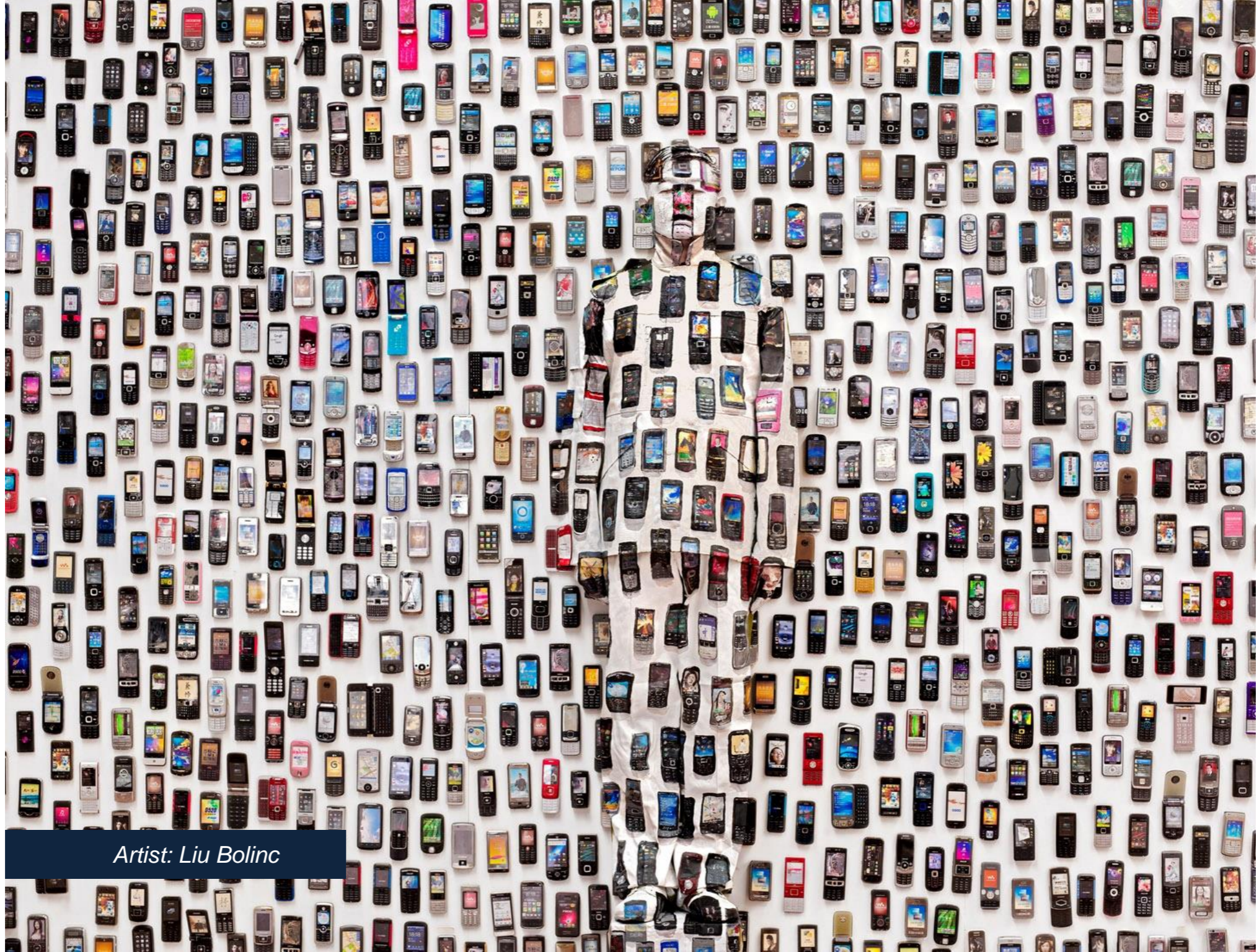


A photograph of three women laughing together in a kitchen setting. The woman on the left has blonde curly hair and is wearing a dark jacket. The woman in the middle has dark curly hair, glasses, and is wearing a grey cardigan over a black top. The woman on the right has blonde hair in a ponytail and is wearing a light-colored shirt. They are all smiling and laughing. The image is overlaid with a dark blue semi-transparent layer.

IYKYK...

How to attract, engage & retain the next gen

Lauren Hall & Allyson Sovinsky



Artist: Liu Bolin



Project Mission

To uncover insights that will help to attract, engage and retain the Next Generation of respondents as a means to conduct quality research and serve our clients.

Research Objectives



Gauge Awareness and
Potential Ways to
Spark Interest



Understand Key
Drivers of Delight
and Engagement



Understand Key
Frustrations and
Barriers to
Engagement

KEY FINDINGS

1 Next Generation is extremely **anxious and distrustful** when it comes to the internet

2 Being **authentic, transparent and evoking trust** stands out in a **sea of scams**

3 They're **interested in participating** in market research – they just don't know they can / don't know how

4 Playing by **THEIR RULES** is key to **ENGAGEMENT**

5 **PREVIEW THE EXPERIENCE**

6 **Invest** in their methods of **communication**

7 Money is cool, but have you ever had **YOUR OPINIONS MAKE A DIFFERENCE?**



In a Bubble.

Lack of awareness about market research opportunities.



PEOPLE don't talk about research



“It’s not something I really think to tell my friends about.”

Others are unaware or turned off



“I didn’t know that you could. I didn’t know that there were companies that did things like this.”



“I think there is a bad connotation about focus groups that they shove you in a room with no windows, with strangers and you’re being filmed and watched. It’s a bit intimidating.”

The Hook.

Getting the Next Gen in the door.



Connecting with them is all about social media



YOUTUBE

Video-based, longer (5-30 min)
Functional entertainment
Used like Google
Substitute for TV
Diverse/variety of content

74.5%



INSTAGRAM

Life updates/moments
Younger crowd
Personal connections
Good for connecting with interests, companies/brands, influencers, etc.

62.5%



FACEBOOK

Life updates
For older friends/family
Keep track of birthdays
News/advertisements
Interest groups

58.5%



TIK TOK

Short and diverse videos
Quick scrolling
Mindless exploration
Curated to my tastes
Entertainment and education
Not for personal connections

53%



SNAPCHAT

Temporary
Quick connections
Life updates/funny moments
Used in place of texting/chat back and forth

50.5%



TWITTER

Good for news/trending topics
Can be argumentative
Follow celebrities/pop culture

30.5%

Sharing the topic is attention grabbing & Transparent



“Tell us the topic so we would know if it was something that would interest us.”

DO YOU HAVE A
FURRY FRIEND?

SIGN UP WITH THE LINK BELOW TO SEE IF
YOU QUALIFY FOR AN UPCOMING PET STUDY!

Play by their rules



➤ It's all about mobile

➤ TL;DR

➤ Chat culture

Incentives work, but you need to talk about them



“An incentive will definitely grab my attention and will help me be more engaged in the study.”

TFW.

That feeling when you're chosen to be a part of something.



Post survey “pre-qualification” = Instant Gratification

Congratulations, you’ve been pre-qualified!



Sense of
Belonging

Anticipation
of a Call

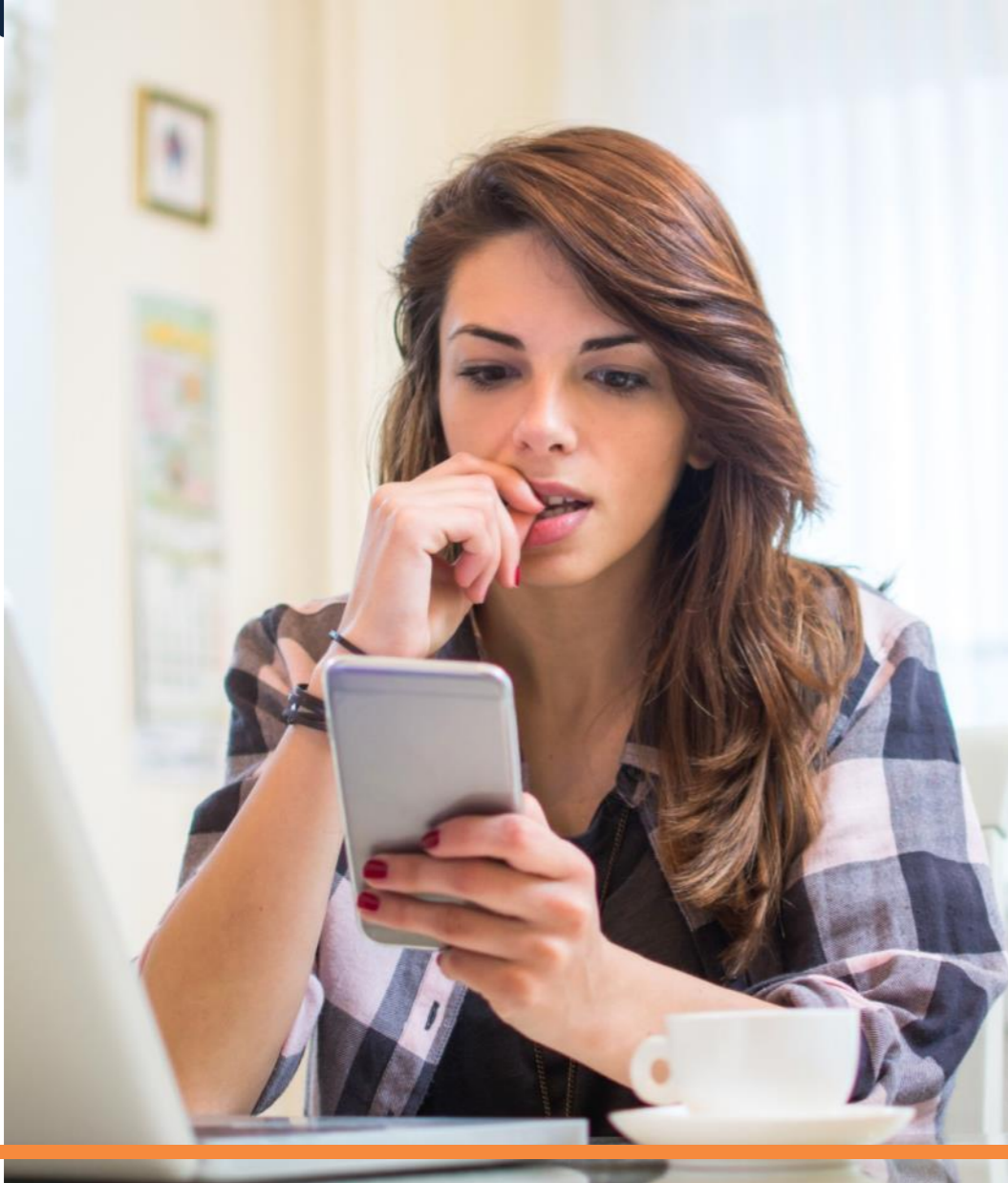
The Hope of
Being Recruited

Sus.

Sketchy, suspicious, shady.



New experiences and opportunities induce high anxiety



Inherent distrust



Fear of the unknown



Hesitation is embedded into psyches

Big Yikes.

When 'Yikes' doesn't do it justice.



Mememes are

Great for branding but seem inauthentic



“The stock photos just seem sketchy and you don’t get a real feel for what the company is. It doesn’t seem professional; it seems a little off putting.”

Phone calls cause anxiety & fear of the unknown



“I would never call a number.”

“You have to make time to make a phone call where as you can click on a link and fill something out whenever.”



Let's Be Real.

Be honest or truthful.



Ease Anxiety



Use real people and everyday language



Professionalism wins



Preview the Experience

Mockup Winner

Elements To Win Their Trust

Location

Real, Friendly
People

Feelings of
Importance

Link in Caption



Logo

Bright Image

Incentive stated

Welcome to MarketVision Research preview video



Video is comforting & informative

*“I clicked on it right away because I didn’t know what to expect. It was **affirming that it was a real thing.**”*

*“It made me **feel important** to the study.”*

*“I felt more **comfortable** with the entire thing.”*

You do you.

Do what suits you.



Methodologies that | | Intercepts

How We See It



How The Next Gen Sees It



Methodologies that I | In-Homes

How We See It



How The Next Gen Sees It



How It Could Work



Methodologies that WITH CONSUMERS

How We See It



CONVOS

GETTING COFFEE

How The Next Gen Sees It



Methodologies That w

Focus Groups



Simple
Professional
Peer-to-peer

Virtual



Convenient
t
Accessible
e

Social



Personable
On their time
Agile

Thank U, Next...

Grateful, but interested in what's to come.





Incentives

1 | **Immediate Funds**
(cash, check, Venmo, PayPal)

2 | **“My opinions matter”**



#IYKYK

Thank you



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