



MARKET RESEARCH IMPACT STUDY

ARE WE CREATIVE?

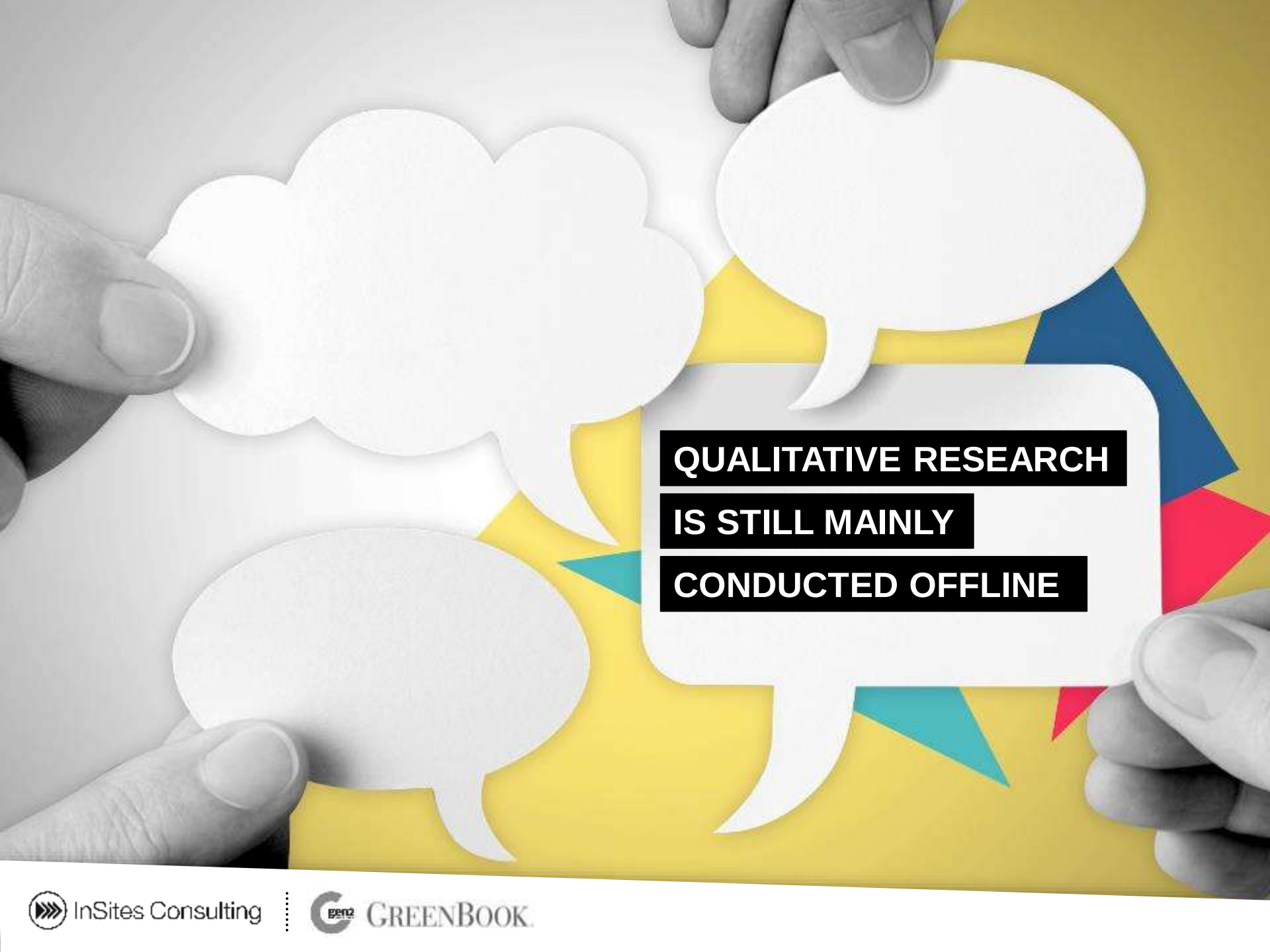
IS THE MARKET RESEARCH INDUSTRY INNOVATIVE AND CREATIVE?



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GREENBOOK



**QUALITATIVE RESEARCH
IS STILL MAINLY
CONDUCTED OFFLINE**



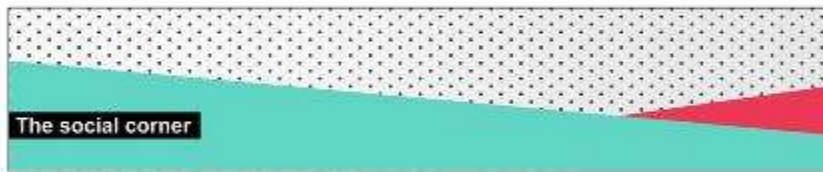
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Consumer Consulting Board

ONLINE RESEARCH COMMUNITIES ARE GROWING AS A METHOD



Latest topics		
Friends	Topics	Date
Your life	How was your weekend?	April 18th 2013
Your ideas	New Ideas - What Works?	April 18th 2013
Your feedback	The Final Debate	April 17th 2013



Number of posts

4316
reactions

Time left until the revelation of
the brand new concept you have
created together with us.

14 **12** **00** **35**
DAYS HRS MIN SEC

Welcome!



Nice to meet you! I'm moderator
Marie, and I will guide you through
the community and tasks for the
next 3 months.

If you have questions, feel free
to e-mail me at
marie@community

New blog!



Logout

ONLY 19%
APPLIES THEM

70%

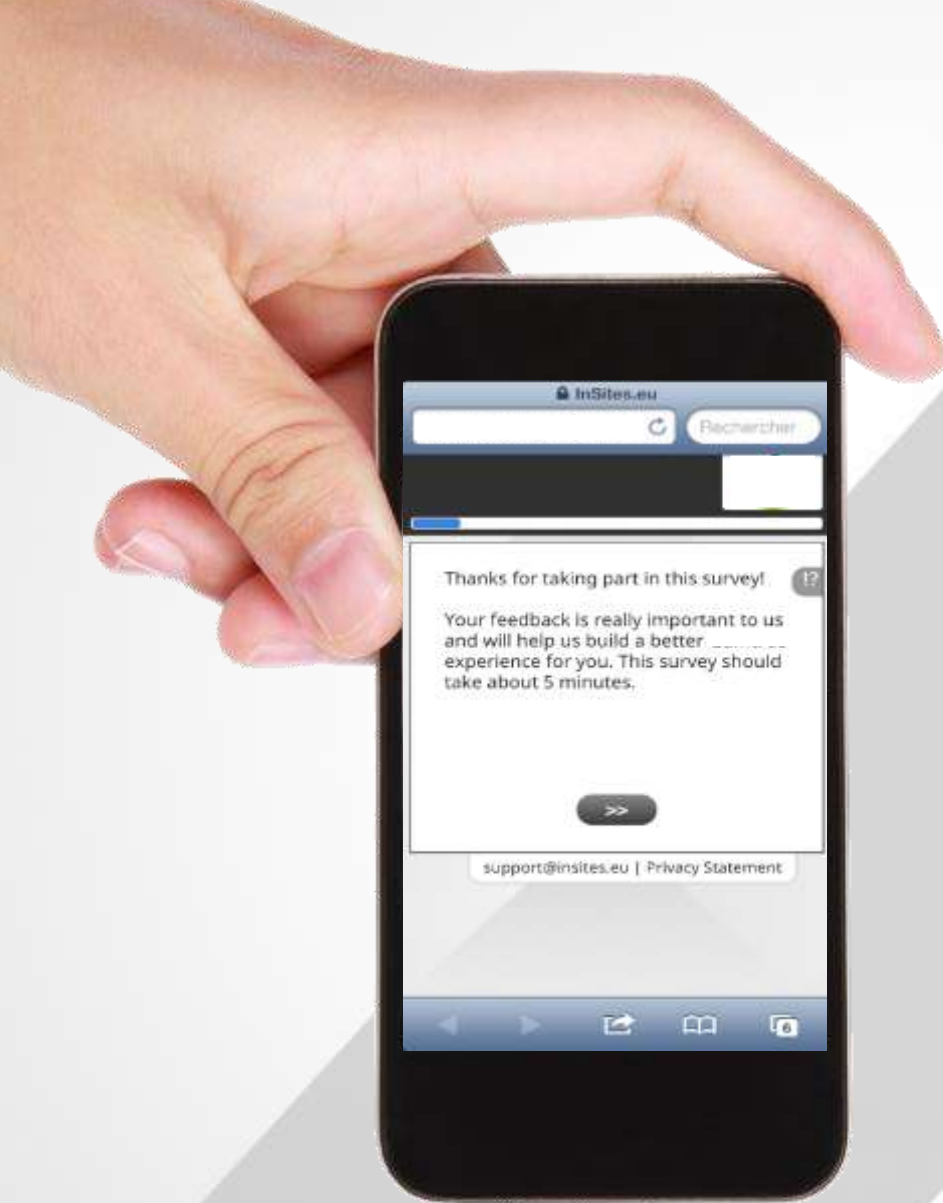
**OF QUANT PROJECTS IS
WEB BASED**



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1 IN 5

**CONSUMERS FILLS OUT SURVEYS
USING THEIR MOBILE DEVICE**

SOURCE: GRID STUDY – GREENBOOK - 2014



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YET ONLY

5%

**ACTIVELY PROGRAMS THEIR SURVEYS
FOR MOBILE DEVICES**



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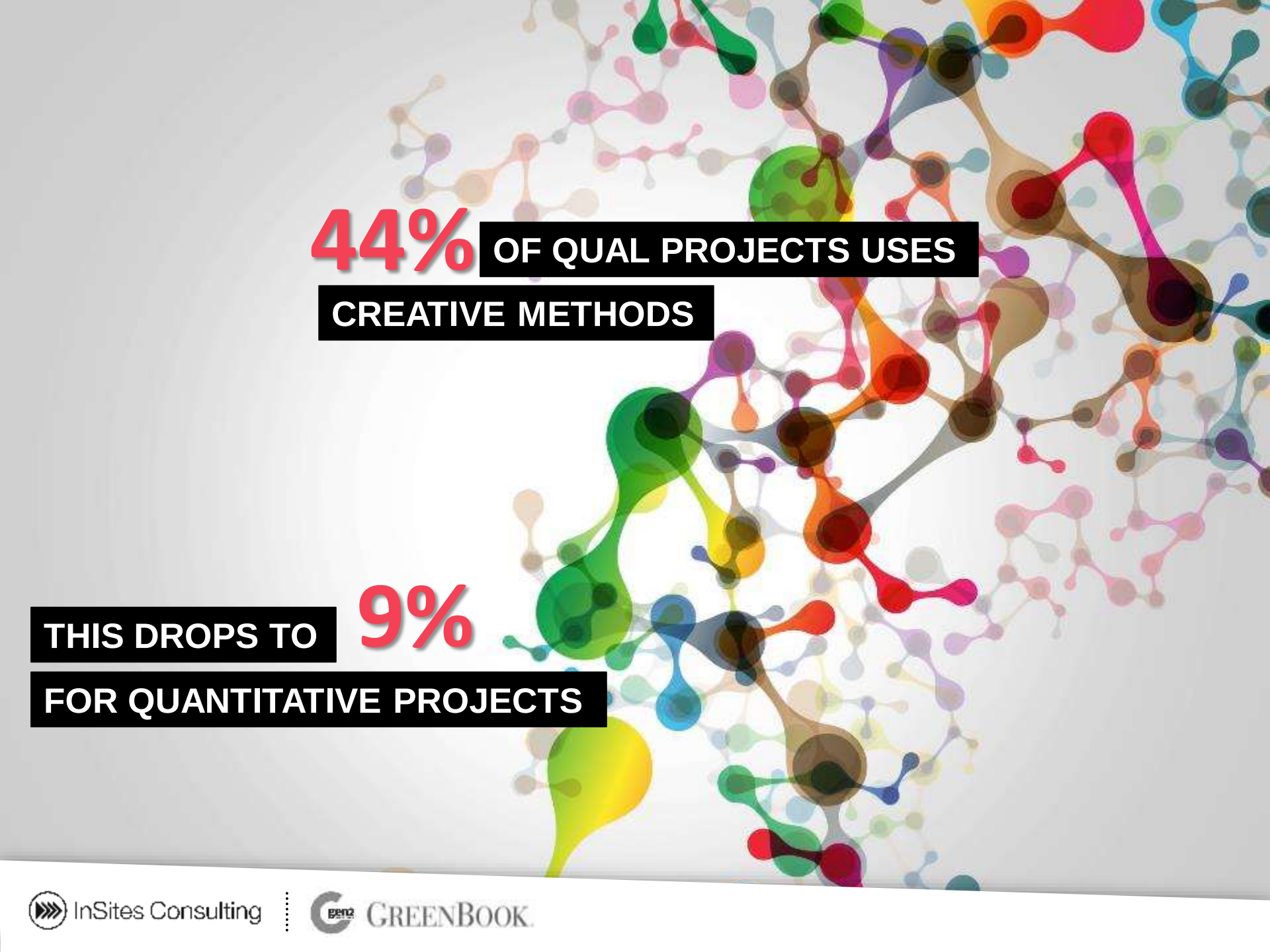
BELIEVES IN PROVEN AND
57% TRADITIONAL METHODS



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44% OF QUAL PROJECTS USES
CREATIVE METHODS

THIS DROPS TO **9%**
FOR QUANTITATIVE PROJECTS



ONLY 14%

USES TASK-BASED ELEMENTS

IN SURVEYS



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ONLY **5%**

INCLUDES A SOCIAL DIMENSION

IN SURVEYS WHERE CONSUMERS CAN INTERACT



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81%

FEELS THAT QUAL RESEARCH

MAKES THEM ENGAGE

WITH HOW CONSUMERS REALLY LIVE

THIS DROPS TO

34%

FOR QUANTITATIVE PROJECTS



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THE POWER IS IN THE MIX



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**QUAL METHODS USE MORE CREATIVE
AND GAMIFIED APPROACHES THAN QUANT**



**YET THE MAJORITY OF PROJECTS
DOES NOT USE ANY CREATIVE METHODS
TO ELICIT RICH INFORMATION**



**HOWEVER, WE AS RESERACHERS BELIEVE
THAT WHAT WE DO IS GREAT**



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86% BELIEVES THEIR RESEARCH
LEADS TO ACTIONABLE RESULTS



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YET, LESS THAN 1 IN 2

BELIEVES RESEARCH

LEADS TO SURPRISING RESULTS



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**ONLY 1 IN 2 PROJECTS LEADS TO
CHANGE WITHIN THE ORGANIZATION**



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**WE LOVE RESEARCH THAT
CONFIRMS OUR THINKING**

AND OUR STORY?

HOW DO WE PRESENT THE RESULTS AND COMMUNICATE THEM?





86% WORKS WITH
POWERPOINT REPORTS



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LESS THAN
USES CREATIVE
REPORTING METHODS

10%



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ONLY 1 IN 5

HAS AN INTERACTIVE WORKSHOP

TO DISCUSS THE RESULTS



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GREENBOOK.

92% BELIEVES RESEARCH
GENERATES INSIGHTS WORTH
SHARING WITH COLLEAGUES

ONLY **65%**
SHARES THE RESULTS
EXTENSIVELY WITHIN THEIR ORGANIZATION



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WHATDOWEWANT?

WHAT DO WE CONSIDER AS BEING KEY ELEMENTS FOR SUCCESSFUL RESEARCH?



KEY ATTRIBUTES OF SUCCESSFUL RESEARCH

1. CHANGING THE ATTITUDES & DECISION OF MARKETING EXECUTIVES



2. GOOD CONNECTION BETWEEN RESEARCHERS AND MARKETERS.



3. RIGOROUS ANALYSIS



4. CLEAR STORYLINE



4. GOOD CONSUMER CONNECTION



5. REPRESENTATIVE SAMPLE

6. CREATIVE REPORTING METHOD



LEAST IMPORTANT RESEARCH ATTRIBUTES

1. LOW PRICE



2. THE USE OF TRADITIONAL AND PROVEN METHODS.



3. REPUTATION OF RESEARCH AGENCY



4. FAST RESULTS



4. PROVIDE CONTENT FOR EXTERNAL MARKETING



5. CREATIVE QUESTIONS, GAMES AND TASKS



THERE EXISTS A GAP BETWEEN WHAT WE WANT AND WHAT WE DO



CREATIVITY SEEKERS



COMFORT SEEKERS



WHAT TYPE OF RESEARCHER ARE YOU?

INTERNAL STORYTELLERS

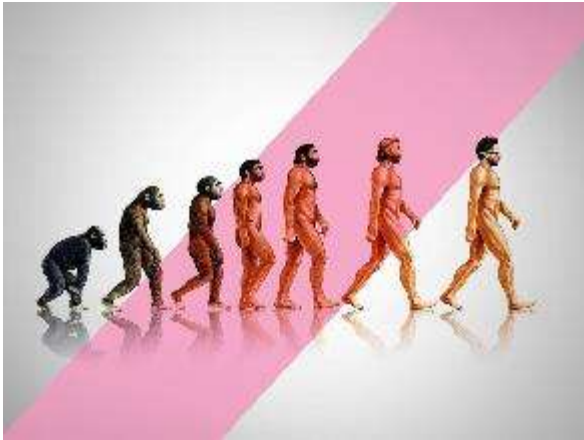


TRADITIONALISTS





TRADITIONALISTS

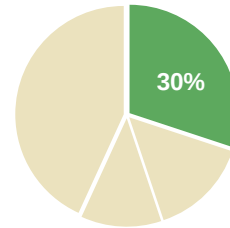


These researchers are keen on representativity and rigorous analysis. They avoid creative and innovative techniques.

KEY ASPECTS FOR THEIR RESEARCH

- Rigorous analysis
- Representative sample
- Good connection between researchers & marketers
- Change the attitudes and decisions of marketing executives

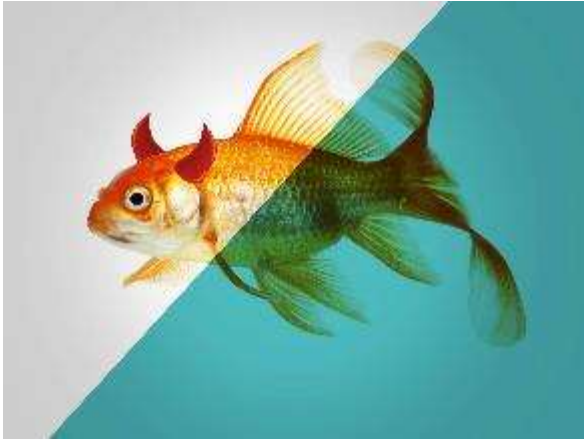
SEGMENT SIZE



SEGMENT PROFILE

- Mainly quantitative projects
- Main research objective is Usage and attitudes, brand positioning and pricing studies
- Mainly work with surveys, the majority being online, yet not mobile.
- Mainly use proven and traditional methods

CREATIVITY SEEKERS

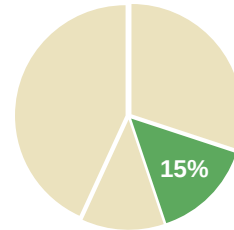


These researchers are not afraid to experiment with innovative research methods and love to try out new gamification techniques.

KEY ASPECTS FOR THEIR RESEARCH

- The innovativeness of the research method
- Clear storyline
- Creative questions, games and tasks for consumers
- Creative reporting
- Interactive presentations and workshops

SEGMENT SIZE



SEGMENT PROFILE

- Mainly run projects in-house
- Main research objective is idea and concept testing, followed by insight generation.
- More online and mobile designs

INTERNAL STORYTELLERS

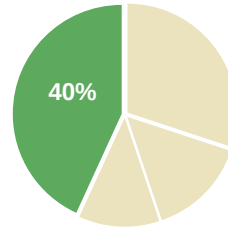


These researchers are mainly focused on changing the hearts and minds of internal stakeholders with their research projects.

KEY ASPECTS FOR THEIR RESEARCH

- Change the attitude and decisions of marketers
- Clear storyline
- Good connection between researchers & marketers
- Good consumer connection

SEGMENT SIZE



SEGMENT PROFILE

- More B2C focused
- Main research objective is insight generation research

COMFORT SEEKERS

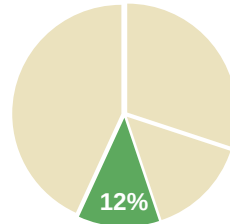


These researchers have an agency focus. Their ideal agency has a good reputation, delivers fast results for a good price.

KEY ASPECTS FOR THEIR RESEARCH

- Our experience with the agency
- Good connection between researchers & marketers
- Fast results
- Agency's reputation

SEGMENT SIZE



SEGMENT PROFILE

- Mainly quantitative projects
- Work often with large established research agencies
- Very repetitive projects in terms of methods



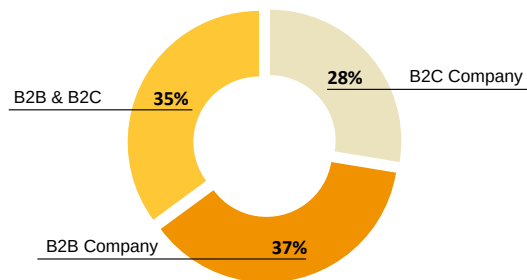
MARKET RESEARCH IMPACT STUDY

Jury profile

185 Marketing and market research professionals participated

Business environment

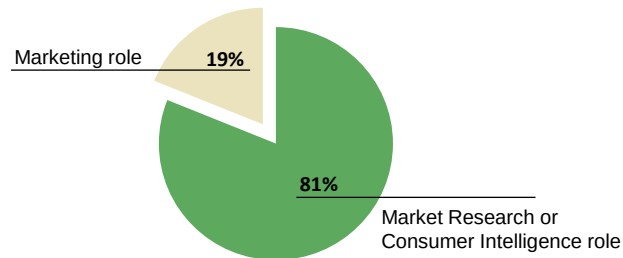
The majority of participants works in B2B environment, with 37% focusing on only B2B clients.



Sectors

31% is active in professional services. 1 in 4 of the participating professionals comes from the financial industry. Next 22% is active in the FMCG and 21% in the Technology sector.

Function or role



4 out of 5 participants is active in market research or consumer intelligence role for a brand or company, while 19% has a more marketing oriented function.

Participating countries

46% of participants are based in the United States, while 17% is located in Europe and 11% in Asia.

