

Let's Make Market Research Systematic

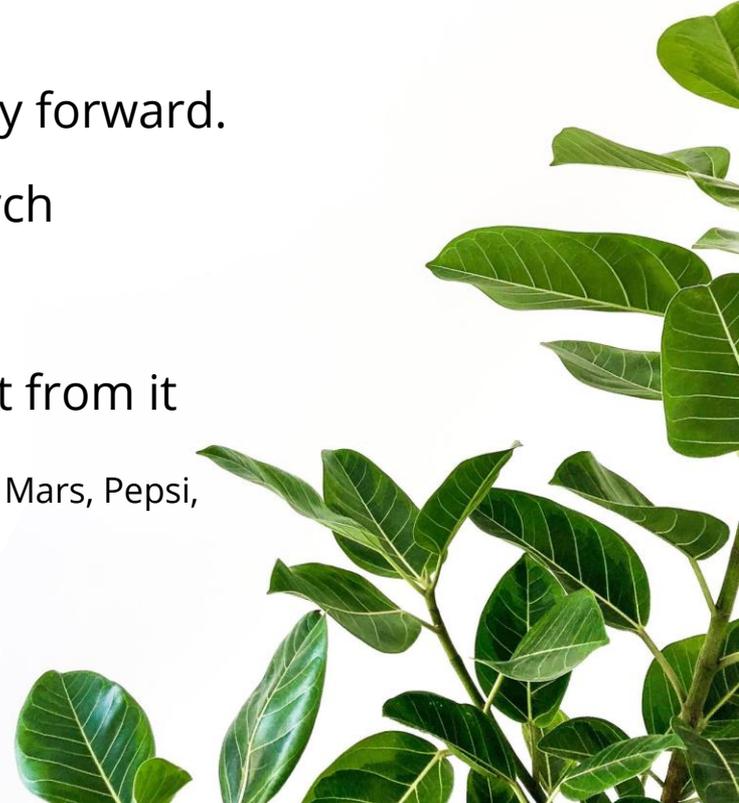


In This Session We Will Cover

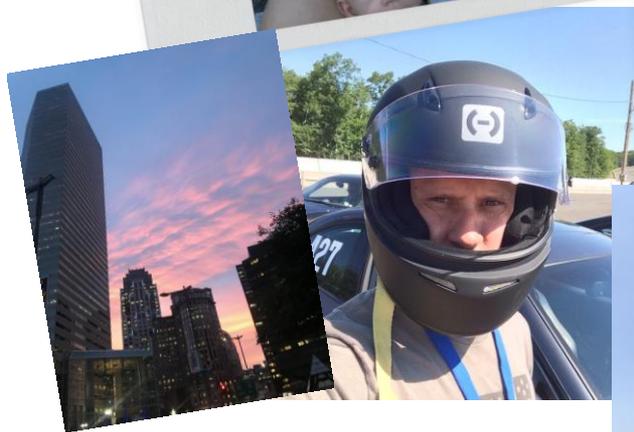
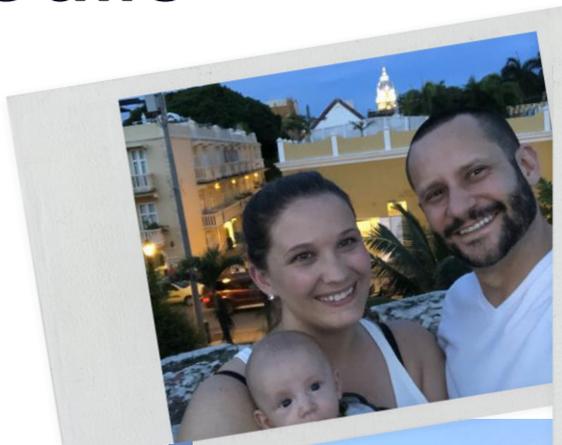
- Why, are we picking on Market Research briefs
- Why Systematic Market Research is the only way forward.
- What do we mean by Systematic Market Research
- How to get there
- How will you (and your organization) will benefit from it
- Learn from some friends - if we have time (McDs, Mars, Pepsi, Danone Vodafone)



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I'm Julio



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What is Head of Global Customer Team?



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**End
Research
Briefs**



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We Live in a Different World



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In our Current World People Are:



Diverse



Connected



Demanding

Consumers and Market Conditions Are Changing Faster Than Ever...

The Rise of Microbrands and Competitors

“ *The biggest 25 food-and-beverage companies(...) generated 45% of sales in the category in America but drove only 3% of the total growth.*

A long tail of 20,000 companies below the top 100 produced half of all growth.

- [Economist](#)

Digitization Has Transformed Consumer Behavior and Expectations

“ *77% of customers read online reviews before making a purchase.*

93% of purchases made by online shoppers are influenced by social media.

- [Inc](#)

Personalization is Expected

“ *75% of customers admit being more likely to buy from a company that recognizes them by name, knows their purchase history, and recommends products based on purchase history.*

- [Accenture](#)



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Companies Are Having a Hard Time Landing the Right Products and Advertising



“ Only 23% CMOs (claim to) know if the right message is hitting the right audience at the right time

- eMarketer

“ \$300bn Marketing Content Spend, but With 60%+ Waste

- PQ Media Report



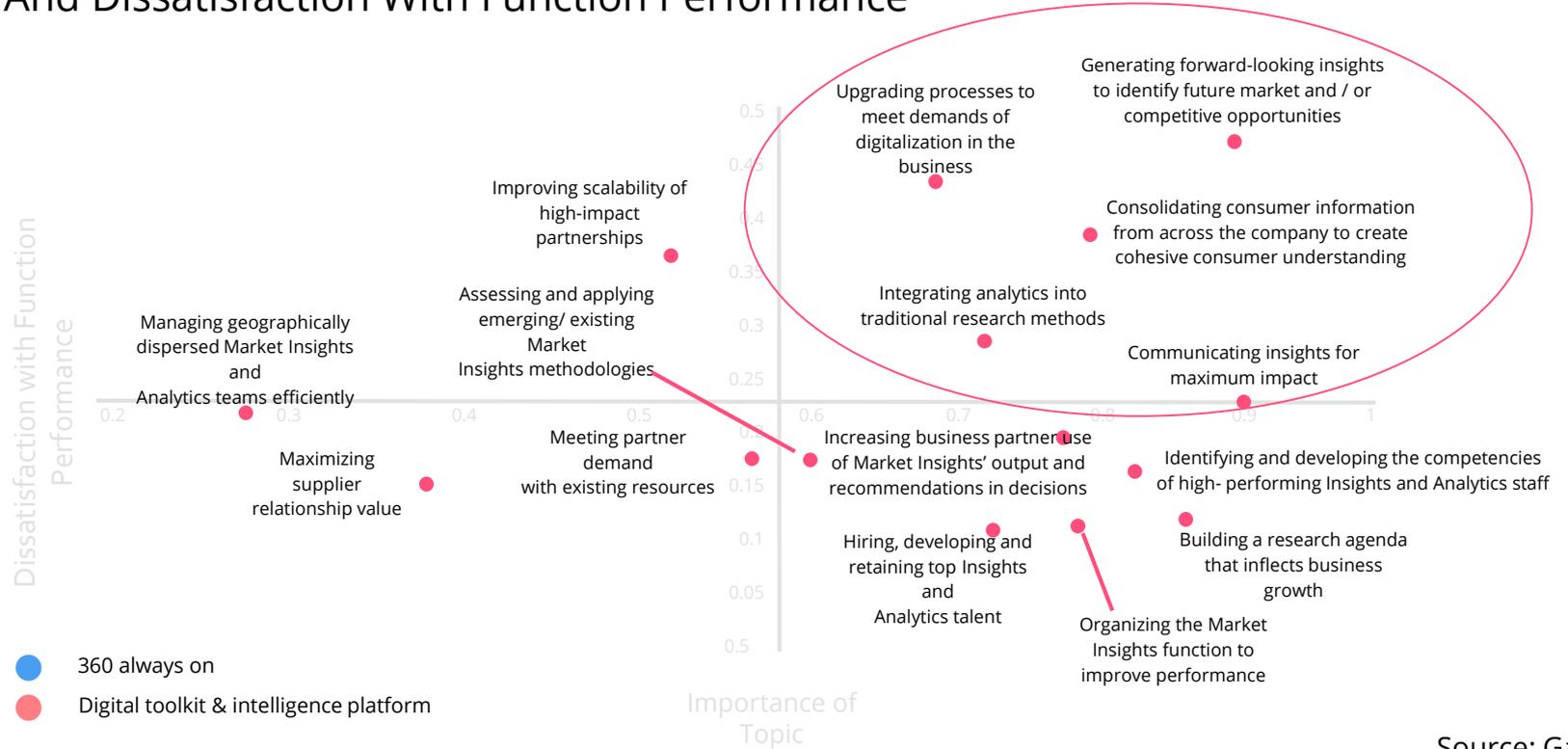
The State of Insights Today



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The C-Suite Priorities Are Clear

Topic And Dissatisfaction With Function Performance



Source: Gartner



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Insights Should Inspire **Action**



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Should be
Connected
Across The
Business



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That Drives
Impact

- Backward looking
- Not tied to key business decisions
- Data lives in silos within departments and companies
- Is not predictive of success...if predictive...models are held in black boxes
- Lacks relevance in larger business
- Has not evolved with new digital tools
- Is not agile or based on agile methodologies
- Utilizes systems born in the 90s
- Lacks resources to support the demand of insights
- Used as a validation exercise
- Fragmented range of tools that don't speak to one another
- Not fast...
- Does not help drive creativity or innovation...



BUT IT ISN'T



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**Businesses Trying to
“Digitally Transform”,
“Become Agile” and
“Customer Centric”**

**SUPER
NATURAL**



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Insights Functions Are Challenged...

They are **working around the clock** not on inspiring action but just keeping their head above water.

Their **budgets** are shrinking.

Their **departments** are shrinking.

They are **not** getting the **benefit** of tech.



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Time Is Too Often Spent on Tasks That Don't Add Value



Brief writing



Data
Crunching



Vendor
Management



Deck making

This Is Still How We Are Spending Our Time

8-9am: status with the team

9-10am: update all live projects and RFPs

10-11am: last minute meeting with marketing

11-12pm: kick off call with an existing vendor

12-12.20pm: eat lunch at desk

12.30-1pm: that pitch you agreed to listen to

1-2pm: get back, reformat and redo report you get from vendor or automated data dump

2-4pm: deal with fire drills

4-5pm: get called into a last minute meeting

5-7pm: dinner/ gym/ kids

7-10pm: email catch up and deck making



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**End
Research
Briefs**



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How Much Time The Research Brief Mindset Takes



Write The Brief

45min

Now you are clear what is needed, you fill out your own template

Calls with Suppliers

120min

You jump on discovery calls with three or four of the providers

Kick Off

30min

You select a provider and have a kick off call



Project in Field

Nothing for you to do at this stage

Socialize Results With Stakeholders

60-90min

Then you send it upstream to your internal clients.

Running Total 15 min

60 min

75 min

195 min

255 min

285 min

345 min

-

435 min

525 min



Internal Stakeholder Request

15min

You get a request from marketing.

Send Out Brief

15min

You send it to your usual agencies, plus a couple of wild-card "agile" providers

Proposals

60min

You get three proposals back. Likely jump on a call with two providers

Stimulus

60min
Likely at Night

You then need to adapt to their format and gather all stimulus and inputs



Results

60-90min

Your provider takes you through the results.



Grand Total
8hr,
45min



Where VPs Want Insights Spending Time



Source: workshop w 7 Director + level insights leaders

% Time Spent Across Teams

From	(Necessary Skills)	To
Being Curious	Masterful Storytelling	Being curious / Provocation
Insights Synthesis		
Vendor Management	Exploring new Answers / Questions	Insights Synthesis / Integrator
Project Management	Integrator	Vendor MGT PM
Stakeholder Management		
Fire Drills	Anticipating Needs	Stakeholder Engagement
Brief Writing	Curiosity Courageous	Rapid Response
		Brief Writing

Why?

**We Are Not
Thinking of
People, Process
AND Technology**



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**Systematic Market
Research Is the
Only Way Forward**



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What Systematic Market Research Looks Like

Select a Tool

30min

configure your unique stimulus and select your audience from our drop down list



Engage With Stakeholders

30min



Running
Total

30
min

90
min

120
min



Log In

60min

Review Results
and export
findings

Grand
Total
2Hrs



What Do We Mean by Systematic?



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One Eco-System Consistently Answering the Right Questions the Right Way at the Right Time



**Spend time in
the insights
and the
implications
for the
business**



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How to Get There



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The background of the slide features three balloons: two pink and one white, arranged from left to right. The pink balloons are in the upper left and center, while the white balloon is in the lower right. The background is a soft, light pink color with a white geometric shape in the upper right corner containing the text.

Understand Your Insights Processes Holistically



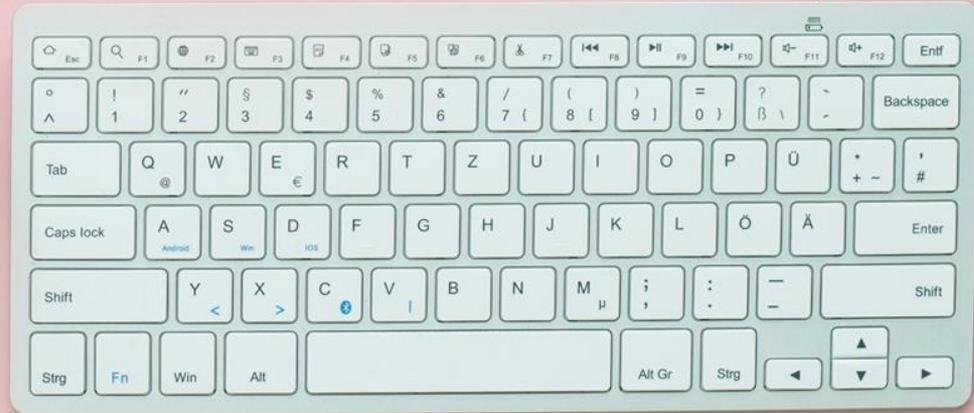
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What Business Questions Are **Recurring**



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The right **Tools** at Your Disposal



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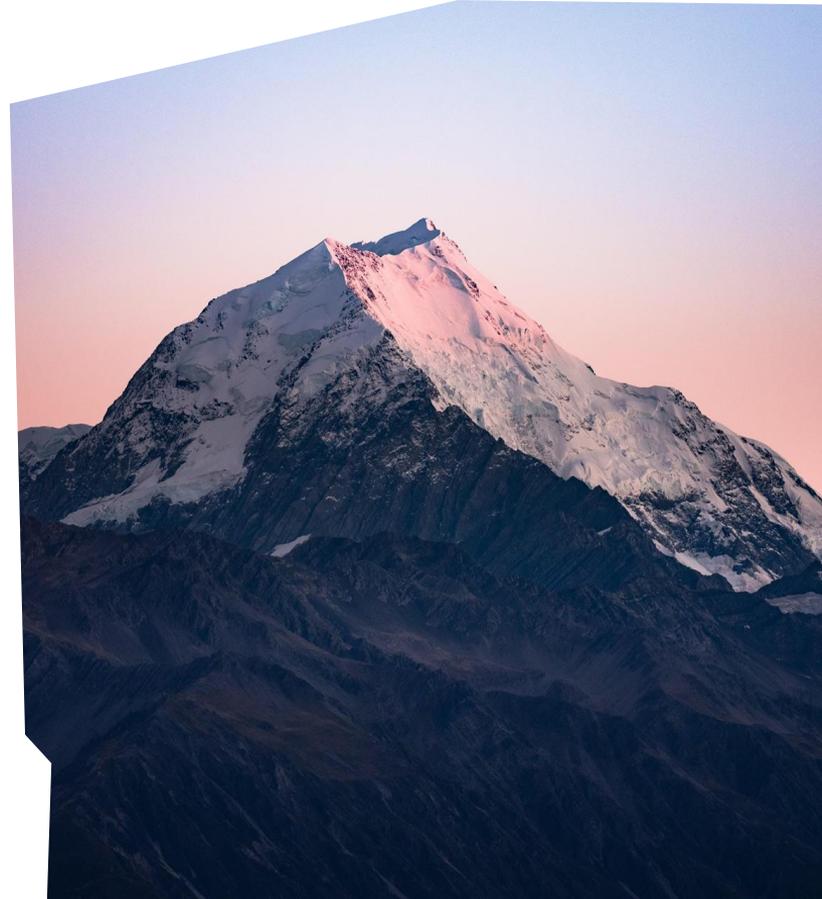
Be Bold



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Once You've Done That, You Can Go

1. Have **a solve for each** key recurring business **question** you have in place
2. Think through your **technology** and **human capital partnerships** and make them work together
3. **Personalize** your **partners, systems and tools** for your business but then **standardize** them wherever possible
4. **Align with your stakeholders** on goals and roles and where you should be spending time and where you shouldn't and won't be spending time. **Only spend time in what's valuable.**



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**End
Research
Briefs**



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**What Does this
Mean for
Insights People?**

For US?



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Turn **62 Hours** of
Project Management
Time Into **14**



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What Will You Do With an **Extra 6 Days** a Project?



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**And All the Budget
You'll Free Up?**



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Exploring New Growth Areas or Potential Markets



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A close-up photograph of a woman with dark hair, smiling broadly as she looks through a pair of silver binoculars. She is holding the binoculars with her right hand. The background is blurred, showing other people in a social setting. A white, jagged-edged shape is overlaid on the right side of the image, containing the text.

**Run more
Comprehensive or
Interesting
Research**



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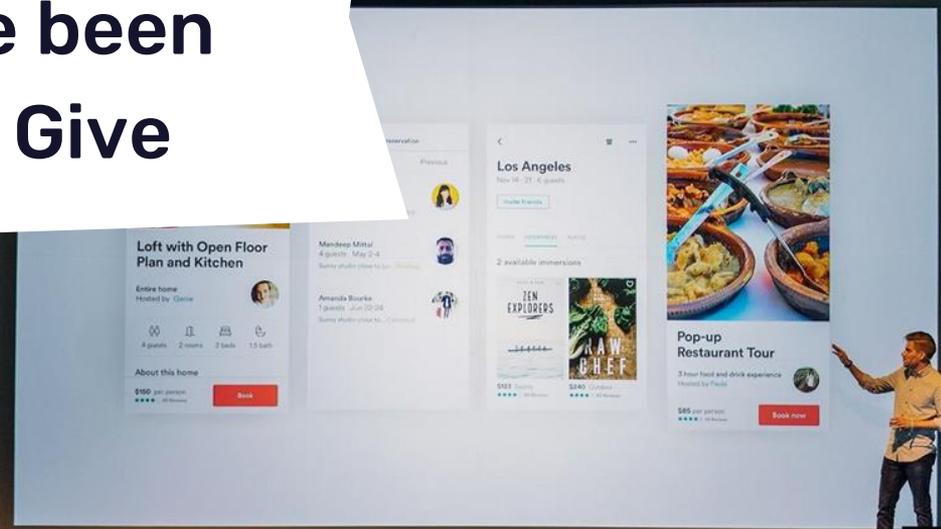
A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame from the bottom center towards the top right. The sky is filled with numerous stars, and the overall color palette is dark with hints of purple and orange from the galaxy's light.

Generating New Learnings from Research You Have Already Done



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Giving that TED Talk You've been Wanting to Give



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Spending Time With Friends and Family?



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Or Learning How to Drift?



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Achieve Mythical Buzzwords

Agile

Digitally Transformed

Customer Centric



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Be a Catalyst for Growth



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**Get
Promoted**



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Let's Learn From a Few of Our Friends

MARS



DANONE
ONE PLANET. ONE HEALTH



PEPSICO



vodafone



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Questions

