Relative INSIGHT

Ben Hookway, CEO
ben@relativeinsight.com

@relativeinsight   @benhookway

A *new way* to think about language

171,000

170

0.1%

Language is *powerful* but *weird*

- What we like and dislike

- How we feel

- How we like to be engaged

- Tells you why

Language is *powerful* but *weird*

- But it's really easy to mess up

- It's easy to misunderstand

- Differences in how we speak reveal a lot

- But is key to *understanding* people

Which makes it *hard* and sometimes *expensive* to analyse at scale in Market Research

Developed to catch *criminals* online

VS

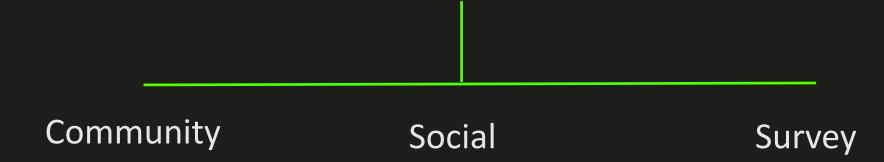# Applying this to Market Research

Community   Social   Survey

20 years olds 'wear' make up

50 years olds 'apply' make up

Most people 'take pictures'

Owners of DSLR cameras 'shoot images'

Diet Coke discussion before Ad

Diet Coke discussion after ad

Leveraging Holiday Property Surveys

Travel company which surveys customers on their property experience so they could understand what key aspects of properties to promote to different customers

Compare by audience | Compare by rating | Compare by location

Massive *time saving* +   more *effective* copy + *objective* analysis

Rethinking Surveys

- Both these customers rethought how to use surveys

- *Open ends* embraced – no time or costs issues any more

- *Existing Data* - Analysed to uncover new value

- Think about all the *language data* you have

- Cost of analysis transformed

- New *value* from existing *data*

- *Understand the why*

Questions Please!

Ben Hookway, CEO

ben@relativeinsight.com

@relativeinsight   @benhookway