



Bringing 'Consumer Insights' (back) into the Boardroom

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Am I at the wrong conference?

LinkedIn®



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From racks to Salesforce



From piles of CVs to LinkedIn



So what's next?

Market Research SaaS

80%

**of the top Consumer Product
companies with the highest market
capitalisation have decreased in
value**

(*) Source: Global Data (Top 25 global consumer packaged goods companies by market cap Q1 2018)

Top 25 Consumer
Products Cos.

Top 100 Companies
(all sectors)

▼ 8%*

vs.

▲ 15%**

(*) Evolution of Market Capitalisation in Q12018
Source: Global Data

(**) Evolution of Market Cap (March'18 vs March'17)
Source: PWC

Consumer companies facing the most challenging environment in decades



New Consumer

- Changing faster than ever
- Growing consciousness
- Actively informed



New Competition

- Identify and leverage new trends
- Agile & fast development
- 'Authentic' offerings

Corporate Boards have set strategic axes and priorities to address this complex ecosystem*:

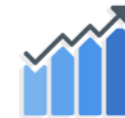
Consumer Centricity



Faster Innovation



Efficiency



(*) Source: Zinklar's analysis of the 2018 Annual Reports of the Top 25 listed Consumer Product companies

Bringing Market Research to the spotlight

Consumer Centricity



Faster Innovation



Efficiency



A unique opportunity for MR to be a strategic enabler of their companies and play a central role in driving change

(*) Source: Zinklar's analysis of the 2018 Annual Reports of the Top 25 listed Consumer Product companies

**Are you ready for the
change?**



**Mobile
Only**



**Length of
Interview
(L.O.I.)**



**Agnostic
Panels**



**Pre-
profiled
Targets**



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**Research
DNA**



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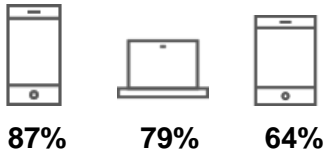
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**Research
DNA**



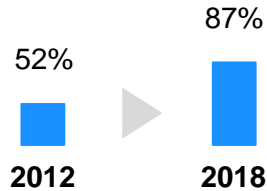
Mobile penetration in the UK

Highest Penetration



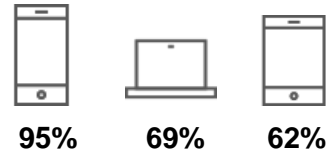
Younger age group
(18-34): 95%

Highest Growth



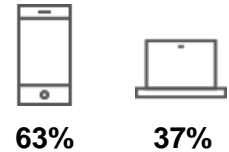
Older age group
(45+) growth: 2X

Highest Usage



Last day
device usage

Highest Email Access



% email accessed
by device

Source: Deloitte Global Mobile Consumer Survey 2018: The UK Cut
IBM Watson 2018 Marketing Benchmark Report

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Only



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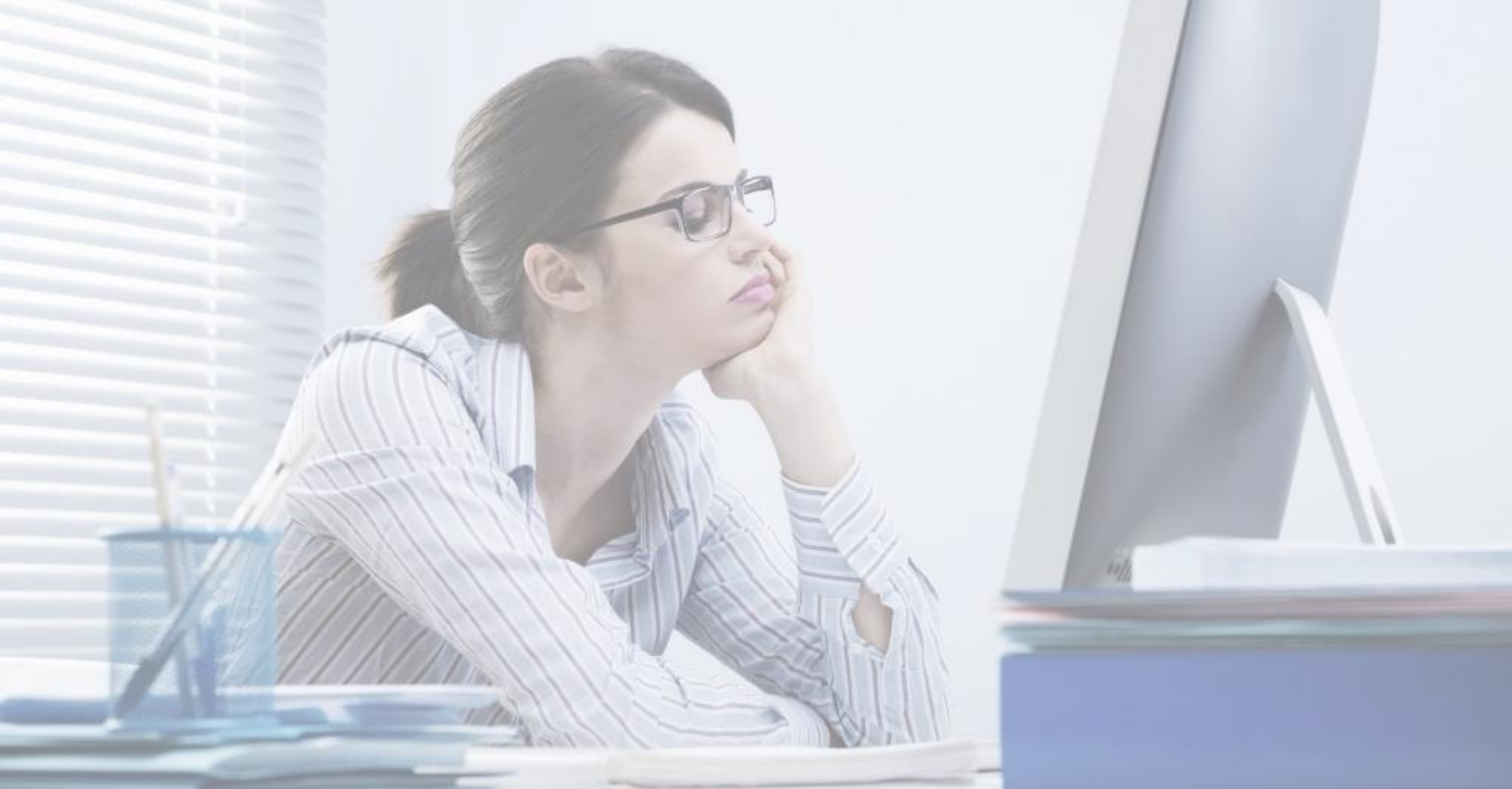
Pre-
profiled
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DNA





7 minutes LOI



Proximity to Moment of Truth:

- Ask when consumer is consuming
- If you ask about habits, why are you asking about things that happened many days ago?
- Real consumption forecast can be done

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Only



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Research
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But without you it's impossible

- Creating a completely new agenda and role for Market Research within the organisation
- Strategic
- In the center of the decision-making process

Creating a completely new agenda and role for Market Research within the organisation

From		To
Occasional	▶	'Always on'
Nice to have	▶	Actionable
Validation	▶	Iteration
Looking backwards	▶	Looking forwards
Opinion-based	▶	Data-driven
Reactive	▶	Proactive
Administration	▶	Execution
Backoffice	▶	Strategic

Whilst other areas of the business have already changed, adopting processes, technologies and SaaS tools to be agile and efficient

Sales



Marketing



Administration



People



Market Research



The adoption of SaaS solutions creates a new paradigm for the Market Research teams

Sales



Marketing



Administration



People



Market
Research



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Thank you



HEALTH • HYGIENE • HOME

