

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



Providing insights to help businesses make better decisions

KS&R

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

COX AUTOMOTIVE" KS&R



34,000+ team members, globally



THE DEALER SENTIMENT INDEX ROADMAP

2

Building The Research Up No expectations

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

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

Π

- Initial media publication
- KS&R brought to establish a quick turn, dependable, error free program

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

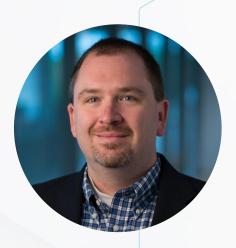
Dealer Sentiment Index:

- 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 & Creditability





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





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

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.

es, contract of 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: <u>www.ksrinc.com/quirks20.pdf</u>

Click here to access Cox Auto's News Room



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.**

2 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**.

3 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**.

#MRXUPAND**OUT**

