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TMRE Mid-Year Market Report



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The Biggest Trends in Market Research in 2017:

VIDEO

The explosion of video production and consumption in all sectors includes use in quantitative and qualitative research. Video for research is gaining traction and its importance will only continue in the months and years to come.

STORYTELLING

An increased emphasis on finding and conveying the insights story. However, it's slightly tempered by reminders of the importance of data quality (without good quality data, even the best story fails).

AUTOMATION

This is a build on previous trends of 'faster' and 'cheaper'. Automating some or all parts of the research process will continue to rise.

ARTIFICIAL INTELLIGENCE

AI is an emerging trend that will be explored and implemented in the coming years.

— *FocusVision*

AUTOMATION AND SELF-SERVICE

These are having a huge impact on Market Research as researchers continue to feel the pressure to uncover higher quality insight more quickly. Automation has already been around for years in simpler forms but modern automation tools have been developed to meet that same need. The difference is these tools now span the entire lifecycle of Market Research, from methodology through to research content and research products. As well as automating survey design, sampling, data collection and reporting, tools are available for much more advanced automation techniques, such as emotional response recognition, multimedia feedback, social media analysis, brand recognition/awareness, product testing and new product development. There are fears about quality, but these are being put to rest as automation matures and more clearly-defined solutions are brought to market. While we are still some way off full automation maturity in research, there are many solutions that deliver proven data accuracy, consistency and faster insight delivery.

— *Confirmit*

DATA SCIENCE

Utilizing new techniques and methodologies coupled with data science to deliver deeper insight.

— *YouGov*

The Biggest Trends in Market Research in 2017:

AUTOMATION

Automated research technologies are allowing marketers to more easily test new concepts, access actionable insights in real-time, and tap into their target audience for feedback easier than ever before. It also enables them to speed up the decision-making process and expand the number of decisions that are evidence based, helping to fuel growth at the business. Research innovators are leveraging automation to obtain competitive advantage by tapping into consumer sentiment, and coupling available information in nearly real-time. The readiness of the data means that the decision-makers at these companies no longer must spend a great deal of time waiting on insight to make its way through various channels before it reaches them. Faster, automated insights mean more impactful change can be made when it matters most. In the past, automation was mostly operational; it involved scripting the surveys and collecting the data. Today, it extends to research methodology automation to incorporate accepted methodologies into digital platforms.

— Toluna

MOBILE

We are seeing a lot of companies/clients trying to make their surveys more mobile friendly. Currently over 30 percent of online surveys are filled out on a mobile device. Clients are trying to make surveys more friendly for these users.

— Op4g

DIGITAL RESEARCH METHODOLOGIES

Such as online qualitative and mobile data collection.

— Market Probe International

DATA SYNTHESIS

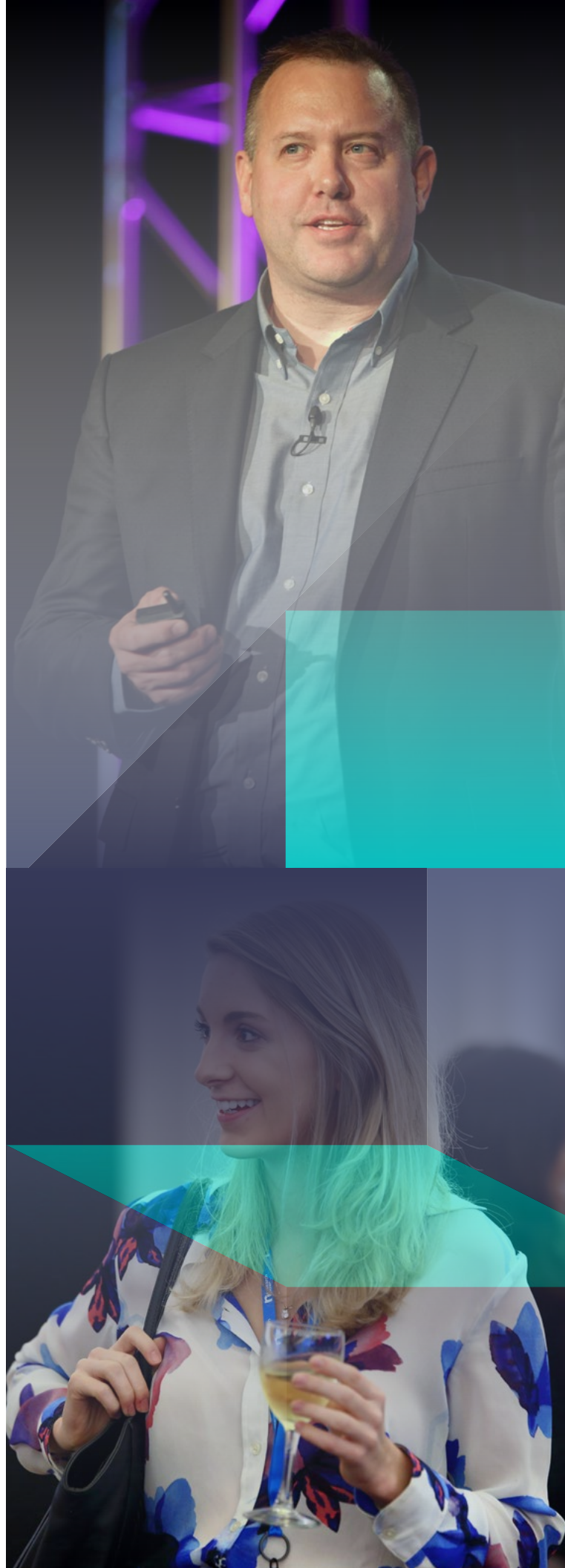
Market research is evolving at an unbelievable rate with numerous trends intersecting, but we believe that data synthesis is what will truly transform our industry.

— Directions Research

VOICE OF THE CUSTOMER

The biggest trend is in leveraging technology and the human touch to extract rich, actionable insights. The Voice of the Customer and The Customer Journey have become marketing research buzz phrases for good reason. The most valuable insights have to do with participant engagement and behavior. We need to know more than what they think – we need to consider the why, and understand the thinking and emotions that drive the purchasing journey.

— Focus Pointe Global



The Industries with the Biggest Opportunity for Market Research to Grow:

HEALTH AND HOSPITAL SYSTEMS

The reason why is because this is an industry that is notoriously complex and slow to adopt change. When market research technologies and methods have become easy enough to use and integrate into an industry as complex as this I think it will be a huge milestone.

— *FocusVision*

RETAIL

A large part of this comes as MR businesses take advantage of their unique position to work with large retailers to develop Voice of the Customer programs which deliver real insight. While VoC is critical for retailers' success in highly competitive markets, many businesses need expertise and guidance in areas such as questionnaire design, methodologies and analytics to achieve insights that will give them the edge. Smart MR businesses are starting to position themselves as consultants in this field and have a real chance to do great things.

— *Confirmit*

ALL INDUSTRIES

With all the advances in market research technology today, all industries have an opportunity to grow their insights programs. Quick-turn, agile research methods are making it easier and more cost effective for start-ups and non-experts to extract meaningful insights from their target consumers to perfect their marketing strategies and grow their businesses. The market research industry is more scalable than ever. You no longer need to have a large research budget and weeks of lead time to conduct a meaningful study. Now, the tools are at everyone's fingertips to tap into the benefits of smart insights, regardless of industry or company size.

— *Toluna*

HEALTHCARE/PHARMA

With all the new drugs, treatments and options for patients and doctors, Healthcare and Pharma seems to be a good opportunity for growth in the market research world.

— *Op4g*

HEALTH AND WELLNESS

With the aging boomer population and the focus on wellness, the health and wellness industry is likely to continue its development. Also, the start-up craze presents opportunities for thinking "outside of the box" or even getting "rid of the box" altogether and remaking research from the ground up.

— *Directions Research*

FOOD

FMCG/food giants such as Procter & Gamble, Nestle, Unilever, Coca-Cola, etc. always have room to grow, but they are now looking for newer and more cost-effective ways to do their research. As marketers, it is up to us to present MR buyers with innovation that provides them the insights they need, with the efficiencies their budgets demand. Another growth opportunity is in the tech sector, especially Virtual Reality products and software.

— *Focus Pointe Global*

DIGITAL ADVERTISING

Market research can help marketers improve performance through better targeting of audiences and measurement of campaign efficacy utilizing single source networks.

— *YouGov*





The Most Important Skill When Hiring in Market Research:

ADAPTABILITY

The industry (like most) is changing and will continue to do so. The ability to adapt and evolve, while also being grounded in solid research foundations, will serve the candidate, the company and the industry well.

– *FocusVision*

DATA SCIENCE

With administrative tasks being capably handled by automation tools, many research teams are evolving into specialist hubs, where researchers become data scientists and reports become strategic business guidance. Second, agencies need people with excellent project management skills who can work closely with clients and handle a variety of tasks. Here, in-depth subject knowledge is no longer required to the degree it has been in the past, but an understanding of the many automated steps of the research process is critical.

– *Confirmit*

AGILITY AND DISRUPTION

Our industry is changing rapidly, and to be successful, we all need to adapt to and be part of those changes. It's a very exciting time, and we're seeing some of the best and brightest in our industry creating new ways of reaching consumers faster than ever before. The most effective brands will benefit from a workforce that can be agile, to quickly inject real-time data into marketing and communications strategies.

– *Toluna*

A DRIVE TO WIN

As a hiring manager, I look for attention to detail, ability to adapt to different scenarios and a drive to win. I look for people who have industry experience, but if I am filling a junior role, I tend to look for a person without industry knowledge. That way we can mold them into what we want and they won't bring any bad habits with them.

– *Op4g*

CURIOSITY, PROBLEM SOLVING & CREATIVITY

A combination of curiosity, problem solving and creativity.

– *Market Probe International*

ADAPTABILITY

With the numerous changes in our industry, we are looking more and more for energetic researchers that can thrive and quickly adapt through the face pace of transformation and innovation.

– *Directions Research*

CRITICAL THINKING

The most important things to look for in the MR work force of the future is nothing new. It is the same skillset that savvy marketers (and indeed hiring managers in any business) have always looked for: critical and creative thinking and the ability to communicate well both verbally and in writing. In today's MR world, playing it safe is a dangerous path. Hiring those who can think and are willing to break new ground will pay off as we move forward at breakneck speed.

– *Focus Pointe Global*

CRITICAL THINKING & ANALYTICAL CAPABILITY

As organizations develop more data and analytical capability the future market research workforce must be able to bring critical thinking and a savviness to all forms of data to client engagements.

– *YouGov*

