

TAKING YOUR RESEARCH UP AND OUT

Practical tips for transforming research into
industry-impacting headlines



OUR TEAM



Mike Bard

Vice President and
Principal

KS&R



Matt Walker

Director, Research Center
of Excellence

Cox Automotive



Kim Cason

Manager, Research
Center of Excellence

Cox Automotive



ABOUT US

Cox
AUTOMOTIVE™

Transforming the
way the world
**buys, sells, owns
and uses cars**



40,000+ auto dealer
clients across five
continents



Recently invested **\$350 million (U.S.)** in battery-electric truck and SUV startup Rivian



34,000+ team
members, globally

KS&R

Providing insights
to **help
businesses make
better decisions**



A **top 50** global
market research firm



Extensive global reach
conducting research in
122 countries and **43
languages**



70+ research professionals with
varied backgrounds in business,
research, Anthropology/
Sociology, Psychology, Statistics
and Economics

THE DEALER SENTIMENT INDEX ROADMAP

Building The Research Up *No expectations*

- Opportunity Identified in 2017
- Proof of concept conducted – 30 completes on a low budget

1

Establishing Research Value/ Credibility

Expectations increase

- Stakeholder buy in and budget allocation
- Publisher relationships established and study targeting 1,000 quarterly survey completes among dealers in the US begins
- Initial media publication
- KS&R brought to establish a quick turn, dependable, error free program

2

Taking the Research Out

Continued high expectations

- KS&R introduced to Cox Auto's sister organization in Australia, then began supporting the DSI Australia-New Zealand program shortly thereafter
- By the end of 2018, DSI data and insights had been published multiple times (and continues to be published quarterly)
- Cox Auto expands their team to support the increased demand on the programs' insights
- KS&R and Cox Auto have continue with the 3rd year of the DSI program & are sharing all of this with you at the Quirks Conference

3

Dealer Sentiment Index:

- Quarterly online survey
- Representative sample of 1000+ U.S. franchise and independent dealers
- Measures dealer perceptions of current retail auto sales and sales expectations for the next three months

Stage 1: Building the Research Up



Alex Bland

Senior Director, Industry Intelligence

We created it in silos to the side without being asked for it but because we thought it would be an impactful tool for the industry and our business overall. We worked out the kinks and we got it running smoothly on the side before we ever brought it out into the light of day...



Stage 2: Establishing Research Value & Credibility



Jonathan Smoke

Chief Economist

I was very excited to identify this as an opportunity where there really wasn't an association or anyone doing something the right way that we thought would reflect true Dealer Sentiment so of course I jumped right on in supporting trying to make this happen and it has been a great experience as we put this together and evolve it.



Stage 3: Taking the Research Out



Jason Jager

Director, Industry Relations



The Dealer Sentiment Index provided a way in which we could have an evergreen dialogue in place with Automotive News on a recurring quarterly basis. We had an opportunity to have our messaging and our thoughts on the direction of the space, where that was going and a way for Automotive News to in-turn share with their readers which is of course is our clients...

A First Down Under



I had heard about the Dealer Sentiment Index research while at an industry conference in the US. After learning a little more, connecting with KS&R, and sharing with the Australian Automotive Dealer Association (AADA), they

the study, as they felt it was in the best interests of their members to measure their views in a standardized and calculated manner. **While there have been various surveys about dealers and the automotive industry down here, as far as I know, we haven't had an index prior to launching ours.** The AADA, dealers and the industry in general have found our dealer sentiment index very useful and insightful especially when the current climate dealers are facing.

Matt McAuley

Director of Marketing and Communications
Cox Automotive Australia & New Zealand





Jonathan Smoke

Chief Economist

Each quarter when we get new numbers, I'm always impressed with how our view of what the frontline is telling us and what's happening in the industry ends up being the best forecast that we can have about what's going to be happening in the sales results reported. Dealer Sentiment is awesome. I encourage anyone who is thinking about research in an industry to identify that white space and own it.





Taking Your Research Up and Out



KS&R

Vice President and Principal

Mike Bard

mbard@ksrinc.com



Cox Automotive

Director, Research Center of Excellence

Matt Walker

Matthew.Walker@coxautoinc.com



Cox Automotive

Manager, Research Center of Excellence

Kim Cason

Kimberly.Cason@coxautoinc.com

Download this slide here:

www.ksrinc.com/quirks20.pdf

[Click here to access Cox Auto's News Room](#)

01 Building the Research Up



Set time aside regularly (individually and for your team) to review the research being done, **identifying any potential holes or areas where you could take research further**. Be honest and open-minded.

Scope out non-requested research opportunities, identify the issues the research addresses and who would benefit (both internally and externally). **Be collaborative and take calculated risks**.

Utilize any resources available to you (may include secondary research, leveraging existing research, and/or a conducting a pilot w/ internal sample source and DIY platform or an external research partner. **Be resourceful and always in a learning-mode**.

02 Establishing Research Value & Credibility



Share the perceived need, the benefits, and any available supporting data with leadership – particularly those who would benefit the most to try and secure funding. Be precise with your communication and passionate about what you're doing. **Align** with your partners and **adapt** your research plan to your budget and audience.

Establish a solid, *repeatable* research plan and timeline, so all partners know their role and responsibilities. **Be predictable and reliable with your plan**.

03 Taking the Research Out



Work with your partners (internal & external) to push/leverage the stories from your research out – divisions within your company, your customers, your industry. **Be proud of your work and share it**.

#MRXUPANDOUT

