

A photograph of three women sitting at a table, laughing and talking. The woman in the center has curly hair and glasses. The woman on the left has blonde hair. The woman on the right has long blonde hair. The image is overlaid with a dark blue semi-transparent layer.

SPILLING THE TEA ON THE NEXT GEN

HOW TO ATTRACT, ENGAGE & RETAIN THEM

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PROJECT MISSION

To uncover insights that will help to attract, engage and retain the Next Generation of respondents as a means to conduct quality research and serve our clients.

RESEARCH OBJECTIVES



Gauge Awareness and
Potential Ways to
Spark Interest



Understand Key
Drivers of Delight
and Engagement



Understand Key
Frustrations and
Barriers to
Engagement

KEY FINDINGS

1

Next Generation is extremely **anxious and distrustful** when it comes to the internet

2

Professionalism stands out in a **sea of scams**

3

They're **interested in participating** in market research – they just don't know they can / don't know how

4

Playing to their **INTERESTS** is key to **ENGAGEMENT**

5

PREVIEW THE EXPERIENCE

6

Invest in their methods of **communication**

7

Money is cool, but have you ever had **YOUR OPINIONS MAKE A DIFFERENCE?**



In a Bubble.

Lack of awareness about market research opportunities.



PEOPLE DON'T TALK ABOUT RESEARCH



“It’s not something I really think to tell my friends about.”

OTHERS ARE UNAWARE OR TURNED OFF



“I didn’t know that you could. I didn’t know that there were companies that did things like this.”



“I think there is a bad connotation about focus groups that they shove you in a room with no windows, with strangers and you’re being filmed and watched. It’s a bit intimidating.”

The Hook.

Getting the Next Gen in the door.



SHARING THE RESEARCH TOPIC IS ATTENTION GRABBING



“Tell us the topic so we would know if it was something that would interest us.”

DO YOU HAVE A
FURRY FRIEND?

SIGN UP WITH THE LINK BELOW TO SEE IF
YOU QUALIFY FOR AN UPCOMING PET STUDY!

TEFW.

That feeling when you're chosen to be a part of something.



POST SURVEY “PRE-QUALIFICATION” = INSTANT GRATIFICATION

Congratulations, you’ve been pre-qualified!



Sense of
Belonging

Anticipation
of a Call

The Hope of
Being Recruited

So. Sketch.

Sketchy, suspicious, shady.



NEW EXPERIENCES AND OPPORTUNITIES INDUCE HIGH ANXIETY



- Inherent distrust
- Fear of the unknown
- Hesitation is embedded into psyches

Cancelled.

To dismiss or reject something.



MEMES ARE UNPROFESSIONAL; STOCK PHOTOS ARE INAUTHENTIC



“The stock photos just seem sketchy and you don’t get a real feel for what the company is. It doesn’t seem professional; it seems a little off putting.”

PHONE CALLS CAUSE ANXIETY & FEAR OF THE UNKNOWN



“I would never call a number.”

“You have to make time to make a phone call where as you can click on a link and fill something out whenever.”



Let's Be Real.

Be honest or truthful.



EASE ANXIETY



Include research location



Professionalism wins



Preview the Experience

MOCKUP WINNER

Elements To Win Their Trust

Location

Real, Friendly
People

Linked in Caption

Incentive Stated



Logo

Bright Image

Feelings of
Importance

WELCOME TO MARKETVISION RESEARCH PREVIEW VIDEO



VIDEO IS COMFORTING & INFORMATIVE

*“I clicked on it right away because I didn’t know what to expect. It was **affirming that it was a real thing.**”*

*“It made me **feel important** to the study.”*

*“I felt more **comfortable** with the entire thing.”*

You do you.

Do what suits you.



CANCELLED METHODOLOGIES | INTERCEPTS

How We See It



How The Next Gen Sees It

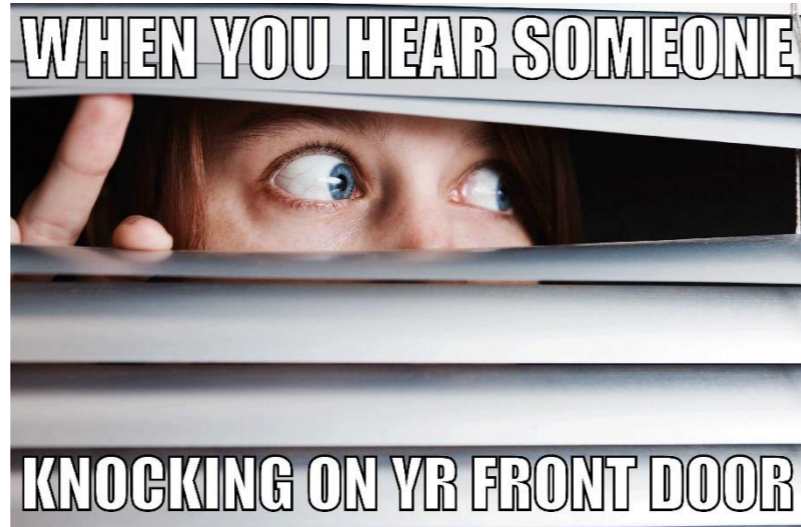


CANCELLED METHODOLOGIES | IN-HOMES

How We See It



How The Next Gen Sees It



How It Could Work



CANCELLED METHODOLOGIES | CONVOS WITH CONSUMERS GETTING COFFEE

How We See It



How The Next Gen Sees It



METHODOLOGIES THAT WIN

Focus Groups



SIMPLE
PROFESSIONAL
PEER-TO-PEER

WebEx



CONVENIENT
ACCESSIBLE
COMFORTABLE

Marco-Polo, Snapchat, etc.



PERSONABLE
ON THEIR TIME
AGILE

Thank U, Next...

Grateful, but interested in what's to come.





INCENTIVES

1 | Immediate Funds
(cash, check, Venmo, PayPal)

2 | “My opinions matter”

TAKEAWAY

Spilling the Tea ON NEXT GEN CONSUMERS

Insights into how they view market research and how to *attract, engage and retain* them

I'm more than a number

By age definition: Gen Z (Born 1996 – 2010) & Millennials (Born 1980 – 1995)

While a lot of emphasis is put on the number, most are unaware of which generation they fall into, do not identify with the stereotypes and do not like being labelled.

Compared to prior generations, they view themselves to be fluent in the world of tech and socially connected to their peers. Because of this, they have high expectations for the products and services they use.

These age generations are extensive in range. Thus, their life stage has a large influence on their thoughts and opinions.

Oh, really? I'm shook

Many are unaware that they can participate in market research and unsure how to get involved or sign up.

"I didn't know that there were companies that did things like this."

For those who have, it was often initially sparked by a personal referral that gave them confidence to give it a try, or a topic of interest that grabbed their attention vs. a generic survey.

Hmmm, IDK TBH...

Inherent skepticism, anxiety and concerns to be addressed

"So. Sketchy."

While they are active on social media, they also inherently distrust it and have fear of scams and phishing for information. Any new request from an unknown source comes with hesitation – is this real?

"There is a bad connotation that they shove you in a room with no windows, with strangers and you're being filmed and watched. It's a bit intimidating."

"Sounds intimidating."

Stepping into the unknown without the security of their friend group, can be intimidating.

"Cancelled."

Memes are overused and seen as trying too hard to reach them.

Stock photos are "sketchy" and don't provide a real feel for who the company is.

Phone numbers are time consuming, intimidating, and are not utilized.

Frustration experienced when typing in the same demographic info with every survey.

How to connect with me

Next Gens are comfortable with technology and often the go-to resource for family and friends.

Social Media is a great place to reach them, as long as it comes to them in a credible way.

Businesses should email me; don't call!

97% are willing to download an app to participate in a study

The Avocado to Our Toast = Friend Referral + Social Media Connection

TOP 5 SOCIAL MEDIA SITES USED
n = 305



How to spark my interest and engage me

Next Gen Advice to Market Researchers

SOCIAL MEDIA POSTING



Let's Be Real.

Including the location makes it feel more legit.
An ad should be an ad, don't try to hide it.
Be professional vs. too cutesy.
Don't talk at me or down to me.
Provide a preview into the experience from a Next Gen's POV.

RECRUITING PROCESS



Instant Gratification.

Let me know where I stand in the process.
Being pre-qualified makes me feel like I belong and to expect a call.

MAKE IT AN APP



I ship it.

Option to set up a profile to store my info, select topics that interest me.
Make it seamless and notify me of new surveys.

PREFERRED METHODOLOGY



Keep it Simple.

Focus Group at facility - it's an established business with no hassle.
Open to Online Surveys and TDIs given the convenience.
Not a fan of in-store intercept - feels like "getting jumped."

REWARD AND VALUE ME



Thank U, Next.

What gets me in the door - financial incentive.

Top 3 Incentives

- 1 Cash
- 2 Check
- 3 Reward App (PayPal or Venmo)

Bottom 3 Incentives

- 1 New product samples
- 2 Donations to charity
- 3 Loyalty points

What keeps me coming back => knowing that my opinion matters.

Reward me for referring friends who qualify (win win win).

all mentioned

they would be extremely likely to participate in market research again. If we successfully attract & engage them, we will retain them.

WHERE DO WE GO FROM HERE

- 1** | Preview the Experience
- 2** | Next Gen Task Force
- 3** | Targeted Social Media Ads
- 4** | Request Respondent Instagram Handles
- 5** | Spruce up Research Facility

THANK YOU



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MarketVision
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