

So, you want to be a rock superstar?

How rockstar researchers use mobile and conversational techniques to drive ROI



@Reach3Insights

#PowerOfConversation

Speakers



Jonathan Dore

SVP & Founding Partner
Reach3 Insights



Dara St. Louis

SVP & Founding Partner,
Reach3 Insights

Here are some rockstar brands

(some of which you'll hear from shortly...)



Why they work with us

**Decreasing response
rates**

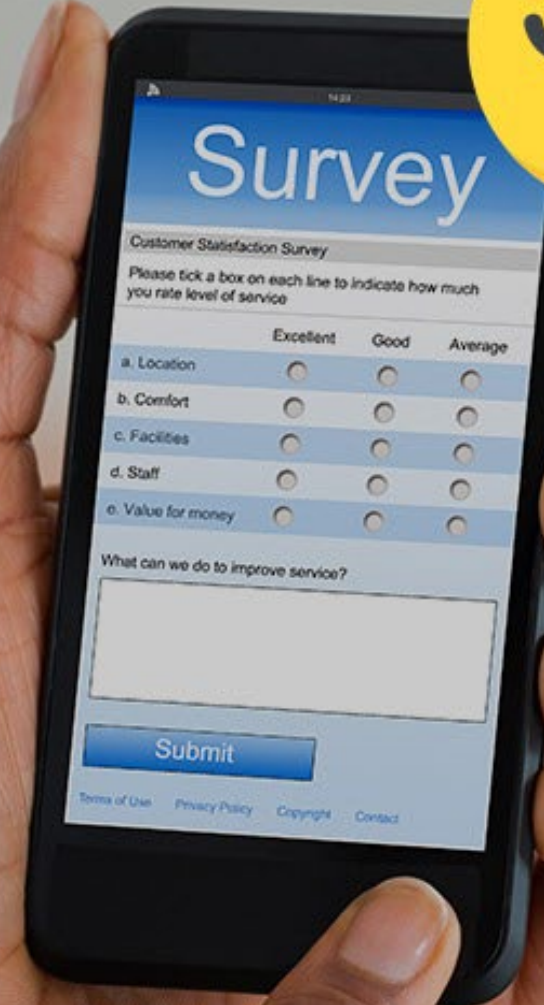
**Email increasingly
excluding key cohorts**

Overly formal & clinical

Too long & boring

Heavily reliant on recall

“Test-taking” mode

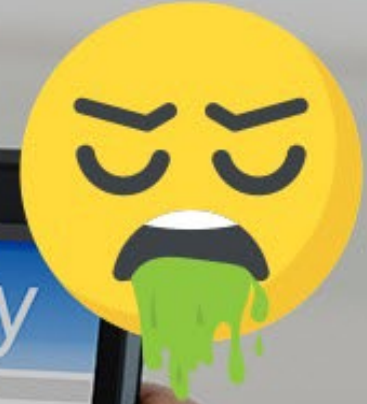


The image shows a hand holding a smartphone displaying a survey form. The form is titled 'Survey' and is a 'Customer Satisfaction Survey'. It asks the user to 'Please tick a box on each line to indicate how much you rate level of service'. The survey has five rows of questions: 'a. Location', 'b. Comfort', 'c. Facilities', 'd. Staff', and 'e. Value for money'. Each row has three radio buttons labeled 'Excellent', 'Good', and 'Average'. Below the questions is a text box for 'What can we do to improve service?' and a 'Submit' button. At the bottom, there are links for 'Terms of Use', 'Privacy Policy', 'Copyright', and 'Contact'.

	Excellent	Good	Average
a. Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What can we do to improve service?

[Terms of Use](#) [Privacy Policy](#) [Copyright](#) [Contact](#)



What if you could...

- reduce your reliance on email & reach new voices?
- get quant & qual feedback in one cohesive touchpoint?
- reach consumers in-the-moment & extract more meaningful insights?

Give it a try

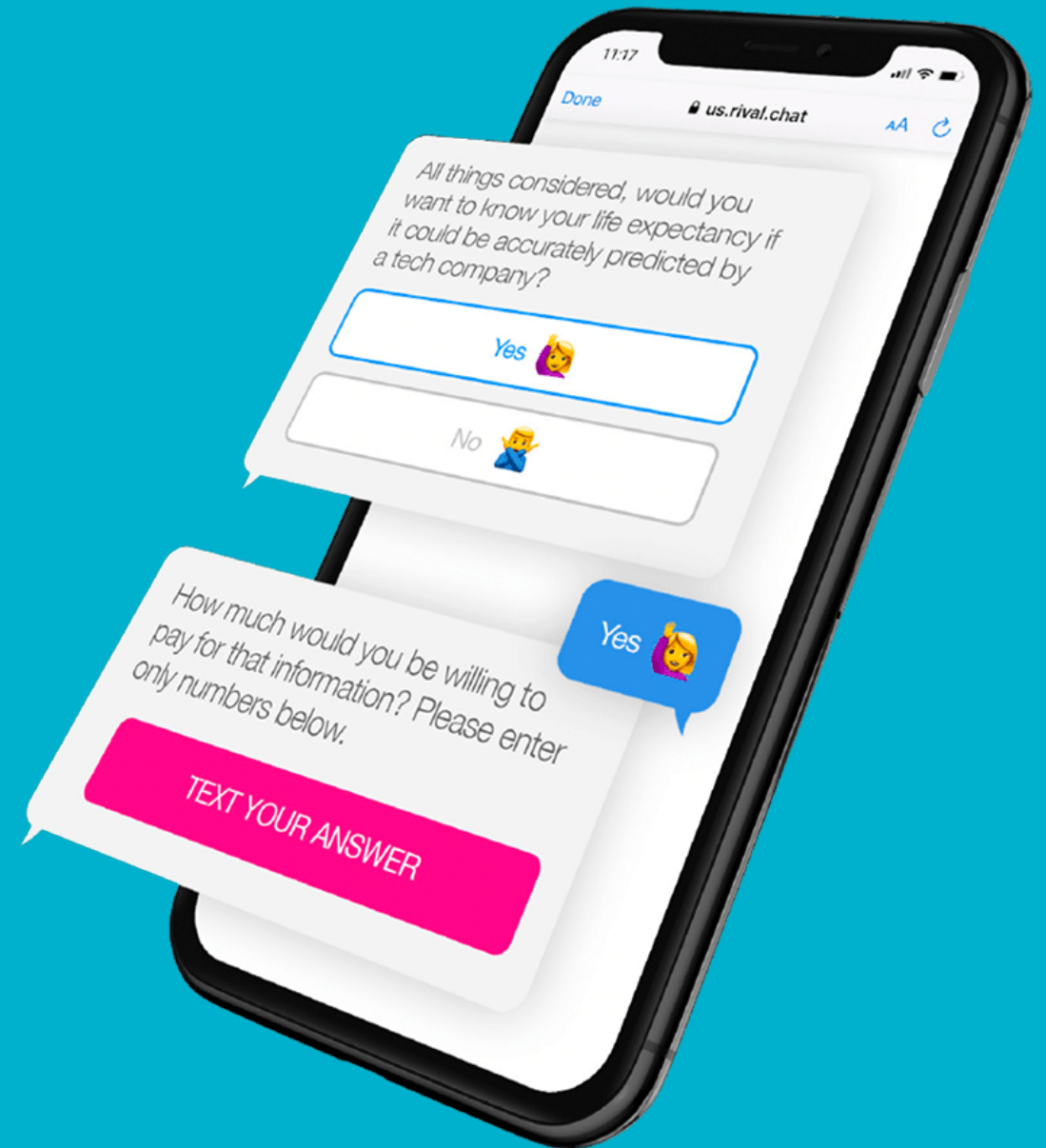


A simple and powerful idea

Engage with people in a **conversational** style

via modern **messaging networks** instead of email

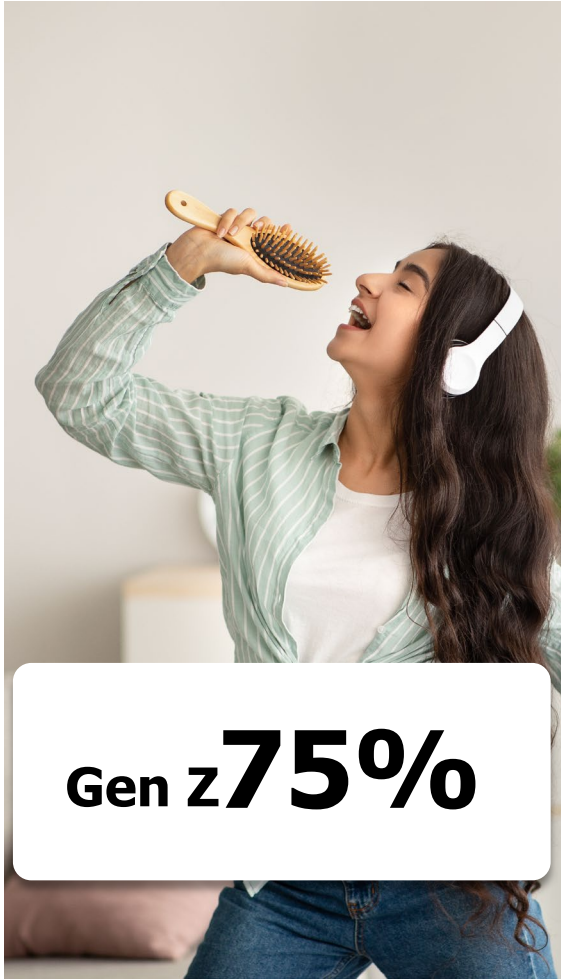
to capture **immersive, in-the-moment & authentic insights**





Driving incredible business outcomes

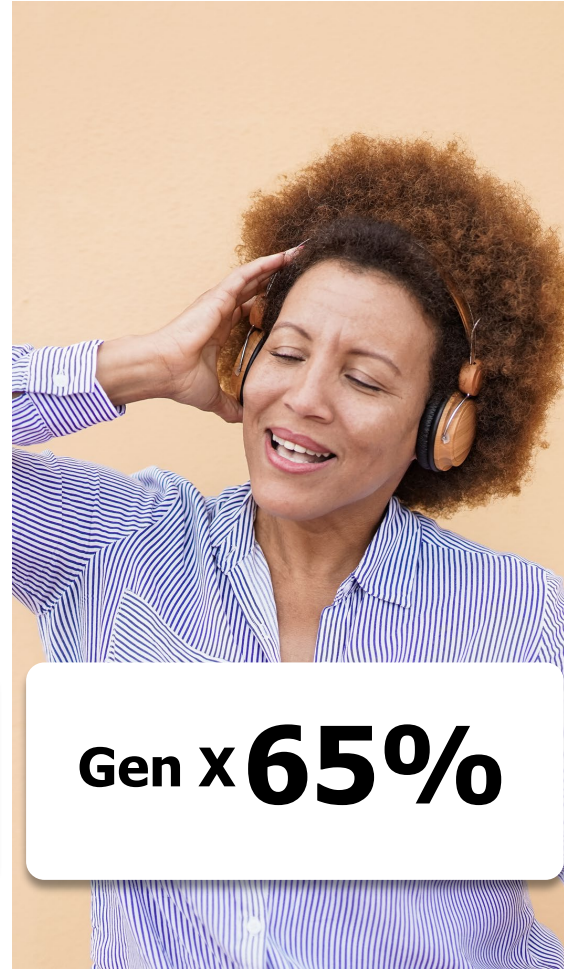
Bring “new voices” into your research



Gen Z **75%**



Millennial **65%**



Gen X **65%**



Baby Boomers **63%**

(% who prefer SMS/messaging over email/phone call)



Constellation Brands

"The ability to find the right consumers to speak to was key"

Connecting with Gen Z Hispanics 'in their natural habitat'...

...providing Constellation with a rich understanding of this under-represented target audience

Daniela Carrera

Brand Marketing Analytics



Go beyond panels to find niche audiences

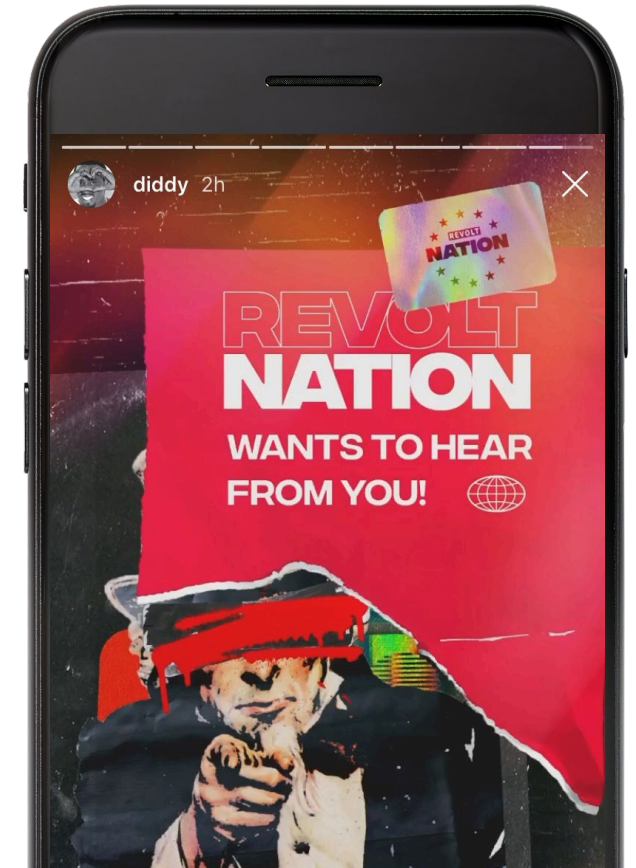
Influencers



QR Codes



Branded Social Sampling



BRUNSWICK

"We have confidence in the results knowing that these are real consumers, and not just professional survey takers"

Marketing lists + targeted social ads + on-site/event-based recruiting...

...resulted in a mobile community with thousands of boaters, just 'a text message away' from providing valuable feedback to Brunswick

Larisa Mats
Consumer & Market
Insights Leader





Get in-the-moment insights

Leverage the immediacy
of text notification-based
invites

95% of text messages are
read within 3 minutes
of being received

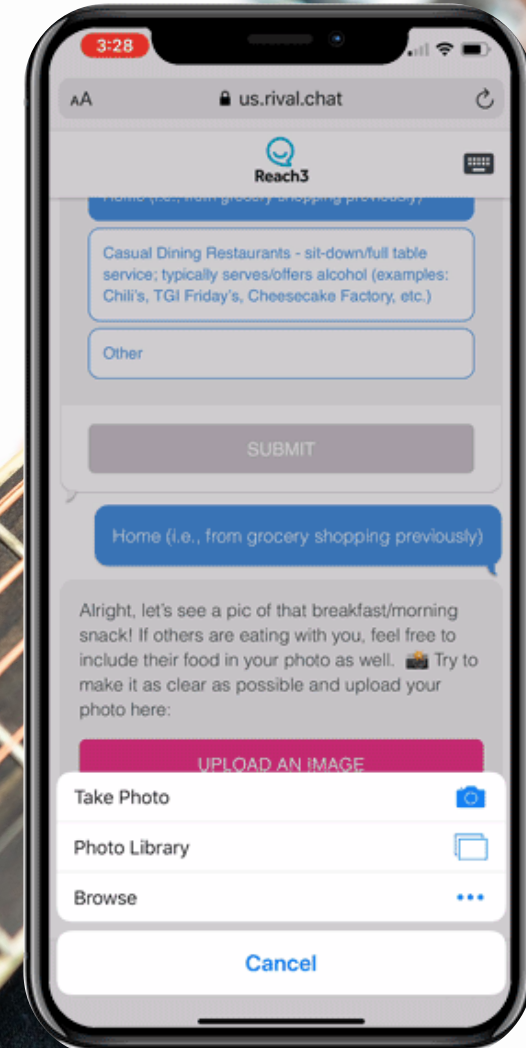
60% Average **response**
and recontact rates



"Knowing we were getting feedback during the consumption occasion was a game-changer"

SMS-based invites throughout the day to capture behaviors as they're happening...

...fueled over 500 diary entries over a week, helping to drive Tyson's retail and foodservice teams' long-term innovation pipeline planning



Incorporate rich media feedback to bolster your quant results





"We loved hearing the crunch!"

Seamless video selfie capability allowed us to capture the first bite...

...bringing to the life the consumer experience of hypothesized key benefit for a LTO product



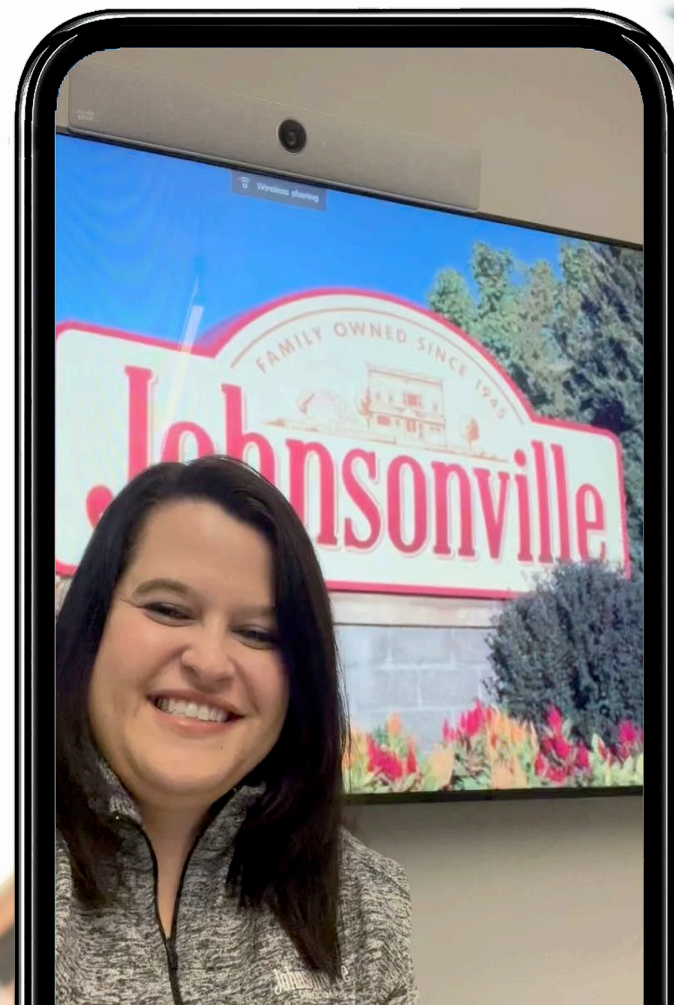


Lisa Wells
Consumer Insights Manager

"We were able to understand shopper concerns and behaviors... at a much deeper, more engaging level"

Video selfies (were your expectations met?) & photo uploads (send us a screenshot of a negative part of your shopping experience)...

...humanized & contextualized shopper experiences, without sacrificing quantitative rigor



The background is a dense, overlapping collage of vintage audio media. It features several vinyl records with concentric grooves and labels; one label clearly shows 'STEREO' and 'SIDE ONE'. Interspersed among the records are numerous cassette tapes. Some are standard silver cassettes with red labels, others are yellow, and one is a 'MIX TAPE' with a handwritten label. The tapes have various markings like 'NRM1', 'HIGH FIDELITY', and '90'. The overall aesthetic is nostalgic and represents traditional analog music distribution.

**Create next-gen deliverables
which stand out & capture
attention**



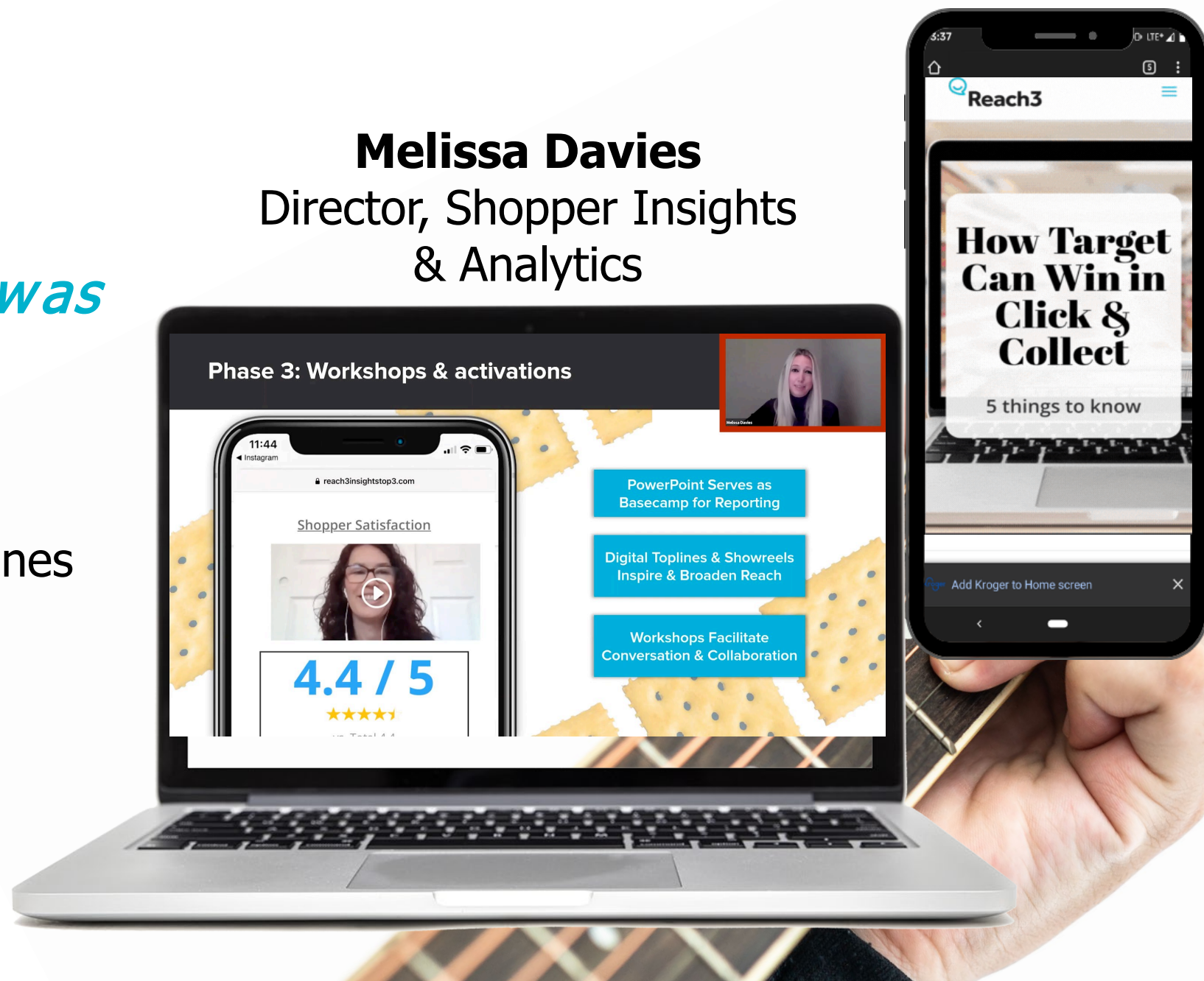
"The digital topline was amazing and really interactive"

Retailer-specific digital toplines & video showreels...

...helped lock in customer meetings and differentiate Kellogg's study from other manufacturers

Melissa Davies

Director, Shopper Insights & Analytics



**Ultimately – and most importantly – unlock
deeper, richer insights**





"I was not expecting that...I feel really good about the output"

Unprecedented depth of responses
(from a notoriously difficult target
audience)...

...revealed more insights than
stakeholders anticipated

Lauren
Consumer Insights



Let's recap: benefits driving incredible outcomes

Bring “new voices” into your research



Go beyond panels to find niche audiences



Get in-the-moment insights

Incorporate rich media feedback to bolster your quant results



Create next-gen deliverables which stand out & capture attention



Ultimately – and most importantly – unlock deeper, richer insights



How about an encore?

DIAGEO

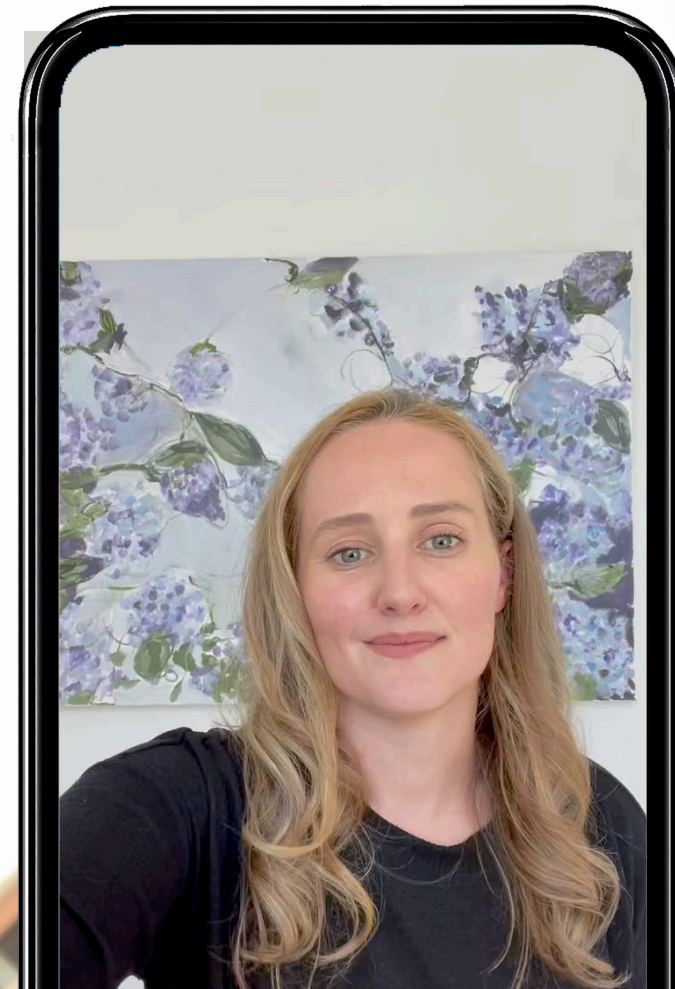


"We've had some tremendous benefits after making this switch"

Realizing all of the benefits of mobile-first, conversational approaches...

...gives Diageo a competitive and lasting advantage

Danica Daly
Shopper Insights Lead -
Walmart



Q & A



JONATHAN DORE

SVP & Founding Partner
Reach3 Insights



DARA ST. LOUIS

SVP & Founding Partner,
Reach3 Insights



@Reach3Insights

#PowerOfConversation

One last chance to try it out!

Scan this QR code:

