



Improving Efficiency, Reach & Influence

Three Practical Ways to Empower Insight for Better Business Decisions



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The insights landscape of today

Customers, behaviors and markets are evolving at an unprecedented pace. How can brands understand, anticipate and navigate this change by creating empowered, agile cultures of insight?



30,000+

New products & services
launched in 2020 alone.

Markets are growing



#1

challenge for leaders is
creating business impact.

Competition is increasing



75%

of consumers tried a new
shopping habit in 2020.

Behaviors are evolving



44%

of marketing leaders expect
budgets to shrink.

Pressures are mounting

Three pillars of insights empowerment

Efficiency

Under strong commercial pressures, insight teams must find new efficiencies without sacrificing research quality.

Reach

As decision making becomes more distributed, insights must reach a wider audience.

Influence

In a competitive data landscape, insights must be compelling to have a lasting impact.

Insights Empowerment

The culmination of research efficiency, reach and influence that results in a culture of customer closeness and drives informed decisions.



Pillar #1

Efficiency

How to unlock new approaches that help existing budgets and resources go further.

Pop quiz #1 – How efficient is your research?

Do you use too many different technologies and agencies and is your research fast enough for your stakeholders?

Too many tools drags down efficiency

More platforms, technologies and outputs require more resource, skills and financial investment to manage.

#	Research Challenge	Clients (%)	Agencies (%)
1	Time related challenges	11	9
2	Insight & analysis	10	7
3	Human resources/ manpower	9	7
4	Availability & amount of data	9	7
5	Cost related challenges	7	7

Two out of the top 5 challenges client-side researchers face involve a lack of time or resource. Such challenges are exacerbated by a fragmented technology landscape.

Source: Greenbook GRIT Report Q3/Q4 2019

Speed up research by streamlining your insight world



Qual & Quant

Managing the collection of multiple data types in a single space.



Collection & Reporting

Using the same technology & systems to both collect and report on data.

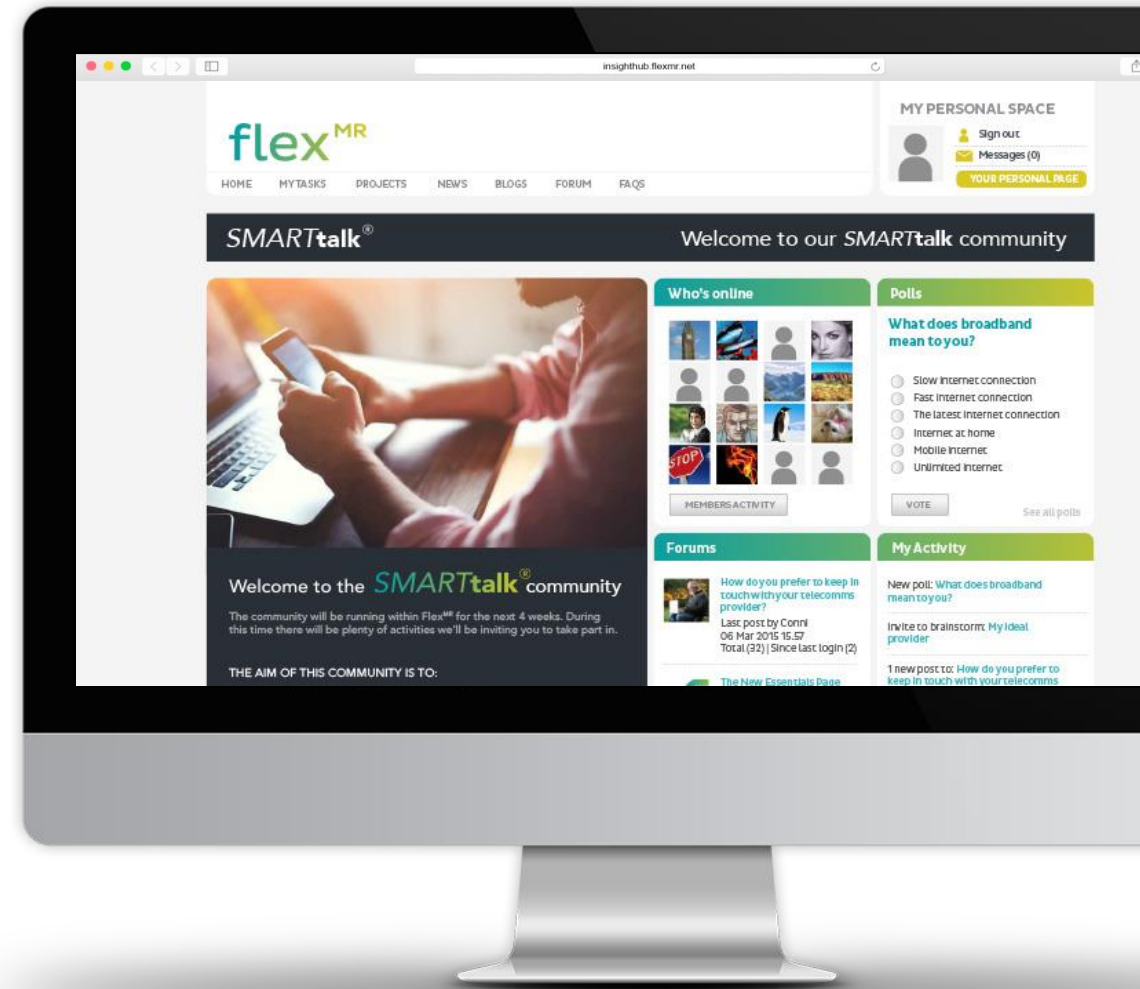


Centralised Data Protection

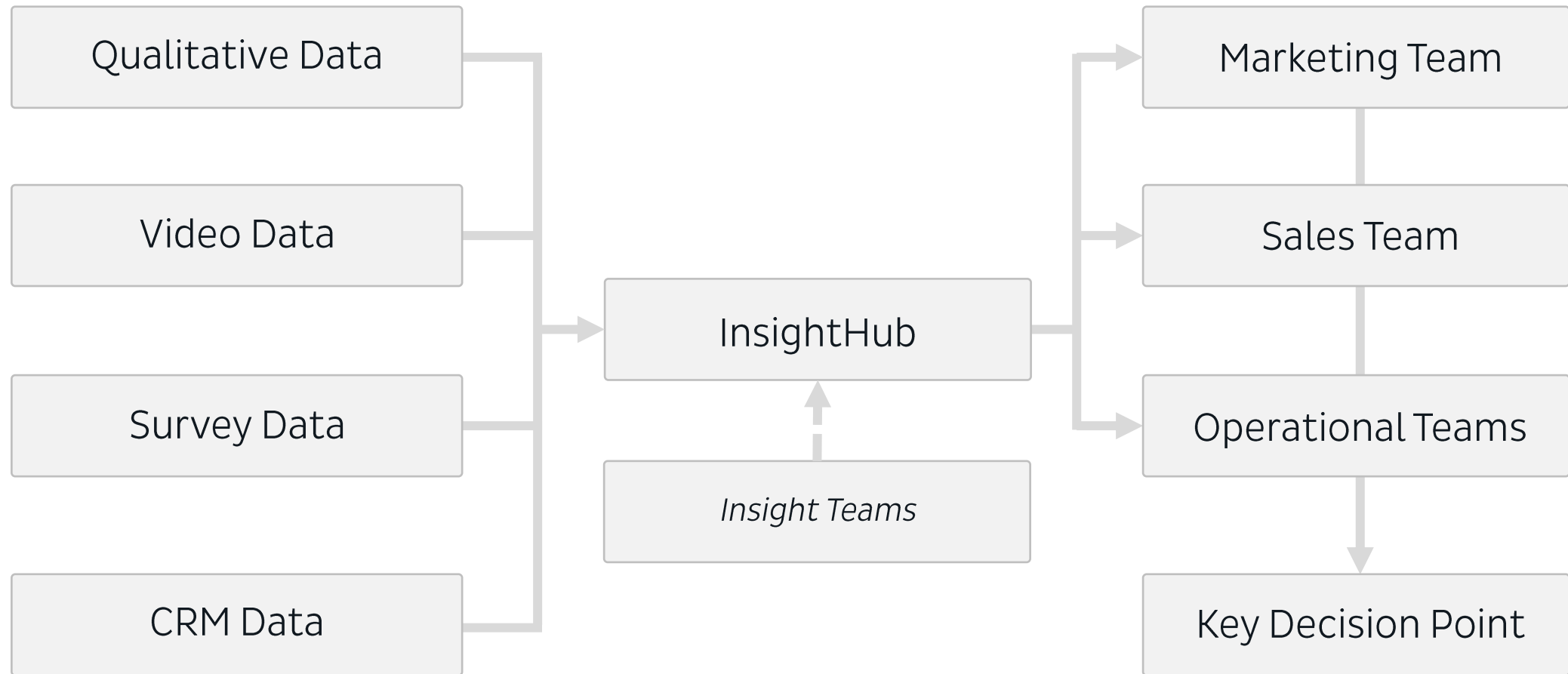
Researchers are able to manage GDPR, CCPA & other privacy regulations more easily.

Store and process your insights simply

- Use one central collection point for Qual & Quant
- Access unstructured & structured data in the same place
- Analyze video, text, and survey data in 1 place.
- Access video transcription to efficiently sift and filter videos to find key insights
- Filters make possible to quickly identify segments and insights of most interest
- Run banners, xtabs, and tables for quant data across all projects in the same platform



Result: efficiency yields more research = better business decisions





Pillar #2

Reach

Generating a wider commercial audience so that insight touches more decisions

Pop quiz #2 – Does your research reach across the organization?

Does the research team have a strong enough relationship with all business units and is your research being used in a high number of business decisions?

How democratic is your data?



Collection

To democratize data, relevant information must be collected, organized & stored.

Democratization

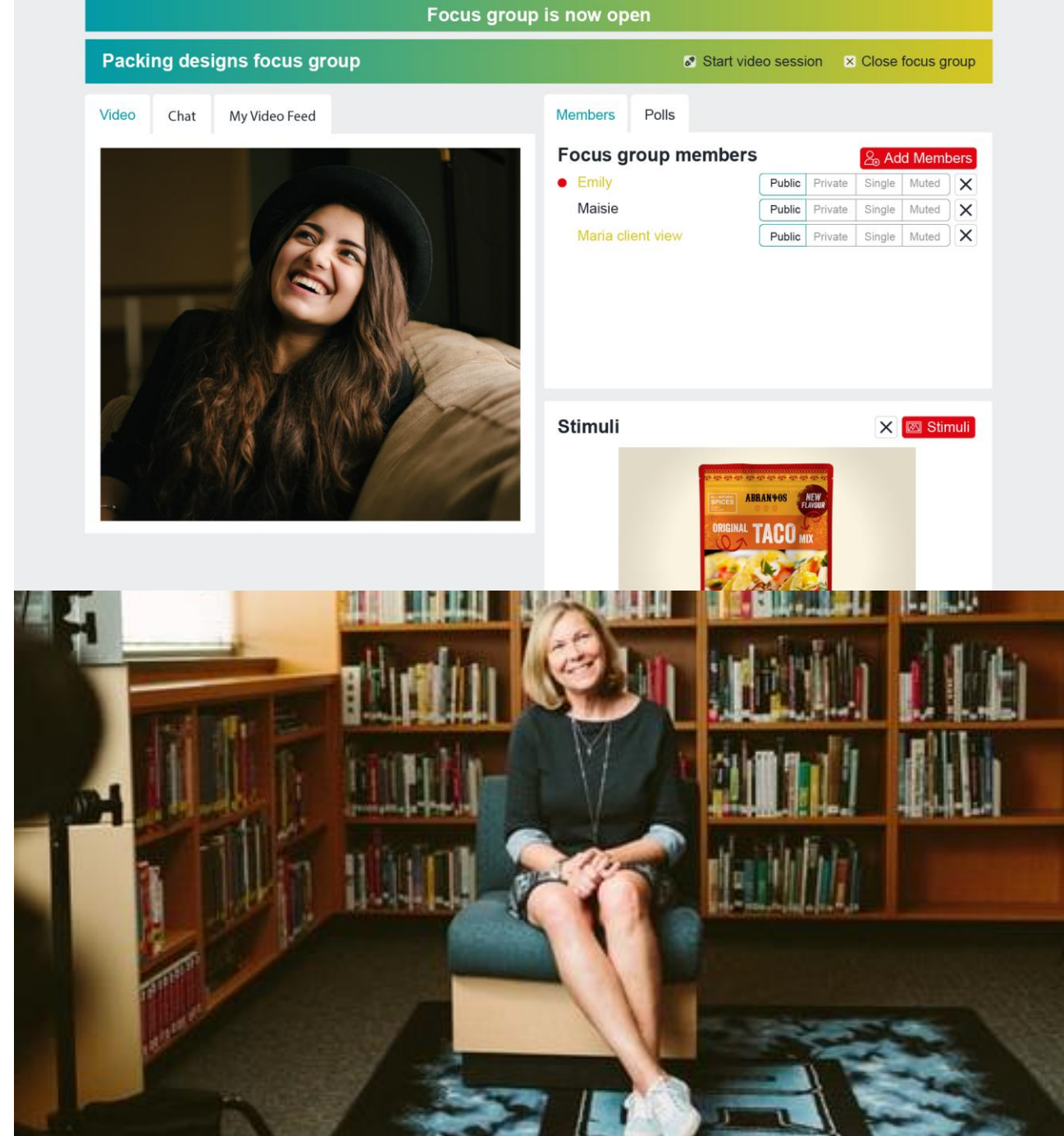


Distribution

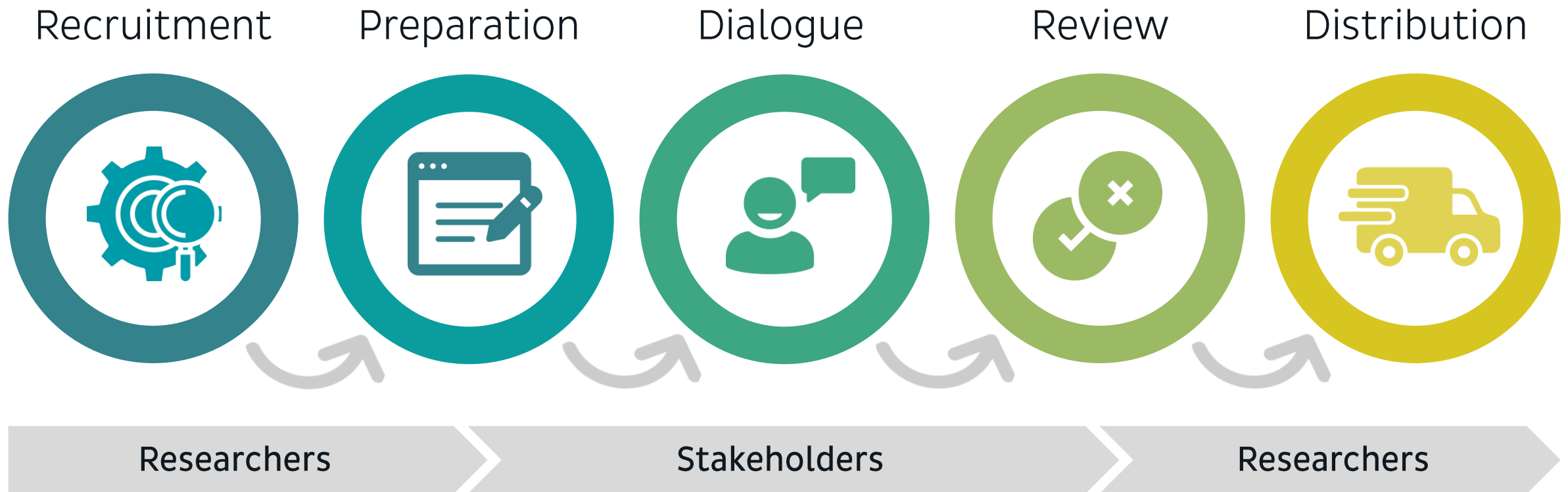
Collected data must be actively, responsibly and effectively shared.

Broadening reach with video close connections

- Remove the barriers between customers and stakeholders.
- Facilitated by online focus group software, close connections bring stakeholders & customers face-to-face.
- Promote empathy and the role of market research in decision-making.
- The online format is far more efficient, removing travel costs and delays.
- Researchers can watch, observe and support from a dedicated back room.



The close connection process



How to balance the risks and rewards

- Involving stakeholders directly in the research can be a scary thing – like giving people the keys to the kingdom.
- Create a process of oversight. Key elements to getting this right lie in good quality participant recruitment and a ‘hand holding’ support before, during and after each dialogue.

Risks

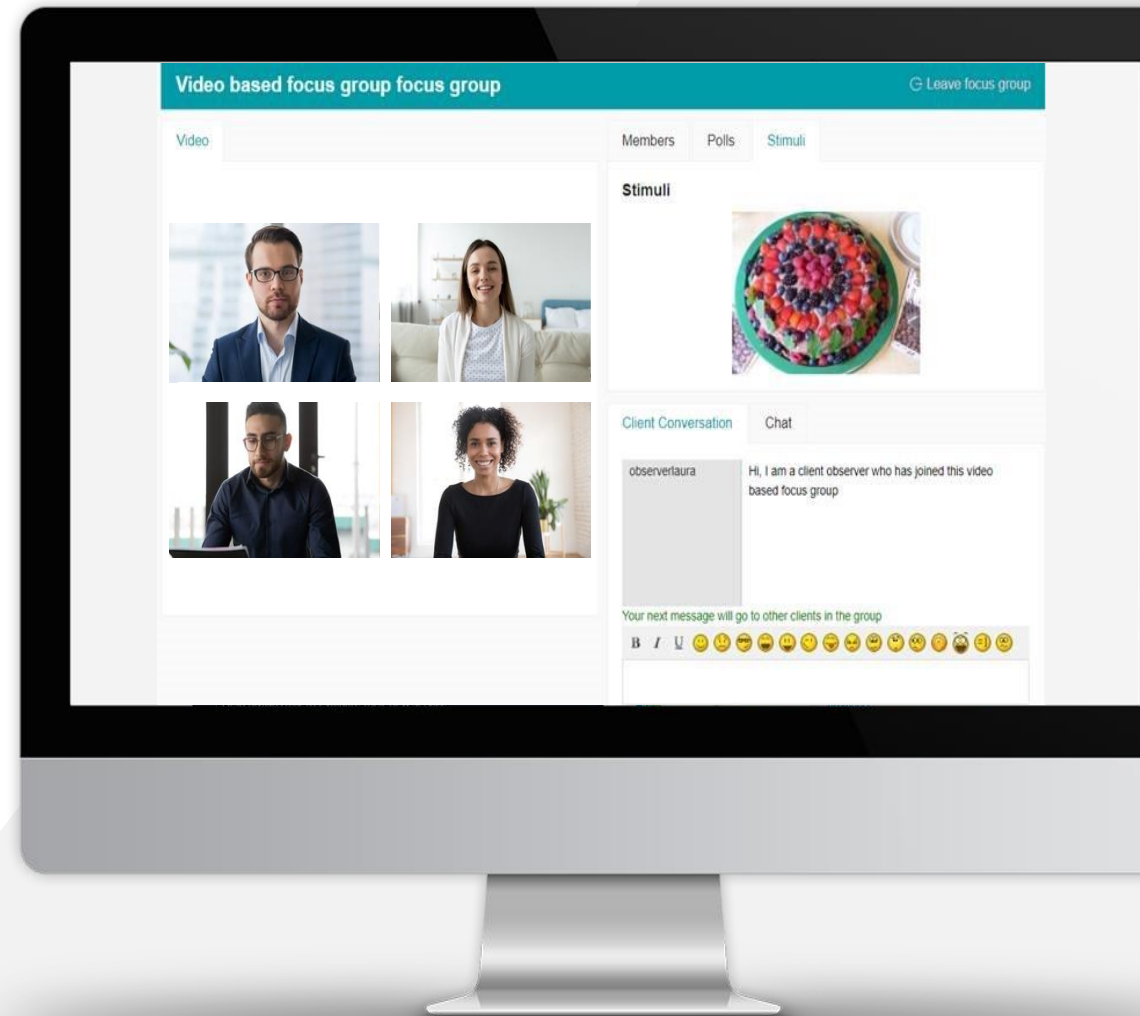
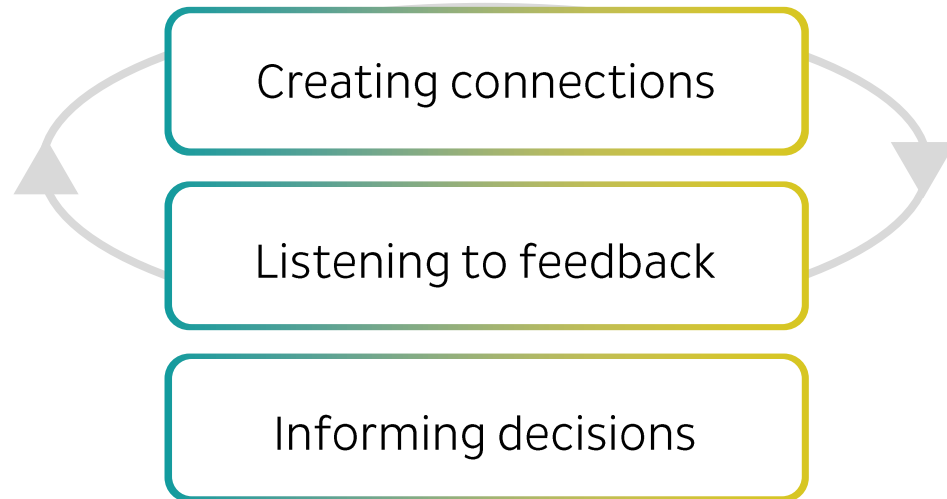
Leading questioning
Poorer quality decisions
No structured analysis
Devalues perception of research function

Rewards

Puts customer at the center of the decision process
Quick and agile process
Stakeholder engagement
Cost efficient
Controlled environment

Result : increase in reach of insight

Radical Transparency builds credibility in the research process, increases stakeholder empathy, opens a new channel for listening to customers, and overall increases your need for insight across your organization



An aerial photograph of a city skyline, likely New York City, taken from a high vantage point. The image is overlaid with a semi-transparent dark blue layer. In the top right corner, there is a cluster of white geometric icons, including stars, circles, squares, and lines, some of which are interconnected. The text "Pillar #3" is centered in the upper middle of the image.

Pillar #3

Influence

Delivering impactful results that capture and maintain attention.

Pop quiz #3 – How influential is research to your business?

Do your stakeholders use research in their decision making and do they confidently act on research when making decisions?

Use ART to make a strong insight impact

Observation

Decision makers often rely on quantitative data because of a difficulty in understanding how to engage with and use qualitative research.

Question

Is it possible to use the principles of storytelling, art and design to make it easier for decision makers to engage with qual?

Exploration

Translating qualitative feedback into interpretative works of art – using outputs to stimulate conversations about complex, nuanced subjects.

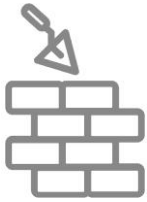
Answer

Art can kickstart conversations and provide an engaging overview of complex feedback, but must be supported with in-depth reports & guided discussion.

Practical process of turning Insight to ART

Art is emotionally impactful and compelling. Our team used ART as a research output and storytelling device. FlexMR worked on over 50 projects that involved brand perceptions, sector attitudes, behavioral predictions and more.

Phase #1 – Fielding



3 day brand perception question boards to investigate consumer attitudes & opinions.

Phase #2 – Distilling



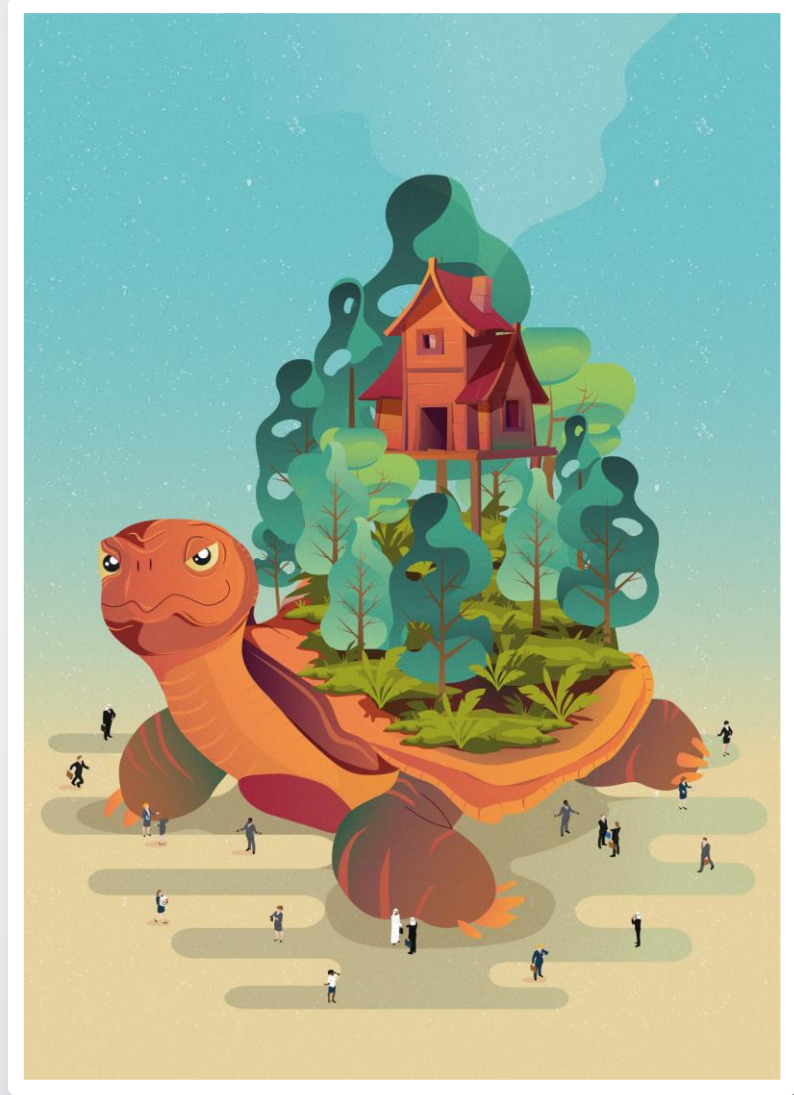
Themes and topics distilled into core ideas that form the basis of decisions on style & subject.

Phase #3 – Testing



Artworks created & tested to find the one that most closely invoked the same reactions as research data.

PBS Kids Brand
Digital Illustration



Esso Brand
Vector Illustration



The Winter scene outside of the window suggests that people think more about British Gas in the colder months

The gold decoration of this game piece is representative of “expensive” price associations

Realism and surrealism of Gerhard Glück in order to communicate the conflicted feelings consumers

The oversized game piece represents the “market leader” and “monopoly” position that consumers believe the brand to enjoy

The Ludo game board is a reference to the longstanding “British pedigree”



Increasing Influence among stakeholders

“A fundamentally brilliant idea that really brought the brand to life in a new way”

“It sparked the right conversations about the brand and what needs to happen – beyond what I call the “urban myth” of what our brand stands for”

“It certainly got everybody talking and opened up conversations we wouldn’t have had”

“The revelation that this is how our customers see the brand, sparked a lively debate about brand attributes”





Thank You for Listening
**Visit Kiosk G Outside of Session Room 2
to Find Out More**



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