW **THE QUIRK'S TEAM**

The Quirk's Event is run by a family-owned-and-operated business that has been dedicated to serving the marketing research industry since 1986. It is our mission to be the marketing research information source for those who conduct, coordinate and purchase research products and services – and what better way to do this than through an industry event!

The team that provides your go-to MR resources throughout the year is the same team that works the event floor. We create the best event experience possible by employing expert event managers, a tech-savvy attendee liaison, professional journalists and a dedicated sales staff.

MEET QUIRK'S

Steve Quirk
President and Publisher

Steve began his full-time career at Quirk's in 1994. As president, Steve oversees Quirk's staff and all daily operations and ensures that Quirk's is offering its audience the best marketing research content possible.

Dan Quirk
Vice President of Marketing and Product Development

Dan began his career at Quirk's in 1993. His focus is on developing future strategies and engaging with industry end clients. At The Quirk's Event, he rings the chimes.

Kari Rice
Event Manager

Kari has been The Quirk's Event manager since its founding in 2015. She is responsible for the overall execution of the event. Kari has over 10 years of experience managing events and is a Certified Meeting Professional (CMP).

Katie Kulp
Speaker Liaison

Katie joined The Quirk's Event team in 2017. This year she will be overseeing all event speakers and presentation rooms, ensuring it is a rewarding experience for them. Katie has organized and managed over 400 events in her career.

Ralene Miller
Audience Development and Tech Guru

Ralene joined Quirk's as the directory editor in 2014. In addition to managing Quirk's audience, she has provided expert technical support at The Quirk's Event since its launch in 2015.

Tina Mincks
Senior Registration Manager

Tina has been with The Quirk's Event since its inception. She is responsible for the entire registration process, from software setup to registration customer support and on-site execution.

Rachel Carpino
Registration Manager

Rachel is the newest member of The Quirk's Event team. She heads up the registration team, ensuring attendees have a smooth and friendly experience.

Joe Rydholm
Editor

Joe has been editor of *Quirk's Marketing Research Review* Magazine since 1988. He coordinates with industry experts to produce articles and Quirk's Event sessions that are timely, practical and useful.

Stewart Tippler
Head of European Sales

Stewart joined Quirk's in January 2018 after serving as the event manager of the Insight Show. In his role with Quirk's, Stewart leads the company's European market outreach.

Evan Tweed
Vice President of Sales

Evan began his career at Quirk's in 1990. As VP of sales, he works with clients to optimize their presence in Quirk's print publications, e-newsletters, Web site, The Quirk's Events and more.

Ilana Benusa
Account Executive

Ilana is an account representative who works with her clients to ensure they get maximum visibility within the Quirk's brands. She joined Quirk's in 2014.

We're here to HELP!

Lance Streff
Account Executive

Lance joined Quirk's in 2007 as a sales representative, selling advertisement space for the print publications, e-newsletters, Quirk's Web site and The Quirk's Events.

Sara Cady
News and Content Editor

Sara joined Quirk's in 2015. She is the editor of Quirk's Daily News Queue and works with research companies to produce Quirk's sponsored content.

INDEX OF ADVERTISERS

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10 minutes with...

Gwynne Villota
Associate Director, Audience Insights, NPR

> "It's hard for anybody to truly buy in on the results and implications of a project when all they get is a long PowerPoint deck at the end."

We so often hear about the challenges of working on a small insight team. What are some of the benefits?

I love the diversity of projects I get to work on. One of the things I worried about when I left consulting to come to NPR was whether I would get bored or stuck in a rut. Luckily that has not been the case! On any given day I may analyze ratings for our shows, design a new custom survey that we'll run in our panel or try to make progress on how we measure our audience across platforms. My brain gets pulled in a lot of different ways and that keeps me interested and engaged.

Do you have any tips for client-side researchers looking to get more attention from the C-suite?

There are a couple of strategies that have worked well for us. One is bringing our internal clients along with us from the beginning of a project through to the final results. It's hard for anybody to truly buy in on the results and implications of a project when all they get is a long PowerPoint deck at the end. We try to be in frequent communication with the key users of a study along the way, giving them the chance to shape the scope, get a peek at the initial findings and then plan the rollout to the rest of the organization.

The other approach we've had some success with is creating something other than just a PowerPoint deck – ideally something tangible – with the results. In one case this meant creating a small deck of cards that summarized the findings and asked, "How might we…?" questions based on the findings. Our training team used them to facilitate strategic conversations about content and products. In another case we created Sankey graphs that presented data in a new way. Both made an impression.

What excites you about coming to work each day?

NPR is full of smart, inquisitive people who believe wholeheartedly in our mission to inform and engage the public. Presenting audience findings to journalists who are trained to ask tough questions can be intimidating. But no one ever asks a hard question maliciously or tries to undermine you. We are all just trying to make ourselves smarter and our content more relevant to our audience.

Gwynne Villota will be presenting a session titled, "How NPR is Building a Diverse Millennial Audience" at The Quirk's Event in Brooklyn, N.Y.

Read the full interview at www.quirks.com/articles/2019/20190222.aspx.

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