

A low-angle photograph of the Atomium structure in Brussels, Belgium, against a clear blue sky with some light clouds. The structure consists of white, cylindrical legs radiating from a central point, each topped with a large, reflective silver sphere. The spheres reflect the sky and surrounding environment. The overall composition is dynamic and modern.

ESOMARLIVE

INSIGHTS BRUSSELS 2011

27 February - 1 March

A new world order
in shopper marketing

Programme

ESOMAR
WORLD RESEARCH

INSIGHTS 2011

A NEW WORLD ORDER IN SHOPPER MARKETING

Companies face a new world order in shopper marketing as consumers have evolved following the recent recession. The global financial turmoil caused a profound change in shopping behaviour: motivations, values and priorities are creating new shifts in the mechanics of commerce... what's next?

Social media, online technologies and mobile devices are changing the shopping experience: the consumer is now in control! This conference explores the crucial role of consumer insights in unlocking the new mindset of shoppers while focusing on leveraging business opportunities for brands and retailers around the world.

PROGRAMME COMMITTEE

Leyla Namiranian
(Committee Chair)

Director of Marketing & Consumer
Research, Altria Group, USA

Karin Bruyr

Director Market Intelligence,
Telenet, Belgium

Emmanuel Huet

Leader - Center for Consumer
Insight, The Boston Consulting
Group, France

Alexander Linder

Director Corporate Consumer
and Market Insights,
Swarovski, Switzerland

Andrew Needham

Founding Partner, Face, UK

VENUE

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WORKSHOP

Sunday 27 February

Workshop 09.00 - 17.00

USER GENERATED CONTENT AND RESEARCH

Insights and research without asking questions

While consumers participate less in traditional surveys, they generate more information than ever before. Consumers cache their lives online and are ubiquitously available via mobile devices. As researchers we have the chance now more than ever to fuse methods and generate more insights without actually asking questions.

Participants attending the workshop will learn how to:

- Design neo-observational studies for different marketing problems
- Judge the limitations and usefulness of such research
- Understand the usage of text analytics for neo-observational research
- Learn how to interpret multi-media data like pictures, video's
- Avoid pitfalls – do's and don'ts of neo-observational studies

Intermediate to advanced level

Niels Schillewaert, Managing Partner, InSites Consulting, Belgium

Annelies Verhaeghe, Senior Consultant, Senior Consultant at the ForwaR&D lab department, InSites Consulting, Belgium

PROGRAMME

Sunday 27 February

16.00 - 19.00
19.00 - 20.00

CONFERENCE REGISTRATION
WELCOME RECEPTION

Monday 28 February

09.00 - 09.05

OPENING

Dieter Korczak, ESOMAR President

09.05 - 09.20

Introduction to programme and opening keynote speaker

Leyla Namiranian (Committee Chair)

09.20 - 09.50

OPENING KEYNOTE

Insights world

Tom LaForge, Global Director of Human & Cultural Insights, Coca-Cola USA

09.50 - 10.00

Q&A

CONSUMER EVOLUTION

10.00 - 10.20

Global village, global jungle

7,000,000,000 consumers - there is no market like the global market!

Melanie Howard, Future Foundation, UK

10.20 - 10.30

Q&A

10.30 - 11.00

Networking break

11.00 - 11.05

Introduction by session chair

Leyla Namiranian, Altria Group, USA

11.05 - 11.25

The evolving online consumer - influence or to be influenced

Understanding global consumer behaviour in a digital world

Reineke Reitsma, Forrester, Netherlands

11.25 - 11.45

The new shopper journey touch points

How non-store retail will influence the shape of retailing of the future

Danielle Pinnington, Shoppercentric, UK

11.45 - 11.55

Discussion

	VALIDATING INSIGHTS
11.55 - 12.00	Introduction by session chair <i>Karin Bruyr, Telenet, Belgium</i>
12.00 - 12.20	Understanding the implicit in shopper behaviour Cutting-edge in-store eye tracking, locomotion and behavioural analysis with 3D visualizations <i>Michael Schiessl & Sven Diekmann, eye square, Germany</i>
12.20 - 12.40	Incite to action Encouraging effective utilization of shopper insights in a global context <i>Stephanie Grootenhuis, Kraft Foods International, Switzerland</i> <i>Bernhard Treiber, 4Dshopper, Germany</i>
12.40 - 12.50	Discussion
12.50 - 14.00	Lunch
	BUSINESS OPPORTUNITIES THROUGH INSIGHTS
14.00 - 14.05	Introduction by session chair <i>Andrew Needham, Face, UK</i>
14.05 - 14.25	World of shoppers How culture shapes shopping behavior and what trends have emerged post recession? <i>Aruni Ghosh, Nielsen, UAE</i> <i>Maneesh Kaushik, PepsiCo MEA, UAE</i>
14.25 - 14.45	Headroom vs. heartroom Using customer insight to fine-tune targeting and communications from segmentation models <i>Debra Walmsley, Leapfrog Research and Planning, UK</i> <i>Stephen Barr, Persuasion Engines, UK</i>
14.45 - 15.05	Coca-Cola project shopper 360° How on-line community research can help brands keep their finger on the pulse of shoppers decision making <i>Philip McNaughton, Face, UK</i> <i>Beth Corte-Real, Coca-Cola NW Europe, UK</i>
15.05 - 15.20	Discussion
15.20 - 15.50	Networking break

PROGRAMME

15.50 - 16.10

THE BEST CASE HISTORY AWARD 2010

Getting into the real world of the shopper

Using eye tracking in a multi mode research approach

Wim Hamaekers, Rogil Marketing & Sensory Research, Belgium

Ronald Laan, Heinz Europe, Netherlands

16.10 - 16.20

Introduction by session chair

Adam Phillips (ESOMAR Professional Standards Committee Chair and ESOMAR Legal Committee Chair)

16.20 - 17.00

PANEL DISCUSSION

How to avoid professional and ethical pitfalls in social media research

Chaired by:

Adam Phillips (ESOMAR Professional Standards Committee Chair and ESOMAR Legal Committee Chair)

Guest Speakers

Alexander Linder, Swarovski, Switzerland

Niels Schillewaert, Insites, Belgium

17.30 - 20.00

FEBELMAR HAPPENING 2011 (Belgian evening)

Tuesday 1 March

DESIGNING SHOPPER EXPERIENCE

09.00 - 09.10

Introduction by session chair

Alexander Linder, Swarovski, Switzerland

09.10 - 09.35

Research 3.0

Neuroscience and psychotherapy effect on shoppers

Corrine Sandler & Lana Novikova, Fresh Intelligence, Canada

09.35 - 09.40

Q&A

09.40 - 10.20	INTERACTIVE MINI-WORKSHOP Hormones and shopping behaviour Designing the Right Sensory Mix <i>Diana Derval, DervalResearch, Netherlands</i>
10.20 - 10.50	Networking break
	RETAIL (R)EVOLUTION
10.50 - 10.55	Introduction by session chair <i>Alexander Linder, Swarovski, Switzerland</i>
10.55 - 11.20	Retail Innovation Philosophy-based shopping experience <i>Lluís Martínez-Ribes, ESADE, Spain</i> <i>Paulina Salazar, m+f=1 Retail innovation consultants, Spain</i>
11.20 - 11.45	The emotional shopper Why understanding how your consumers are feeling can improve business effects <i>Orlando Wood, BrainJuicer, UK</i> <i>Wendy Lanchin, The Marketing Store, UK</i>
11.45 - 12.00	Discussion
12.00 - 13.20	Lunch
	BRAND CONNECTION
13.20 - 13.30	Introduction by session chair <i>Emmanuel Huet, The Boston Consulting Group, France</i>
13.30 - 14.30	INTERACTIVE SESSION ADDRESSING BRAND DECISION MAKING What really drives shopper loyalty? <i>Robert Passikoff & Amy Shea, BrandKeys, USA</i> <i>Karen Tillson, Bloomingdale's, USA</i>
14.30 - 14.55	GUEST SPEAKER How to ensure shoppers see the moonwalking bear? Maximizing shopper insights to enhance brand loyalty <i>Dirk van Kemseke, Global Marketplace Insights Manager, Levi Strauss Europe, Middle East & Africa, Belgium</i>
14.55 - 15.00	Q&A
15.00 - 15.30	Networking break

PROGRAMME

15.30 - 15.35

Introduction to closing guest speaker

Leyla Namiranian (Committee Chair)

15.35 - 16.05

CLOSING GUEST SPEAKER

Following the consumer

How the smartest global retailers will achieve growth in 2011

Natalie Berg, Global Research Director, Planet Retail, UK

16.05 - 16.10

Q&A

16.10 - 16.20

Programme Summary

Leyla Namiranian (Committee Chair)

16.20 - 16.30

CLOSING

Presentation of Best Presentation Award and Best Paper Nomination

Finn Raben, ESOMAR Director General

16.30 - 17.00

FAREWELL DRINKS

EXHIBITORS

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ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.

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Tobii Technology is a world leader in hardware and software solutions for eye tracking. Eye tracking enables a computer to tell exactly where a person is looking. Tobii provides complete solutions for the use of eye tracking in market research e.g. design testing.

PARTNERS

We would like to thank all those who have provided their services, expertise and support at this year's INSIGHTS conference.

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In Co-operation with



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ABSTRACTS

OPENING KEYNOTE

Insights world

*Tom LaForge, Global Director of Human & Cultural Insights,
Coca-Cola USA*

“The New World” can be characterized by a huge shift in the relationships that companies have with societies. In this relationship economy, the last thing you want to do is transactionalize your relationship. Shopper researchers beware; do not lose sight of the longer term relationship as you study the temporal, transactional moment of purchase. This presentation addresses the large cultural forces that are reshaping our world, that are reshaping the world in which our company, our brands and our consumers live.

CONSUMER EVOLUTION

Global village, global jungle

7,000,000,000 consumers - there is no market like the global market!

Melanie Howard, Future Foundation, UK

The presenter argues that globalisation is increasing the contribution of Insight professionals to strategic marketing decisions for international brands as well as making their job more difficult. Insight teams need to raise their game by articulating consumer needs and desires effectively and generating actionable insights from a complex range of sources. Using the results of the Future Foundation’s proprietary global research, three trends are considered as exemplars of how to identify and assess significant opportunities in the fast moving “global jungle”.

The evolving online consumer - influence or to be influenced

Understanding global consumer behaviour in a digital world
Reineke Reitsma, Forrester, Netherlands

In the past five years, the global Internet population has grown from about 1 billion to 1.6 billion, and will increase in every country over the next five years. Emerging markets will grow at a faster pace. In 2014, one-third of Internet users will come from Brazil, Russia, India, or China (the so-called BRIC countries). The Internet will play an increasingly fundamental role in many consumers' lives, although not everyone is connecting equally. A global divide exists, both by choice and because of the availability of resources.

The new shopper journey touchpoints

How non-store retail will influence the shape of retailing of the future
Danielle Pinnington, Shoppercentric, UK

Great change is now unfolding in the retail sector, with social media and mobile commerce driving whole new opportunities for the businesses involved in retail. With great innovation, however, comes great uncertainty. Many businesses are struggling to identify the appropriate role that these new technologies or channels can have in driving sales. Based on original research this presentation seeks to provide a framework for thinking that can be utilised by brands and retailers, in order to harness the potential opening up before them.

ABSTRACTS

VALIDATING INSIGHTS

Understanding the implicit in shopper behaviour

Cutting-edge in-store eye tracking, locomotion and behavioural analysis with 3D visualizations

Sven Diekmann & Michael Schiessl, eye square, Germany

The Point of Sale (POS) is becoming an increasingly important touch point. In recent years there has been an increasing demand for methodologies which are capable of looking beyond what consumers are able to tell on the explicit level. This presentation provides a new methodology that visualizes and analyses eye tracking and locomotion data in a unique manner. Using eye square's theoretical framework of shopper behaviour at the POS, general insights are provided from 14 studies conducted with over 1,000 respondents.

Incite to action

Encouraging effective utilization of shopper insights in a global context

*Stephanie Grootenhuis, Kraft Foods International, Switzerland
Bernhard Treiber, 4Dshopper, Germany*

This presentation will describe how the Shopper Insights function inside a globally active FMCG company has gained and accumulated relevant shopper-marketing knowledge from diverse sources of information and expertise, and how this knowledge has since been successfully disseminated in a company-wide communication effort using a new web-based knowledge-sharing video service.

BUSINESS OPPORTUNITIES THROUGH INSIGHTS

World of shoppers

How culture shapes shopping behavior and what trends have emerged post recession?

Aruni Ghosh, Nielsen, UAE

Maneesh Kaushik, PepsiCo MEA, UAE

At a macro level this presentation establishes the relationship between 'Culture' and 'Shopping Behaviour'. The presentation also identifies the unifying and differentiating themes which define and differentiate between the shopper segments across the globe. This will help in having a fundamental understanding of the shoppers. At a micro level, the segments are analyzed in detail to understand the key hooks. They are profiled on demographics and behaviour, which provides a comprehensive view of the segments. By analysing the macro structures and micro compositions, strategic recommendations are provided.

Headroom vs. heartroom

Using customer insight to fine-tune targeting and communications from segmentation modes

Debra Walmsley, Leapfrog Research and Planning, UK

Stephen Barr, Persuasion Engines, UK

This presentation details how by overlaying research insight on to targeting models, businesses can enhance their customer acquisition and retention strategies. Examples show how insight has enabled not only a more accurate pinpointing of customer opportunity, but also highlighted channel potential and salient marketing communication messages to increase engagement. It shows that by combining pragmatic modeling with emotional insight, businesses can isolate winning formulae for their future business success.

ABSTRACTS

Coca-Cola project shopper 360°

How on-line community research can help brands keep their finger on the pulse of shoppers decision making

Philip McNaughton, Face, UK

Beth Corte-Real, Coca-Cola NW Europe, UK

Project Shopper 360 shows how brands can respond to the challenges of the post recession shopper landscape through continual dialogue with consumers. This presentation will show how cutting edge community research combined with on the go mobile and video research can get under the skin of how shoppers make decisions across a range of retail environments.

ESOMAR SESSION

THE BEST CASE HISTORY AWARD 2010

Getting into the real world of the shopper

Using eye tracking in a multi mode research approach

Wim Hamaekers, Rogil Marketing & Sensory Research, Belgium

Ronald Laan, Heinz Europe, Netherlands

Rogil's innovative Sens-Pack model combines eye tracking with verbal quantitative and qualitative research techniques which enables the prediction of the success of your packaging or category management. In this presentation we will prove that the added value of this multi-mode research approach goes beyond conventional research techniques.

INTERACTIVE MINI-WORKSHOP

Hormones and shopping behaviour

Designing the Right Sensory Mix

Diana Derval, DervalResearch, Netherlands

Shoppers' preferences, behaviour, and decisions are strongly influenced by prenatal hormones shaping their sensory perception, body and brain.

Diana Derval will present a groundbreaking scientific method for businesses to predict consumers' shopping preferences and design the right sensory mix, based on case studies from top brands, among them Sephora, Blacksocks.com, Carl Zeiss Vision, Björn Borg, and Sara Lee.

Through various practical examples and sensory tests, participants will discover the secrets of colour, shape, taste, smell, texture, and sound. They will also discover their Hormonal Quotient® (HQ).

At the end of this interactive workshop, brand and retail managers will be able to:

- Understand and predict consumers' behaviour and product preferences
 - Develop powerful product finders based on consumers' Hormonal Quotient® (HQ)
 - Design the right sensory mix (colour, shape, taste, smell, texture, and sound) online and offline
 - Enhance the shopping experience and increase the conversion rates.
-

ABSTRACTS

DESIGNING SHOPPER EXPERIENCE

Research 3.0

Neuroscience and psychotherapy effect on shoppers
Corrine Sandler & Lana Novikova, Fresh Intelligence, Canada

This presentation describes the philosophy – the rational investigation of applying Neuroscience and Psychotherapy in market research. The presenters postulate that ancient wisdom and modern science can be applied to develop a research model that taps into the unconscious mind. The outcome delivers a groundbreaking research model providing deep understanding of the complex human brain in decision making and insights into a Meta system of knowledge. The innovation, approach and application of these multiple sciences in market research is groundbreaking.

RETAIL (R)EVOLUTION

Retail Innovation

Philosophy-based shopping experience
Lluís Martínez-Ribes & Paulina Salazar, ESADE, Spain

Using a polymathic approach, this cutting edge and eye-catching presentation will introduce a method to devise an innovative retail business model using the detection of philosophy-based insights, and then creating a shopping experience based on these insights.

The emotional shopper

Why understanding how your consumers are feeling can improve business effects
Orlando Wood, BrainJuicer, UK
Wendy Lanchin, The Marketing Store, UK

This presentation addresses the shopper's emotional response to the shopping experience. It will show how we might listen in to the shopper's internal emotional dialogue as they pass through a store. Referencing a pilot study undertaken for the Marketing Store, it will demonstrate just how emotional a shopping experience is, identify how emotions can change from one moment to the next during the course of a store visit, map out the emotional zones of different types of store, and even reveal how this might differ between different demographics. Emotional understanding of the shopper experience can open up new opportunities for both brand owners and retailers.

BRAND CONNECTION

INTERACTIVE SESSION ADDRESSING BRAND DECISION MAKING

What really drives shopper loyalty?

Robert Passikoff & Amy Shea, BrandKeys, USA

Karen Tillson, Bloomingdale's, USA

Shopper behaviour and brand loyalty are more about emotion than rational decision-making. Relying on what consumers “say” isn’t enough to guarantee success; but rather what they “think.” The data used in this session does that. It is a validated leading-indicator loyalty tool (test/re-test reliability of 0.93 off National Probability Samples in the US and UK) used worldwide (30 countries) and is proven to correlate most highly with behaviour, preference, and profitability. 2011 quantitative data based on assessments by 36,000 consumers will be examined with four retail categories and leading brands competing in those categories.

GUEST SPEAKER

How to ensure shoppers see the moonwalking bear?

Maximizing Shopper Insights to enhance brand loyalty

*Dirk van Kemseke, Global Marketplace Insights Manager,
Levi Strauss Europe, Middle East & Africa, Belgium*

Post-recession, more consumers are buying for a purpose than previously. Declining purchase frequency and weakening loyalty levels have impacted footfall levels. Shoppers place a premium on goods that have qualities of timeliness, usefulness, and versatility. By assessing women’s need states and introducing a new way to buy jeans, the Levi’s® brand has given shoppers new reasons to stay loyal or experience the brand for the first time. At the same time, other store productivity metrics need to compensate for the footfall decline in the short term (store capture power, conversion, ASP, UPT) and should indicate the impact of activation programs on loyalty and advocacy levels.

ABSTRACTS

CLOSING GUEST SPEAKER

Following the consumer

How the smartest global retailers will achieve growth in 2011
Natalie Berg, Global Research Director, Planet Retail, UK

A new consumer has emerged. Connected, empowered and at times frugal, consumers today are forcing retailers to raise the bar in terms of innovation and assortment. The smartest retailers have acknowledged this shift as an opportunity to become more customer-centric and as a result are leveraging their own brand equity through private label, social media, banner harmonization and channel diversification. This presentation explores best practice examples of how retailers and brands can achieve growth in the face of new consumer expectations and identifies emerging retail formats and growth markets for 2011 and beyond.

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