



GRIT



2021 TOP 50
INNOVATIVE
COMPANY

Lessons from History: How Humanity's Ability to Change Can Guide the Evolution of Insights



The market research industry has been changing rapidly.



From the growth
of market research
overall...





According to HubSpot,
69% of marketers
planned to increase their
market research in 2021.



2021 also saw the first rise
in market research
budgets since 2015.

To the shift to
online research...



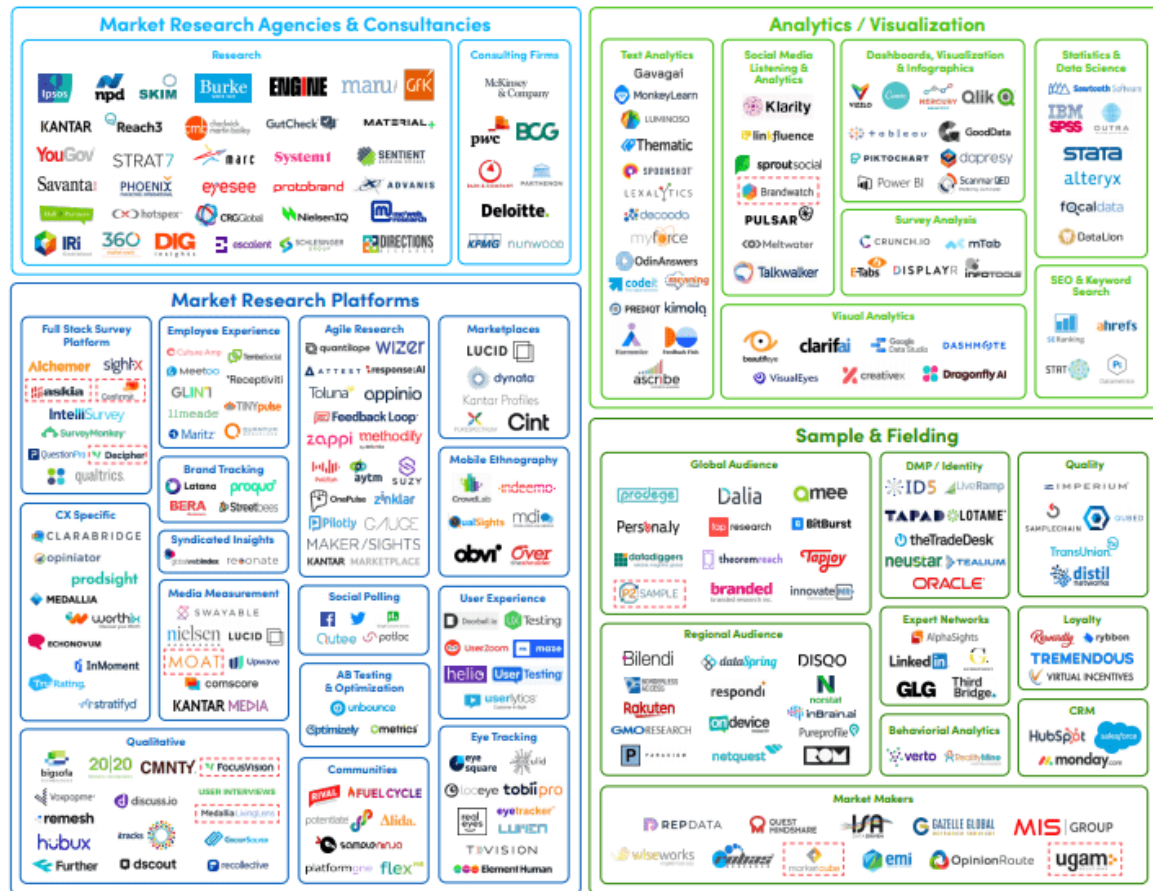
89%

According to Statista, 89% of people who conduct quantitative research use online surveys.
Only 10% use the mail.

To a boom in
research technology.



We estimated that the size of the research technology eco-system is more than \$16.5 billion worldwide across 1,200+ companies.



But history has shown us that change is very natural for humans.



So how can we apply what history has taught us to make it easier to adapt to a changing market research landscape?



Domesticating fire
served many
purposes.



Research technology
can also serve more
than one purpose.





The invention of writing by the Sumerians in 3500 BCE was largely necessary to record information.



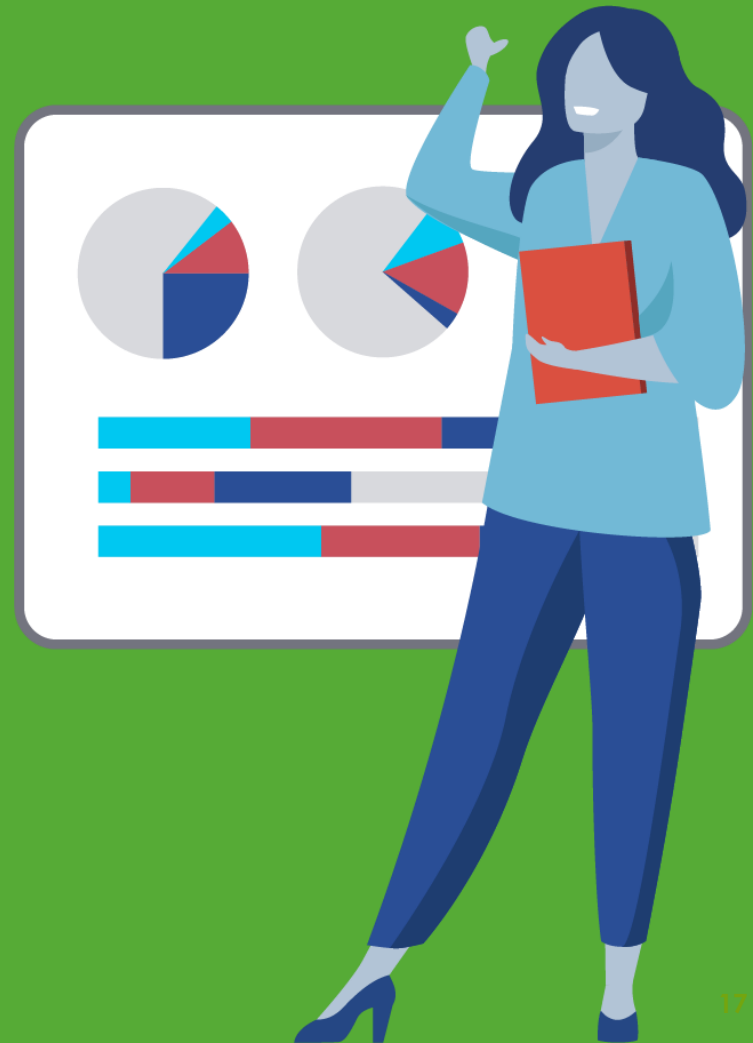
We continue to have an increased need for better ways to record and access data. According to Statista, by 2025 data creation will be over 180 zettabytes.



The advance of science and medicine turned fatal injuries into minor ones. Pre-modern humans had an average life expectancy of 30 years, and today it is about 70 years globally.



What were once major undertakings in market research can be done with much greater ease.



The Industrial Revolution saw a rise from 15% of England's population living in cities to 85%, requiring a massive culture shift.



We can shift our corporate culture to see insights as a must-have rather than a nice-to-have.



Humans required cooperation and communities to survive and raise children. Even the earliest humans had communities of 20-50 members.



The Insights Team needs a community and support in order to meet demand. ResTech can help.



Humans developed new belief systems that allowed them to better cooperate in large numbers. Money is one such example that dates back to 600 BCE.



We can create a cohesive belief system around what market research looks like today and in the future.



What does this look
like in practice?




*“We need to be
more agile.”*

- CMO, RBC



*“Lets us handle
common research
tasks ourselves.”*

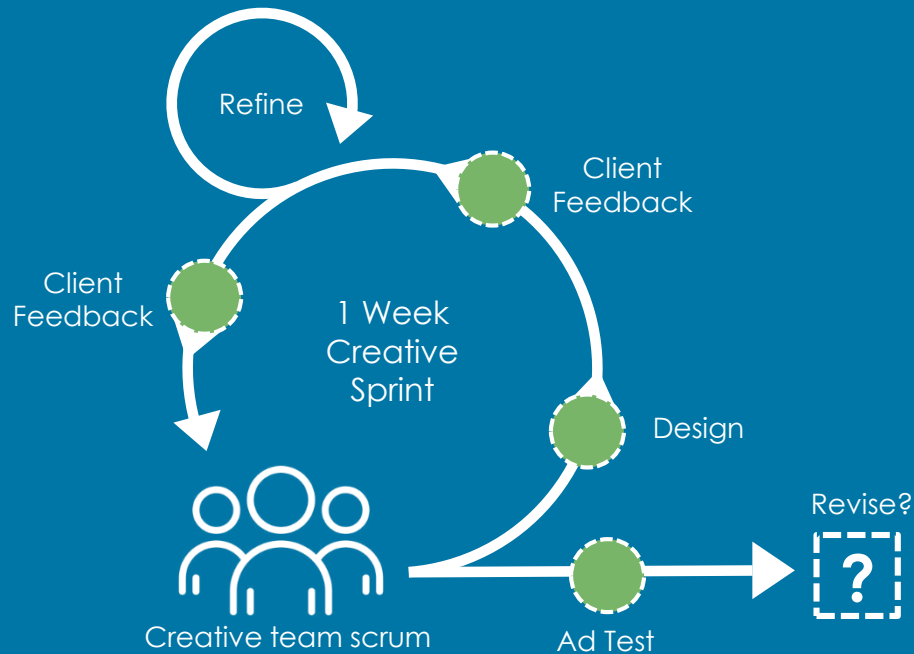
- CMO, Bank of Montreal

A photograph of a man lying face down on the floor of a supermarket aisle. The aisle is lined with shelves of various products, including canned goods, pasta, and boxes of cereal. Several red circular signs with the words "PRICE CUT" are visible on the shelves. The man is wearing a light-colored t-shirt and shorts. The floor is a polished, light-colored tile.

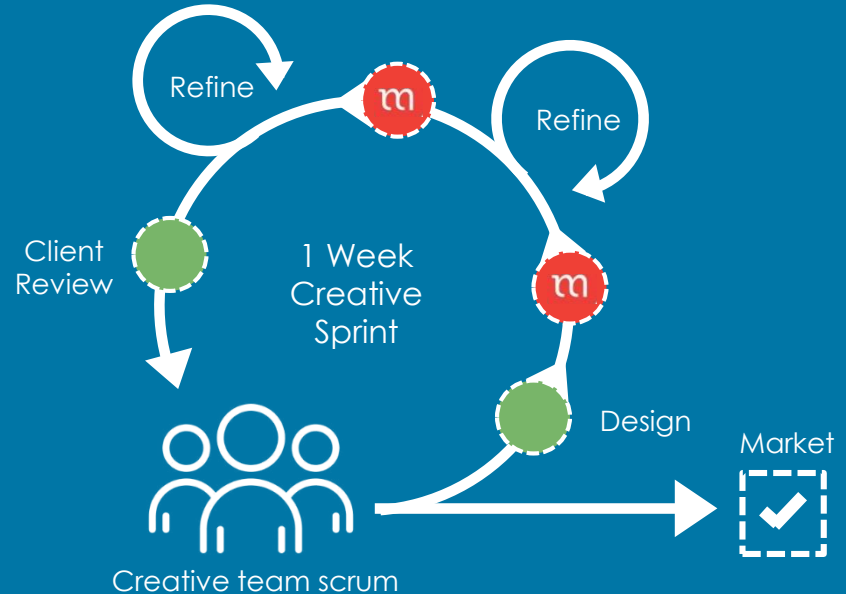
“80% of marketing programs have no consumer feedback.”

- VP, Loblaw's

A New Approach to Testing

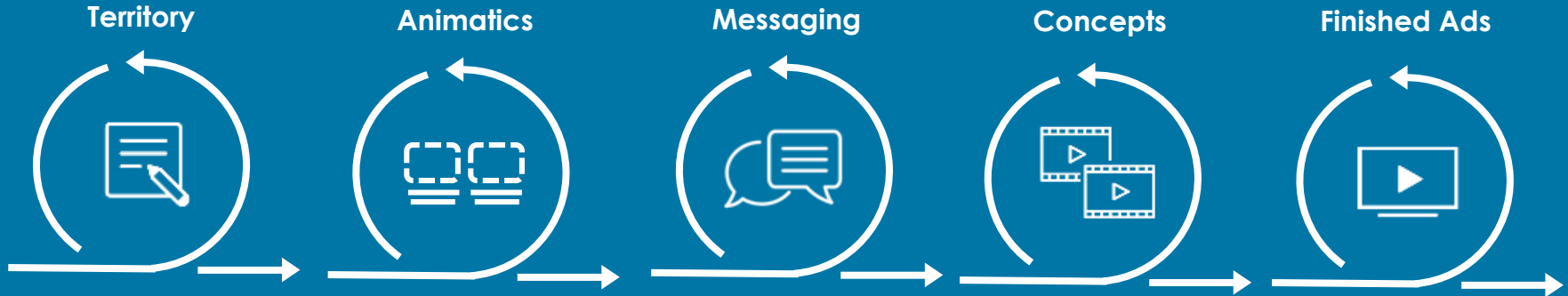


Typical ad testing process



With consumer feedback

Testing for every step of the creative process



Test early, test often, test everything!

Key Takeaways:

- Change isn't new to humans, and we can learn from our past how to approach our future
- Research Technology can help facilitate the changes in the market research industry rather than make them more burdensome
- We need to embrace a cultural shift as much as a technological one to successfully transition into the new era of insights

Thanks

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Schlesinger Group

Booth #700

