



# Relative

## INSIGHT

Ben Hookway, CEO

[ben@relativeinsight.com](mailto:ben@relativeinsight.com)

@relativeinsight    @benhookway

A *new way* to think  
about language

171,000



170



0.1%

Language is *powerful* but *weird*

- What we like and dislike
- How we feel
- How we like to be engaged
- Tells you why

Language is *powerful* but *weird*

- But it's really easy to mess up
- It's easy to misunderstand
- Differences in how we speak reveal a lot
- But is key to *understanding* people

Which makes it *hard* and  
sometimes *expensive* to analyze  
at scale in Market Research





University of  
**Salford**  
MANCHESTER

human  
theory

sky

*agility*

**SAP** Partner  
Open Ecosystem



*P&G*



**BBC**

■ **R/GA**

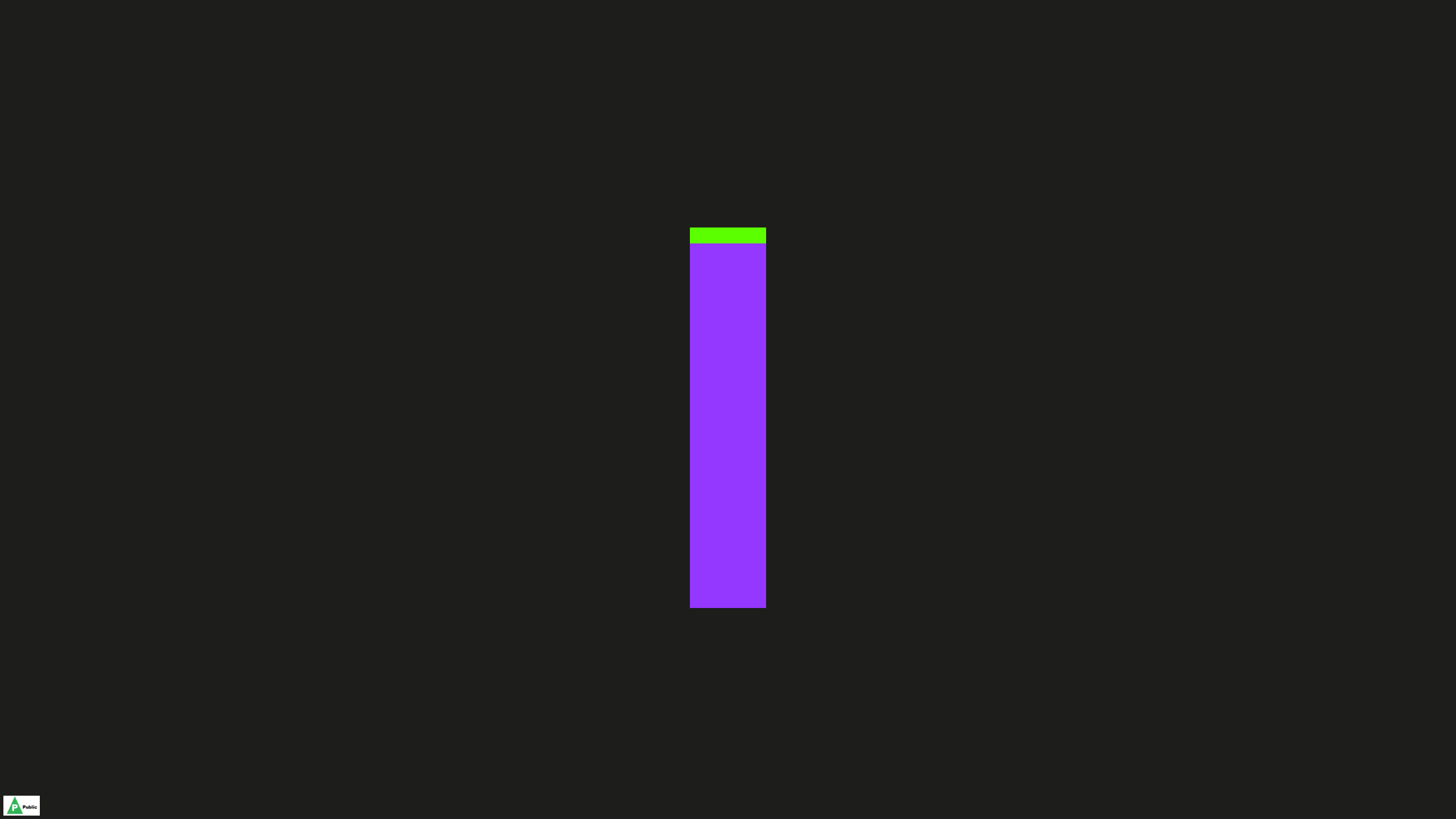
*News Corp*

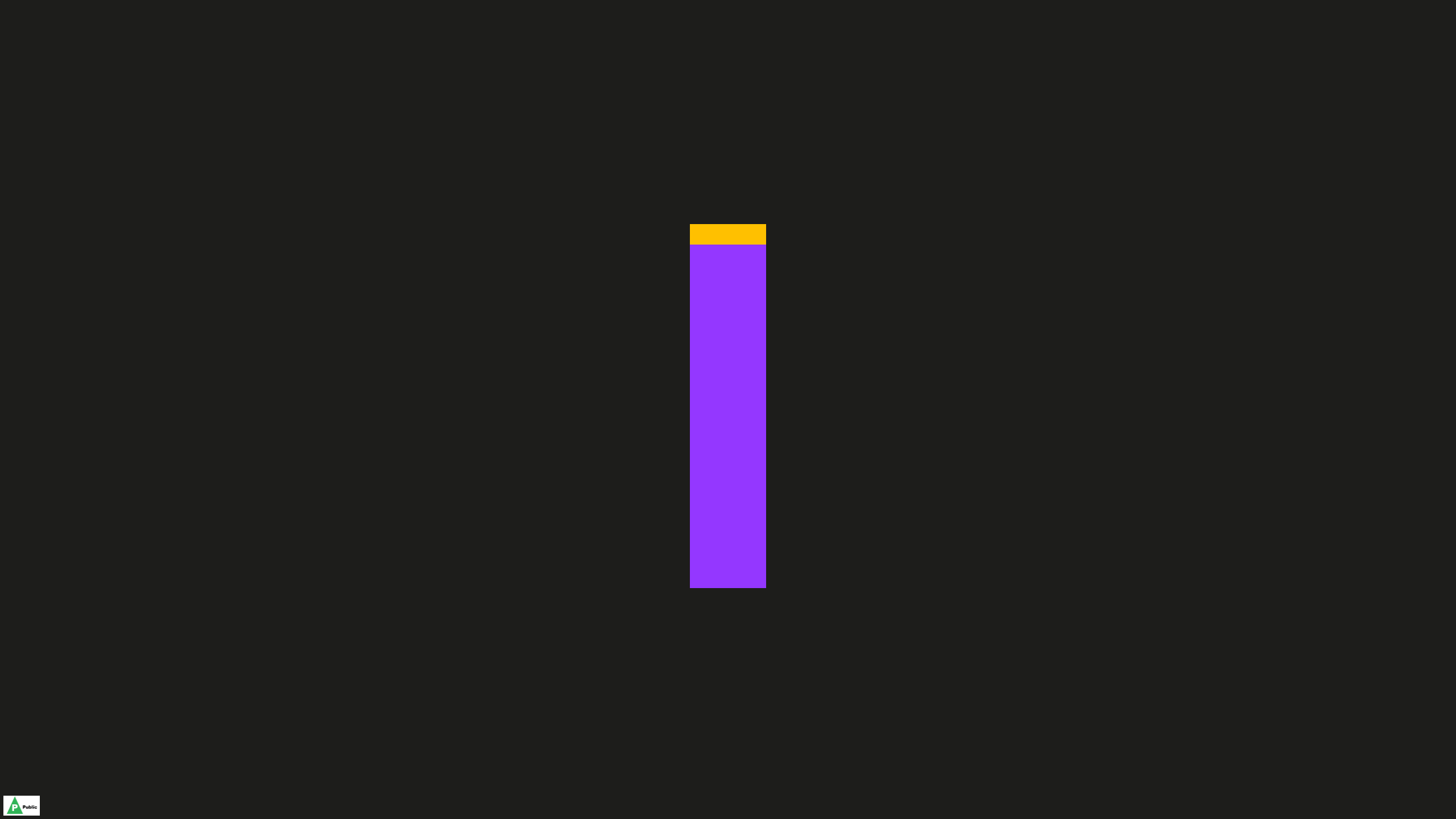
dyson



Developed to catch *criminals*  
online

VS





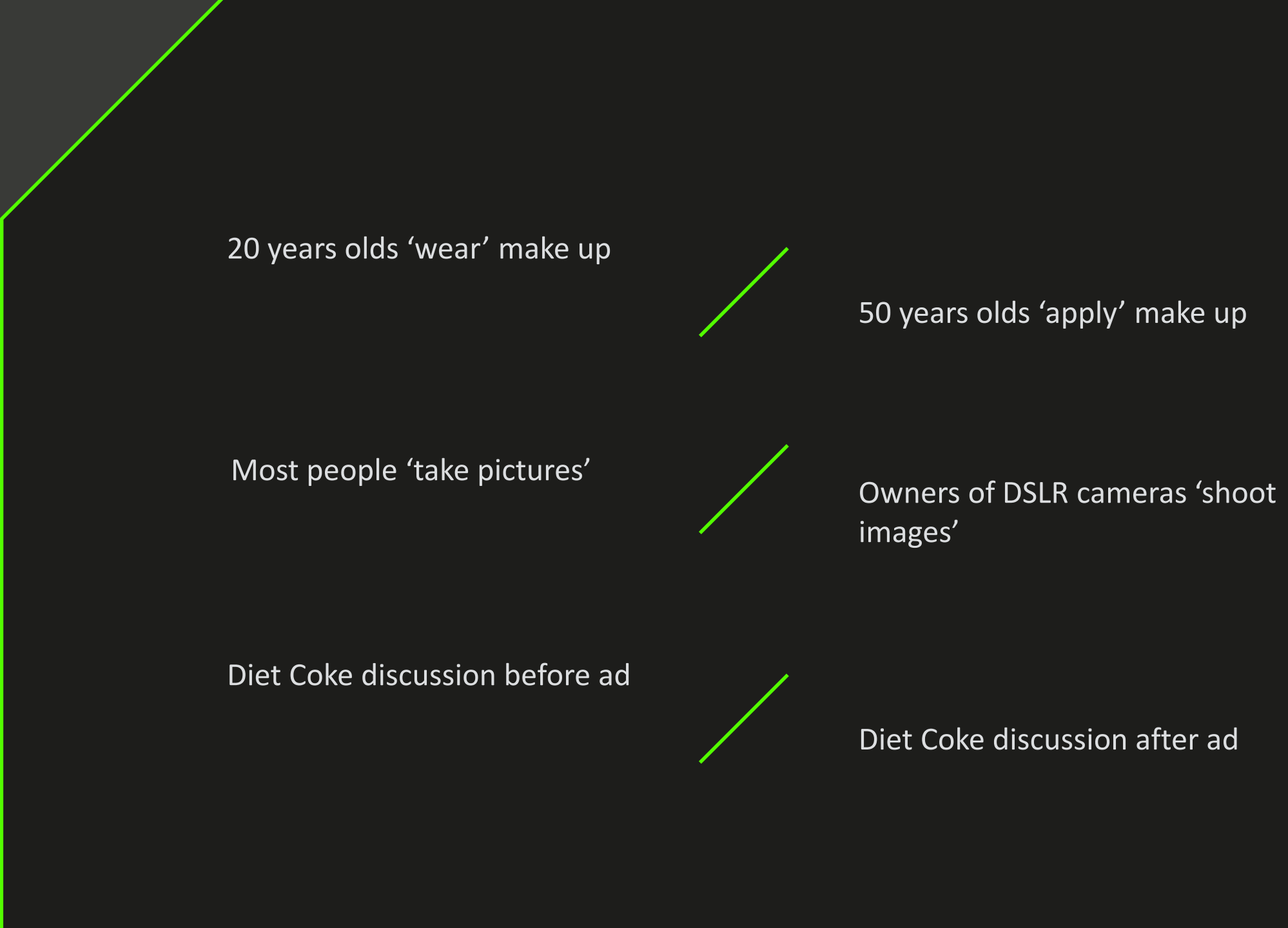
# Applying this to Market Research



Community

Social

Survey



20 years olds 'wear' make up

50 years olds 'apply' make up

Most people 'take pictures'

Owners of DSLR cameras 'shoot images'

Diet Coke discussion before ad

Diet Coke discussion after ad

# Leveraging Holiday Property Surveys

Travel company which surveys customers on their property experience so they could understand what key aspects of properties to promote to different customers

Compare by audience

Compare by rating

Compare by location

Massive *time saving* + more *effective* copy  
+ *objective* analysis



# Enhancing Segments with Survey



- Detailed *segmentation* based on targeting data
- Surveys went out to segments on ads, offers, attitudes
- Now we know the *differences* between how *segments* talk

Different messages and creative went to different segments

# Rethinking **Surveys**

- Both these customers rethought how to use surveys
- *Open ends* embraced – no time or costs issues any more
- *Existing Data* - Analyzed to uncover new value

- Think about all the *language data* you have
- Cost of analysis transformed
- New *value* from existing *data*
- *Understand the why*



**Relative**  
INSIGHT

# e Questions Please!

Ben Hookway, CEO

**Kiosk K**

[ben@relativeinsight.com](mailto:ben@relativeinsight.com)

@relativeinsight @benhookway