

‘State of the Nation’ Market Research & Insights 2019 Example Pages



Ray Poynter

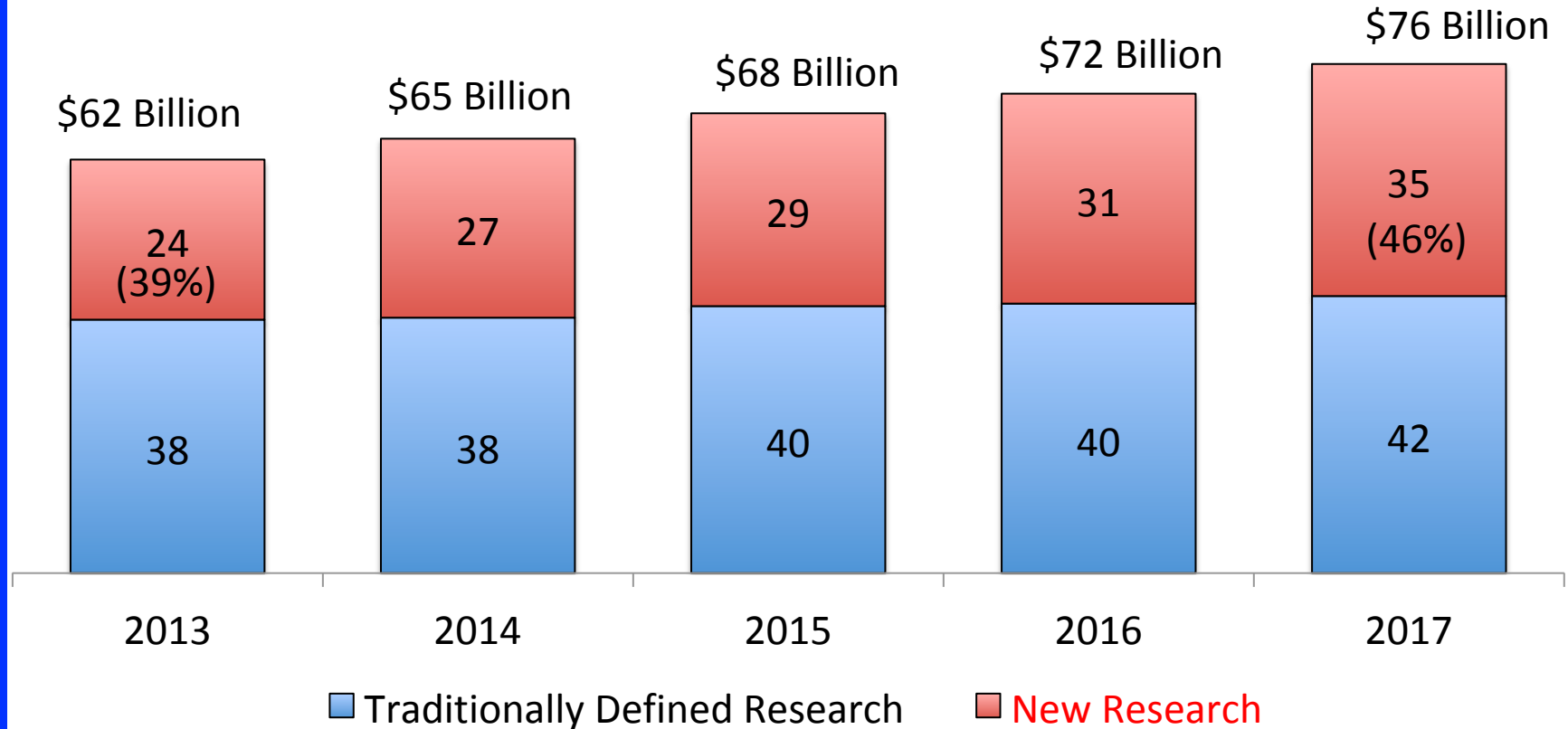
Ray Poynter

Founder of NewMR, author of The Handbook of Online and Social Media Research and The Handbook of Mobile Market Research, contributing author for the University of Georgia’s MRII Principles of Market Research course and editor/contributor to several other publications.

Ray is a member of ESOMAR Council and for the last 10 years has been the independent expert running the ESOMAR Global Prices Study. He also contributes to GreenBook’s GRIT study and numerous reports conducted by NewMR.

Ray runs courses for a wide range of international organisations, such as the UK’s MRS and Japan’s JMRA, and is a high profile presenter, event organiser, and blogger. Feel free to connect with Ray on LinkedIn – no sensible request declined.

Research is Growing & Changing



New Research = IT & Telecoms, Online, Social Media, Web Analytics and others

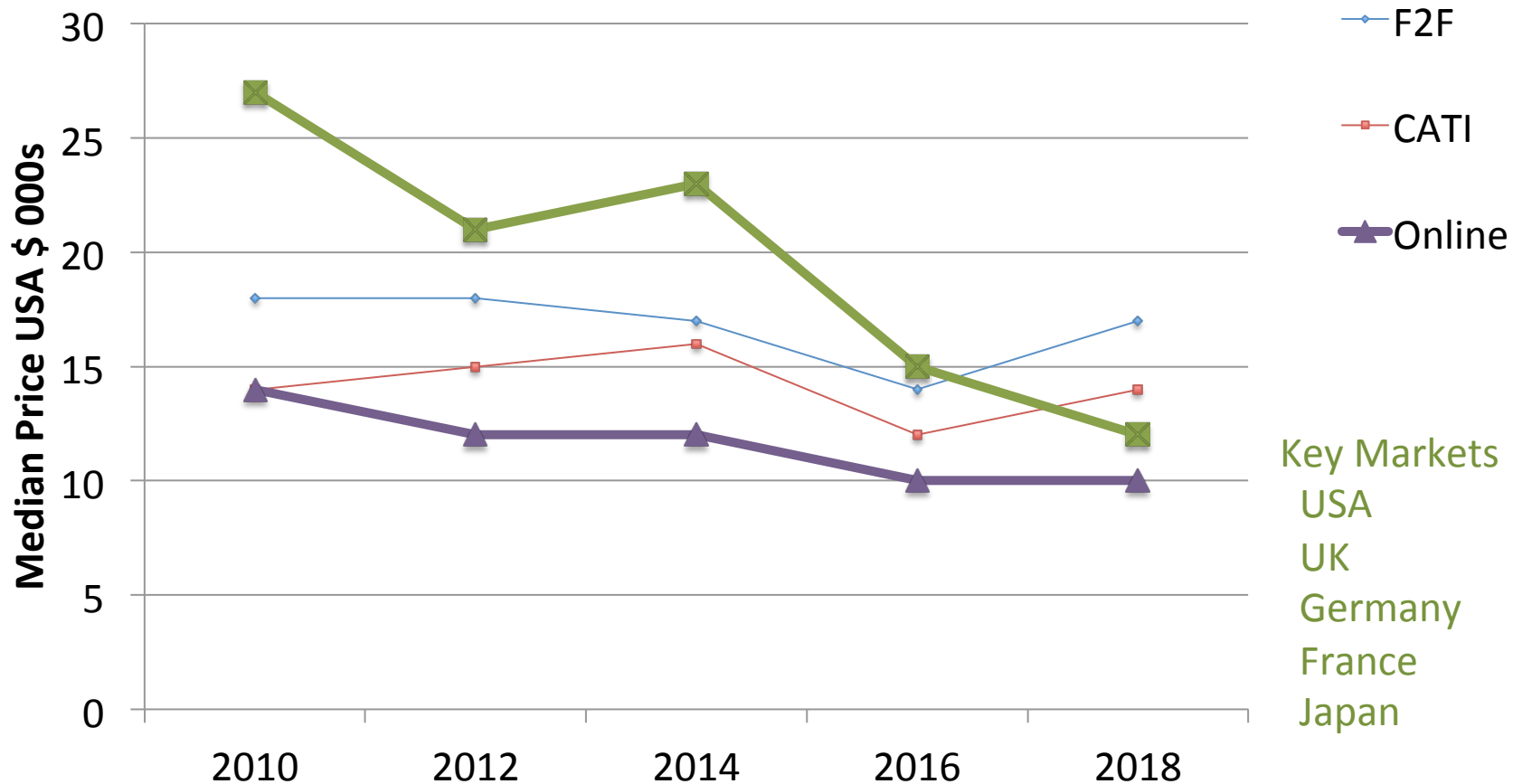
ESOMAR GMR 2018, US\$ Billions.

The People are Changing Too



Online Prices Keep Falling

Simple U&A, N=500, No analysis/presentation



Free Data Does Not Always Equal Inexpensive Research

SM Data Only	<ul style="list-style-type: none">• \$10K
SM Data & Presentation	<ul style="list-style-type: none">• \$15K
SM Data and Analytics	<ul style="list-style-type: none">• \$21K
Simple U&A	<ul style="list-style-type: none">• \$8K• \$9K in Key Markets

GRIT – 7 key takeaways



- 1) Three As are Key – Agile, Automation, and AI
- 2) The Most Important Emerging Technologies are not Very New
- 3) The Value of Qualitative Research is Strong
- 4) Clients Main Concerns Relate to the Reporting of Research – and the Value/Cost Equation
- 5) Suppliers are Focusing on the Wrong Thing! – the quality of the insight does not frame the solution
- 6) Scalability is Key
- 7) Optimism is Widespread, But I Suspect Mistaken

Training



- 1) Most people are getting too little training
- 2) 40% receive less than 6 hours a year – in what is supposed to be a knowledge, value-added industry
- 3) 24% received No Training in the last year
- 4) 45% of employees said they received too little training and 12% not sure (most people who were not sure were receiving No Training)
- 5) The lack of training greatest among 35 to 54 year olds
- 6) Implication for MR – we need to train more
- 7) Implication for Conformat – the need for intuitive tools will increase, more than the need for power tools or configurable tools

Acquisitions, Mergers, Busts & Wobbles

- Canadian MRIA closed after 60 years
- Kantar's Digitab closes
- Cambridge Analytica bankrupt
- SAP buys Qualtrics for \$8 Billion - ???
- Ipsos buys GfK's ad hoc research
- Kantar post Martin Sorrel?
- Nielsen sale?
- Dynata launch, buying Reimagine

Client Insight Functions

An answer in search of problem?

The Challenges



The Yin and Yang of Clients & MR

To win the sale















- Configurable
- Game options
- Reportals
- Powerful scripting
- Links to other data sources
- Longitudinal studies

The client uses

- The default
- Simple questions
- Not longitudinal
- Not linked to other data sources

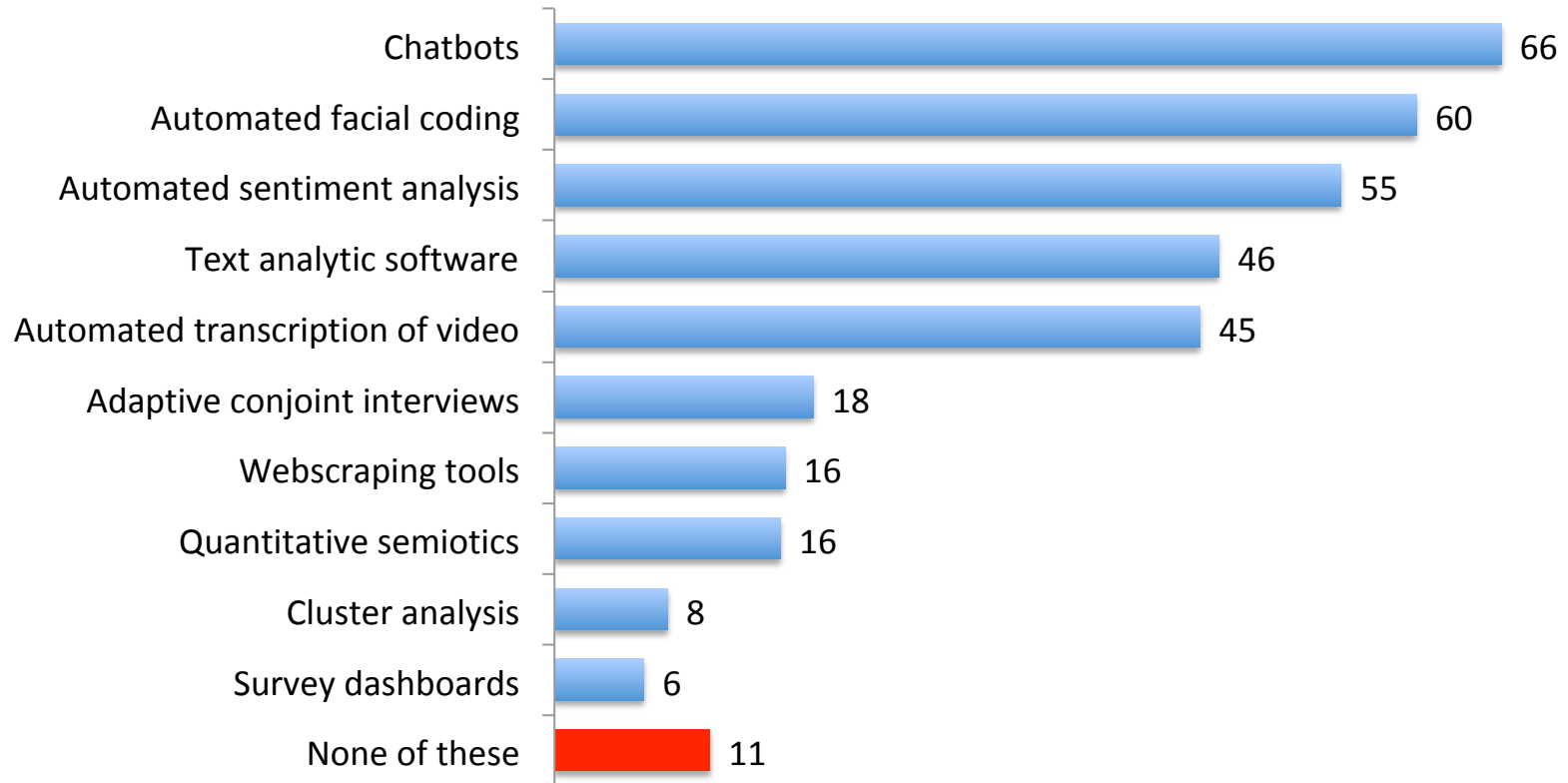
Consequence?
You need to create
the right defaults.
Employ BE and UX

Client Satisfaction - GRIT

	Top 2 Box		2016 Oct (%)	2017 Oct (%)	2018 Oct (%)
	Conducting the research	Strategic	67	71	66
	Designing the research plan	Strategic	-	60	60
	Understanding the issue to be researched	Strategic	45	45	44
	Project Management/Service	Tactical	-	46	44
	Implementing the research plan	Tactical	-	47	43
	Data analysis	Tactical	45	43	40
	Reporting research results	Strategic	38	43	36
	Timeliness of deliverables	Tactical	33	29	32
	Managing scope or project specification changes	Tactical	-	34	32
	Interacting with senior management	Strategic	-	34	31
	Understanding their business	Strategic	24	24	23
	Recommending business actions based on the research	Strategic	23	21	19
	Data visualization	Tactical	24	21	17
	Value for cost	Tactical	15	14	16

Inside MR, What is AI?

% Saying Yes, An Example Of AI



Categorising AI

- Expert Systems
 - Lots of 'IF' statements and lookup lists/dictionaries
- Supervised Machine Learning
 - Machine 'learns' to replicates a training set
- Unsupervised Machine Learning
 - Fancy cluster analysis – no learning in most cases
- Deep Learning
 - Hierarchical learning, think Google and Go
- Artificial General Intelligence
 - Machines that can 'think', we are probably 30 to 50 years away from this being achieved

Don't Fixate on What is and Isn't AI

- It should be adaptive/conditional
- It should look 'clever' until you examine the mechanics
 - like magic looks clever until you know the secrets
- Focus on the benefits e.g. speed and cost, or doing something not otherwise possible (scale or complexity)
- Assess what the human role is
 - And its implications for cost, reliability, speed etc.

Cameras and Impressionism



Daguerreotype Camera 1839.

By 1849 100,000 Parisians had their portrait taken.

Decline in portrait commissions for painters.



Paint what the camera can't capture

Armand Guillaumin, *Soleil couchant à Ivry*, 1873

Painters and the Camera

- Interpreted what they saw, not competing with the camera for data accuracy
- Used photographs to make sitting for portraits less onerous
- Inspired by cameras to paint less in the studio and more *en plein air*
- Capture movement and explore it – e.g. Degas
- Investigate how colour is perceived – e.g. Seurat and Pointillism

A detailed action figure of a character in a yellow mecha suit, standing against a rusty metal background. The figure is posed in a dynamic stance, with one leg forward and arms slightly out. The mecha suit is primarily yellow with black and silver accents. The character has dark, curly hair and is wearing a blue harness over a white shirt and light blue pants. The background is a dark, heavily rusted metal surface, and the ground is a dark, textured surface.



Predictions

1. It's the economy stupid
2. Mergers, acquisitions, sales, & closures
3. Automation and especially platforms
4. Video stuff
5. Chatbots
6. Artificial Intelligence
7. Myth busting (e.g. some neuro)
8. Campaign for Real Qual
9. The demand for curation
10. The battle for evidence, privacy, security and ethics
11. Clients-side insights re-structuring

Do you want to see beyond your current bowl?



Bespoke Webinars and Workshops with Ray Poynter

Would you and your team like insight on what is happening outside the boundaries of your own organisation? Ray offers a variety of options, for example:

1. A one-hour webinar, tailored for your organisations. Ray presents for 40 minutes and this is followed by 20 minutes of Q&A. Typical price \$900
2. Half-day workshop, at your offices or a central location organised by you. The material is tailored to your needs. Typical price \$2500 plus travel costs (plus travel time fees for less convenient locations).
3. Full-day workshop, similar to the half-day option, but we can dig deeper into the issues that are most relevant to you. Typical price \$3500 plus travel and time costs.
4. Full business review. This option is fully bespoke. You describe what you need and we discuss how best to meet your needs. Typically this combines online and face-to-face meetings.

To discuss these ideas further or to commission a session, email ray.poynter@thefutureplace.com.