

ESOMARLIVE

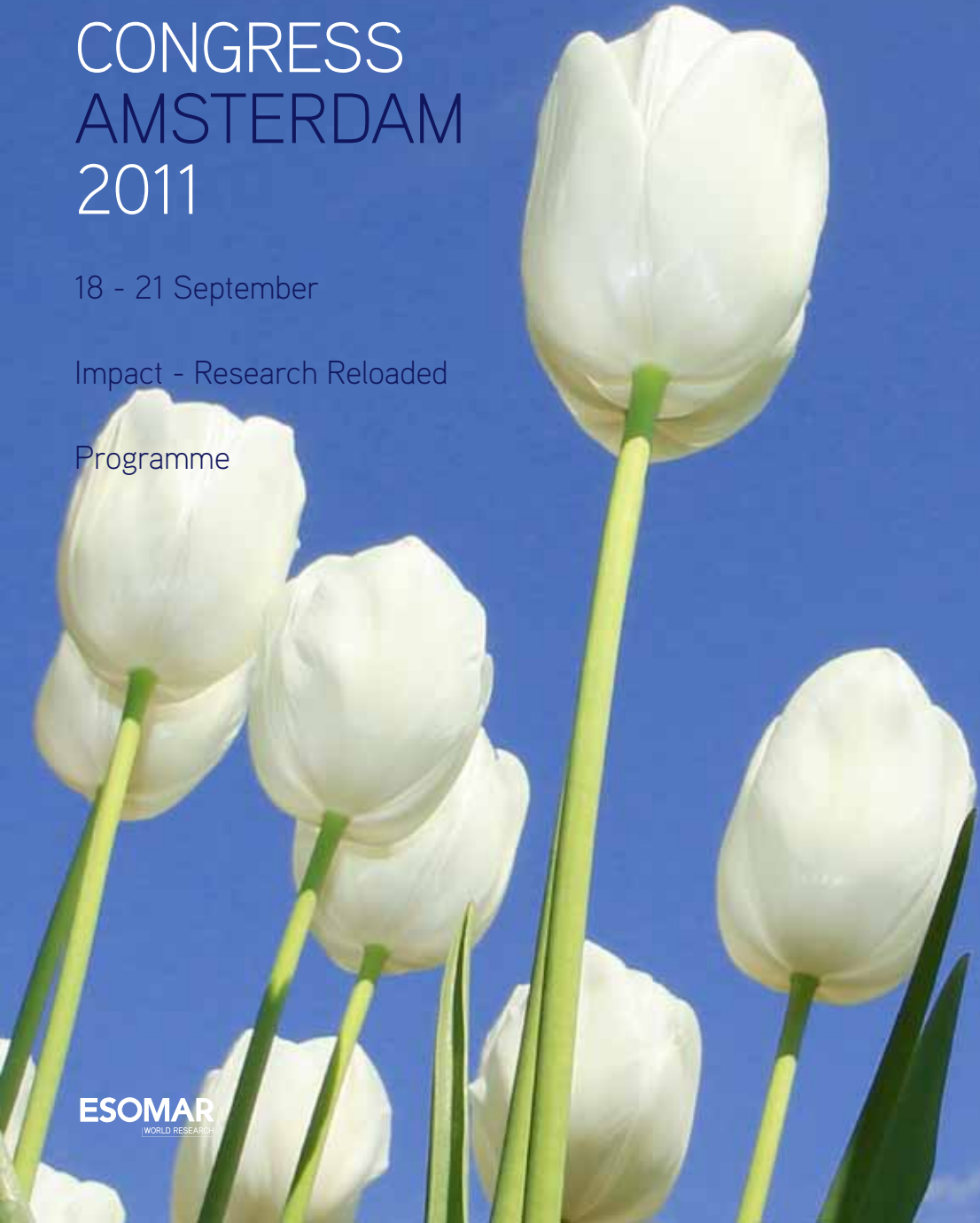
CONGRESS AMSTERDAM 2011

18 - 21 September

Impact - Research Reloaded

Programme

ESOMAR
WORLD RESEARCH



TRANSPORTATION



SHUTTLE SERVICE

There will be a shuttle service provided to and from the Congress venue for delegates staying at the MINT HOTEL.

MINT = MINT Hotel WGF = Westergasfabriek BVB = Beurs van Berlage

Sunday, 18 September	MINT – WGF	15.30 – 19.00	WGF – MINT	20.30 – 21.30
Monday, 19 September	MINT – WGF	07.30 – 09.00	WGF – MINT	19.00 – 23.30
Tuesday, 20 September	MINT – WGF	07.30 – 09.00	WGF – MINT	17.30 – 19.00
	MINT – BVB	19.30 – 20.00	BVB – MINT	00.00 – 01.00
Wednesday, 21 September	MINT – WGF	07.30 – 09.00	WGF – MINT	13.30 – 15.00

Buses will leave when full (max. 50 people). Buses will leave approximately every 20 minutes, depending on traffic and people present for a full bus.

For those staying in other hotels in Amsterdam, the following list of transport options may be of use:

PUBLIC TRANSPORT

Tram 10 – direction Van Hallstraat
 Bus 21 (Amsterdam Central Station)
 Bus 60 (Amsterdam Sloterdijk Station)
 Night bus 348 – after 12.00 A.M.

Taxi Service: TCA +31 (0)20 777 7777

PARKING

Westerpark Parking Garage (€3/hour) Van Bleiswijkstraat 8, 1051 DG Amsterdam. The Westergasfabriek is a few minutes' walk from here, on the opposite side of the Haarlemmertrekvaart.

P+R location Sloterdijk Station (€6/day plus free public transport tickets) Piarcoplein 1, 1043 DW Amsterdam. Bus 60 stops at the Westergasfabriek.

VISIT THE ESOMAR REGISTRATION DESK IN THE HUB FOR ANY INFORMATION YOU MAY NEED ABOUT CONGRESS

WORKSHOP REGISTRATION OPENING HOURS: ALL WORKSHOPS HELD AT MINT HOTEL

Sunday, 18 September 08.00 – 09.00

CONGRESS REGISTRATION OPENING HOURS:

Sunday, 18 September 16.00 – 19.00
Monday, 19 September 07.45 – 19.00
Tuesday, 20 September 07.45 – 18.30
Wednesday, 21 September 07.45 – 13.15

EXHIBITION OPENING HOURS:

Sunday, 18 September 16.00 – 19.00
Monday, 19 September 07.45 – 19.00
Tuesday, 20 September 07.45 – 18.30
Wednesday, 21 September 07.45 – 13.15

MEMBERS LOUNGE

The members' lounge offers an exclusive setting for ESOMAR members to relax, access the internet, enjoy refreshments, network, and take advantage of exclusive members-only benefits.

Access to this lounge is open to current ESOMAR members only. However, members may sign up one non-member for daily access.

OPENING HOURS:

Monday, 19 September 07.45 – 19.00
Tuesday, 20 September 07.45 – 18.30
Wednesday, 21 September 07.45 – 13.15

VISIT THE INTERNET POINTS IN THE HUB

Internet points and WiFi sponsored by IBM



For more information visit: www.esomar.org

IMPACT - RESEARCH RELOADED

WELCOME TO AMSTERDAM

On behalf of ESOMAR, I would like to extend a warm welcome to everyone attending our 64th annual Congress and welcome you to the lovely city of Amsterdam.

In 1948, a group of 29 delegates gathered together in Amsterdam for what was to become the first ESOMAR Congress. Almost 65 years later, we find ourselves back in the city where it all began; this time with almost 1000 attendees, but discussing many of the same issues that our founding members did – relevance, encouraging the highest technical and ethical standards and influencing the development of business.

The theme of this year's Congress is *IMPACT – Research Reloaded* and it provides a platform to celebrate market research and the impact it has on business and society through the insights it generates.

Congress will connect the many facets of our profession – young and experienced

researchers, end –clients, suppliers, associations and academics. It will allow for the exchange of best practice and positive action from the local to the global level and will, I am sure, allow for new innovations and ideas that will impact research and reload us with new enthusiasm.

A sincere thank you to our programme committee and speakers for their hard work, knowledge and commitment to making this event a success. Additionally, a thank you must go to our sponsors and exhibitors for their generous support of our Congress.

Over the coming days the ESOMAR team looks forward to engaging with you and to bringing you knowledge and insight to help you make an impact in our research world.



Dieter Korczak
ESOMAR President

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SPECIAL WELCOME



Mayor Eberhard van der Laan
City of Amsterdam

Dear ESOMAR Delegates,

It is with great pleasure that I welcome you to Amsterdam for the ESOMAR Congress 2011 entitled *Impact - Research Reloaded*.

Amsterdam has a long and vibrant commercial tradition, combining many centuries of prosperity with occasional periods of severe crisis. However, throughout these times, Amsterdam has always remained a hospitable city and has in time become internationally renowned for its freedom of speech, openness and tolerance. We are very proud that ESOMAR chose Amsterdam to be its home base so many years ago, and with over 192 different nationalities and cultures within our inhabitants, find Amsterdam to be a perfect match to ESOMAR's global presence.

Amsterdam and the Netherlands have a rich tradition in observation and translating these observations into art and artifact. While many of our painters are renowned throughout the world, it is a lesser-known fact that both the microscope and the binoculars were also invented here. In this respect, both your industry and our city have a lot in common: for if one is not smart or brave enough to ask precise questions, the future may be more of a threat than a challenge.

I sincerely hope that this congress will contribute to the dissemination of new ideas and a broader knowledge of market research, and that the city of Amsterdam with its English speaking population, historic architecture, great museums, wonderful restaurants and warm hospitality will be a source for your inspiration and pleasure.

Yours faithfully,

Eberhard van der Laan
City of Amsterdam

PROGRAMME COMMITTEE

ESOMAR would like to thank our Congress 2011 Programme Committee for their advice, dedication and leadership in selecting and guiding the programme content for this year's theme - IMPACT Research Reloaded.



Ged Parton
(Committee Chair)
CEO, Global Practices and
Capabilities, Synovate, UK



Suzana Pamplona Miranda
Global Strategic Insight Director
Johnson & Johnson Consumer,
Brazil



Sven Arn
Managing Director and Partner
H,T,P, Concept, Germany



Pravin Shekar
Founder, Kreator-in-chief
The Social Catalyst, Krea, India



Mike Cooke
Director of Global Panel
Management, GfK NOP, UK



Tom Wilms
Manager Strategy, Media
& Insights, Royal Grolsch
N.V. an SABMiller Company,
Netherlands



Kim Dedeker
Chair of The Americas
Kantar, USA

HIGHLIGHTS

KAIZEN 改善

I have always been committed to the Japanese idea of Kaizen. Loosely translated *Kai* means *change* and *Zen* is *ideal state*. The idea is essentially that continuous incremental improvement drives people, organisations and businesses forward. For me it is the ideal to which our industry should strive; and it is a good short hand for the body of work reflected in the annual ESOMAR Congress.

This year the excellent Programme Committee has reveled in the quality of submissions. We have papers which add to the industry knowledge base and those that stimulate ideas with reference to related disciplines. And as you'd hope, we have experimental case studies featuring neuro techniques, bio response, and gamification.

The industry desire to keep moving forward is beautifully illustrated by these papers. However, these papers are not empty academic propositions with little to offer to those looking for practical guidance. They are all rooted in the real world. Indeed they are connected by an

underlying theme, namely a demonstration of impact: our industry's ability to make a difference.

The power of the industry to drive decision making is the motivation for many of us to be committed to our research and insight careers. This ability to make a difference is embraced by our extraordinary group of keynote speakers from the client side - Jeff Hunter (General Mills), Joan M. Lewis (Procter & Gamble), Gilbert Heise (Volkswagen) and Lorna Walters (Reckitt Benckiser). And our keynotes, Marc Lammers, Richard Wiseman and David McCandless capture the zeitgeist with their demonstrations of impact through people, behavioural economics and infographics.

I'm excited by the programme - in all it will be a vibrant and stimulating event, and I sincerely hope that you will experience some development progression in your knowledge, outlook and understanding!

Ged Parton
Programme Committee Chair

SOCIAL PROGRAMME

WESTERGASFABRIEK

WELCOME RECEPTION

The Welcome reception for the ESOMAR Congress 2011 will provide an exciting start to what promises to be an engaging and insightful two and a half days. Located in the Westergasfabriek – a former gasworks built in 1883 – the venue has been recognised as an industrial monument by the city of Amsterdam and is a popular destination for cultural activities.

Sponsored by SSI

SUNDAY, 18 SEPTEMBER

19.00 - 21.00



BEURS VAN BERLAGE

DINNER PARTY

The Beurs van Berlage, located on the Damrak in the centre of Amsterdam, was designed by Dutch architect Hendrik Petrus Berlage - the "Father of Modern Dutch Architecture." Constructed between 1896 and 1903, the building was originally designed as a commodity exchange. Today, the Beurs van Berlage is often used as a conference and social event venue, serving as a true Palazzo Pubblico with concert halls (home to the Dutch Philharmonic Orchestra) and space for exhibitions of architecture and applied arts.

TUESDAY, 20 SEPTEMBER

20.00 - 00.30



THE ESOMAR AWARDS 2011

AWARDING EXCELLENCE!

ESOMAR celebrates excellence in the area of market research with a range of internationally renowned industry awards which are presented annually at the ESOMAR Congress. Join us this year as we celebrate the positive impact of research and the value of our profession through its people and their outstanding contribution.

ESOMAR YOUNG RESEARCHER OF THE YEAR AWARD 2011

The ESOMAR Young Researcher of the Year Award recognises the most outstanding, original and creative research by young researchers under the age of 30 which addresses today's most challenging global issues. The themes for 2011 were: E-Health, Recycling, the Future of Work. This award is part of the ESOMAR Developing Talent initiative.

ESOMAR REPRESENTATIVES' AWARDS

ESOMAR is proud to introduce three new awards to be presented to ESOMAR Representatives who have demonstrated passion, dedication and an exceptional commitment to ensuring the highest awareness of the market research industry in their country.

ESOMAR EXCELLENCE AWARD FOR BEST PAPER 2011

The ESOMAR Excellence Award for Best Paper 2011 is given to the highest quality paper presented at an ESOMAR event from Congress 2010 to March 2011. The winning paper must demonstrate a concrete contribution to the industry at large while sustaining ESOMAR best practices.

ESOMAR EXCELLENCE AWARD FOR STANDARDS OF PERFORMANCE

The ESOMAR Excellence award for standards of performance in Market Research (John Downham Award) is presented every two years and recognises a company or individual who has made an outstanding contribution to the industry and has stimulated excellence internationally.

ESOMAR RESEARCH EFFECTIVENESS AWARD

This award highlights best practice in effectiveness from around the world, placing particular emphasis on how research affects commercial performance in a measurable way. The prize is awarded to the company presenting the project that best demonstrates the payback of the research investment (ROI).

CONGRESS AWARDS 2011

The Congress awards are presented to papers that have been shortlisted by the Programme Committee for three award categories:

- The **Best Case History Award** for the paper highlighting the most interesting research application to assist clients.
- The **Best Methodological Paper Award** for the most technical and innovative paper that adds value to the tools available to today's researchers.
- The **Best Paper Overall (The Fernanda Monti Award)** recognises the best paper, in any field, presented at Congress 2011.

The winners of these three Congress awards are shortlisted for the ESOMAR Excellence Award for Best Paper 2012.

ESOMAR EXCELLENCE AWARD NOMINEES FOR THE BEST PAPER 2011

CONGRESS 2010

Riding the value shift in market research

Only the paranoid survive
David Bakken, KJT Group, USA

Getting into the real world of the shopper

Using eye tracking in a multi mode research approach
Ludovic Depoortere & Wim Hamaekers, Rogil Marketing & Sensory Research, Belgium

Pricing beyond the Homo Oeconomicus

Expensive mistakes and profitable opportunities in pricing research
Florian Bauer, Vocatus, Germany

ONLINE RESEARCH 2010

Synergising natural and research communities

Towards a perfect synergy between listening into conversations on 'natural' and on 'research' communities
Annelies Verhaeghe, Tom De Ruyck & Niels Schillewaert, InSites Consulting, Belgium, Carel Vereijken, Danone Research, Netherlands

WM³ 2010

A long engagement

Why the debate over engagement metrics misses the point
Jennifer Taylor, Ehrenberg-Bass Institute, Australia

INNOVATE 2010

Innovation: return to reality

Consumers and designers praise "the real thing". What about marketeers and research people?
Richard Bordenave, INVIVO - BVA, France
Michel Ten Donkelaar, Kraft Foods, Netherlands

QUALITATIVE 2010

Why some slumdogs feel like millionaires and some millionaires like slumdogs

The theory of multiple poverty lines
Shobha Prasad, Drshti Strategic Research Services, India

INSIGHT 2011

Incite to action

Encouraging effective utilisation of shopper insights in a global context
Stephanie Grootenhuys, Kraft Foods International, Switzerland
Bernhard Treiber, 4Dshopper, Germany

APAC 2011

The Karmic circle

Helping brick and mortar heritage brands discover their digital avatars
Prakash Dadlani, Godrej Industries, India
Kalyan Karmakar & Ira Jhangiani, TNS, India

KEYNOTE SPEAKERS

We are happy to present an outstanding array of keynote speakers. Each of our speakers will approach the main theme from their personal perspective and will lead us through the core sessions with their thought - provoking beliefs and ideas.

RICHARD WISEMAN

Chair, in the Public Understanding of Psychology at the University of Hertfordshire

"Richard Wiseman is arguably the most interesting experimental psychologist working today"

Michael Shermer, Columnist - Scientific American.

Prof. Richard Wiseman is based at the University of Hertfordshire and currently holds Britain's first Professorship in the Public Understanding of Psychology. He has gained an international reputation for research into unusual areas of psychology including luck, deception, and the science of self-help.

His three books, *The Luck Factor*, *Quirkology*, and *59 Seconds*, have all topped the best-seller lists and have been translated into over thirty languages. He has presented keynote addresses at The Royal Society, Microsoft, Caltech, and Google. Over 2 million people have taken part in his mass participation experiments, and his YouTube channel has received over 11 million views.

He is one of the most frequently quoted psychologists in the British media, and was recently listed in the *Independent on Sunday's* top 100 people who make Britain a better place to live.

Professor Wiseman will provide his view of perception and decision making, focusing on the role of emotion, simplicity and the 'wow' factor.



MARC LAMMERS

Head Coach of the Beijing Olympic Games 2008 Gold Medal-winning Dutch women's national field hockey team

"Too often we want to improve our weaknesses, but it might be wiser to... train our strong sides for 75 percent and our weak sides for 25 percent. Try it and you will notice that everybody is starting to feel better. That is the point where you start distinguishing yourself from other people."

Marc Lammers is an example of a modern-day coach who isn't afraid to take new approaches to win. He served as the head coach of the Dutch women's national field hockey team until 2008 and coached the Gold Medal team at the 2008 Beijing Olympics. As a coach, he prepared 'his' ladies' team for more than 280 international matches.

A rather good hockey player himself, he served as the national coach of Spain's hockey team at a relatively young age. During his stay in Spain he led the Spanish team from 20th to fourth place in the world ranking list at the 2000 Sydney Olympic Games.

In 2003, under his guidance, the Dutch women's national field hockey team won the European Championships in Barcelona and finished second at the 2004 Olympic Games in Athens. Over the next two years, the Netherlands won the Champions Trophy and the European Championships, setting the stage for the 2008 Olympic Games. In an exciting finale, he coached his team to victory in Beijing by defeating the host China in the finals to win the Gold Medal.

Marc is well-known for his innovations, using a diverse array of technologies in his modern style of coaching, including video glasses, analysis software, and heartbeat meters. He even has a verb named after him: lammering.

"Failing to change means a standstill"

Marc will provide bridges from the sport world to our industry through examples of successes and failures, self-development, attention to performance and leadership.



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DAVID MCCANDLESS

A London-based author, data-journalist and information designer

David McCandless works as a data journalist and information designer across the print, advertising, TV and web spectrums. His design work has appeared in over forty publications internationally, including *The Guardian*, *Wired* and *Die Zeit*. His blog and book *Information Is Beautiful* are dedicated to visualising ideas, issues, knowledge and data - all with minimal use of text.

David champions the use of infographics and data visualisations to explore new directions for journalism and design - and to discover new stories in the sea of data swamping and surrounding us. In an age of high-speed living and info overload, visualised information has incredible potential to help us quickly understand, navigate and find meaning in a complex world.



KEYNOTE CLIENTS INTERVIEW

LISTEN TO THE PEOPLE WHO REALLY KNOW

The people who truly understand the value that consumer understanding and insight work can make to business decision making are the leaders of Insight functions in the various corporate companies. These leaders are completely aware of the positive difference that great insight work can deliver to their respective companies.

Gilbert Heise (Volkswagen group), Jeff Hunter (General Mills), Joan M. Lewis (P&G) and Lorna Walters (Reckitt Benckiser) are blue chip representatives of the client world. As heads of department for their organisations they are uniquely positioned to provide a personal perspective on the impact of market research.

In the client keynote session they will share their hard-hitting and important views on research as a positive force before taking questions from Congress attendees.

Taking their subject as the client view on insight and understanding as a business decision driver, this will be a keynote session not to be missed.

GILBERT HEISE

Head of Market Research at Volkswagen, Germany

Gilbert Heise has been with Volkswagen since 1996 and is currently Head of Market Research at Volkswagen, Germany. While at Volkswagen, Gilbert has served as the head of CRM, Group Customer Insight and Analysis and Trend Research and Data Analysis. He is the winner of a German marketing award for brand strategy and has consulting experience in the areas of online marketing, automotive marketing and market research for companies such as Mercedes, Smart and Leica Camera.

He is the author of several books and articles about automotive marketing and online marketing strategy and was educated at the University of Göttingen and at the University of Kassel, Univ. of Maryland.



JEFF HUNTER

Director, iTech Consumer Insights at General Mills, USA

Jeffrey Hunter is Director of iTech, Consumer Insights at General Mills, Inc. – a consumer package foods company. The iTech team mission is to identify, develop and implement strategic research solutions. Jeffrey Hunter has been with General Mills for twenty-two years, and has worked on both business unit and corporate assignments. He holds degrees in Asian languages, marketing research and quantitative methods from the University of Minnesota.



JOAN M. LEWIS

Global Consumer & Market Knowledge (CMK) Officer at Procter & Gamble (P&G), USA

Joan M. Lewis is the Global Consumer & Market Knowledge (CMK) Officer at Procter & Gamble (P&G). Joan's organisation makes over five million consumer contacts in about 100 countries and invests in over 20,000 consumer research studies every year. She's responsible for overseeing about 1,300 global CMK professionals who are employed in over 50 countries. Joan joined P&G in 1987 and she has touched virtually every area of P&G's global business, including spending several years in Europe leading P&G's work in several developing countries. Joan was recognized as one of *Ad Age Magazine's* "Top 25 Women to Watch" in 2010.



LORNA WALTERS

Senior VP Global Director Market Research at Reckitt Benckiser, USA

Lorna Walters joined Reckitt Benckiser as SVP Market Research in 2007. Lorna is responsible for all research covering Reckitt Benckiser Household, Personal Care, Healthcare and Food brands around the world. Prior to joining Reckitt Benckiser, Lorna was CEO for Research International USA. She began her career in market research in the UK with AGB/Taylor Nelson and BMRB and then moved to the client side, firstly for Gillette as European Market Research Director and then with Quaker Oats in Brussels and the USA.



PROGRAMME OVERVIEW

SUNDAY, 18	08.00 - 09.00	WORKSHOPS REGISTRATION at the Mint Hotel
	09.00 - 17.00	WORKSHOPS (IN PARALLEL) at the Mint Hotel
	16.00 - 19.00	CONGRESS REGISTRATION in The HUB (Gashouder)
	16.00 - 19.00	EXHIBITION in The HUB (Gashouder)
	19.00 - 21.00	WELCOME RECEPTION in The HUB (Gashouder) Sponsored by SSI
TRANSFORMATORHUIS		
MONDAY, 19	07.45 - 19.00	CONGRESS REGISTRATION in The HUB (Gashouder)
	07.45 - 19.00	EXHIBITION in The HUB (Gashouder)
	08.30 - 08.45	Boost Session
	08.45 - 09.20	OPENING AND WELCOME
	09.20 - 10.05	KEYNOTE – <i>Richard Wiseman</i>
	10.05 - 10.15	60-second presentations
	10.15 - 10.45	Break in The HUB (Gashouder)
	10.45 - 11.40	IMPACTFUL BUSINESS Innovative scenario planning
	11.40 - 12.40	IMPACTFUL BUSINESS Enabling better predictions
	12.40 - 14.00	Lunch in The HUB (Gashouder)
TUESDAY, 20	14.00 - 17.30	OPEN EXHIBITION in The HUB (Gashouder)
	14.00 - 14.45	ONLINE PANEL SAMPLING FORUM
	14.45 - 15.40	EMERGING APPROACHES Mobile advertising and gamification: hype or reality?
	15.40 - 16.20	Break in The HUB (Gashouder)
	16.20 - 17.40	IMPACTFUL RESEARCH Appraising surveys and researchers
	17.40 - 17.45	Mini break
	17.45 - 18.45	ESOMAR Annual General Meeting (AGM)
	18.00 - 19.30	NETWORKING DRINKS in The HUB (Gashouder)
	19.00 - 23.00	
	07.45 - 18.30	CONGRESS REGISTRATION in The HUB (Gashouder)
07.45 - 18.30	EXHIBITION in The HUB (Gashouder)	
		IMPACTFUL RESEARCH Effective consumer understanding
		IMPACTFUL RESEARCH Harnessing journalism for effective communication
		IMPACTFUL SOCIETY Identifying attitudes, values and lifestyles for better fundraising efforts and brand understanding
		IMPACTFUL SOCIETY Enhancing performance through ethics awareness and customer empowerment
		FRINGE FACTORY EVENT: researchuncovered.tv

08.50 - 09.00 09.00 - 10.40	Boost Session IMPACTFUL BUSINESS Managing innovation, reputation and ROI with results	09.00 - 09.40 UNCOVERING BEHAVIOURAL ECONOMICS 09.40 - 10.40 THE TALENT CONTEST: ESOMAR YOUNG RESEARCHER AWARD FINALS AND AWARD PRESENTATION
10.40 - 11.20	Break in The HUB (Gashouder)	
11.20 - 12.20 12.20 - 12.30	KEYNOTE - Marc Lammers 60-second presentations	
12.30 - 14.00	Lunch in The HUB (Gashouder) Sponsored by Affinova	
14.00 - 18.30 14.00 - 15.00	OPEN EXHIBITION in The HUB (Gashouder) IMPACTFUL BUSINESS Inspiring journeys into building knowledge centres and team synergies	WHY SHOULD YOU OPEN AN OFFICE IN...? (PECHA KUCHA)
15.00 - 15.40	Break in The HUB (Gashouder)	
15.40 - 16.55	IMPACTFUL BUSINESS Achieving ROI through superior modelling	IMPACTFUL RESEARCH Research appraised: serious issues and a pinch of fun!
16.55 - 17.10	Mint break	
17.10 - 18.10 20.00 - 00.30	KEY CLIENTS INTERVIEW - Gilbert Heise, Jeff Hunter, Joan M. Lewis, Lorna Walters ESOMAR DINNER PARTY & AWARDS PRESENTATION Beurs van Berlage	
WEDNESDAY, 21 07.45 - 13.15 07.45 - 13.15 08.50 - 09.00 09.00 - 10.35	CONGRESS REGISTRATION in The HUB (Gashouder) EXHIBITION in The HUB (Gashouder) Boost Session EMERGING APPROACHES A festival of new and exciting examples of research with impact (fast track)	
10.35 - 11.15	Break in The HUB (Gashouder)	
11.15 - 12.15 12.15 - 12.20 12.20 - 13.05 13.05 - 13.15	THE TALENT CONTEST ESOMAR Research Effectiveness Award finals & Award presentation PRESENTATION OF CONGRESS AWARDS KEYNOTE - David McCandless CLOSING	
13.15 - 13.45	FAREWELL DRINKS in The HUB (Gashouder)	

FULL PROGRAMME

Sunday 18 September

08.00 - 09.00	WORKSHOPS REGISTRATION at the Mint Hotel
09.00 - 17.00	WORKSHOPS held in parallel TRANSFERRING AND APPLYING INSIGHTS IMPACTFULLY QUALITATIVE RESEARCH 3.0: TOWARDS STRATEGIC CONSULTING SELLING YOUR COMPANY
16.00 - 19.00	CONGRESS REGISTRATION in The HUB (Gashouder)
16.00 - 19.00	EXHIBITION in The HUB (Gashouder)
19.00 - 21.00	WELCOME RECEPTION in The HUB (Gashouder) Sponsored by SSI

Monday 19 September

07.45 - 19.00	CONGRESS REGISTRATION in The HUB (Gashouder)
07.45 - 19.00	EXHIBITION in The HUB (Gashouder)
	TRANSFORMATORHUIS
08.30 - 08.45	Boost Session
08.45 - 09.20	WELCOME <i>Ged Parton, Programme Committee Chair</i> <i>Eberhard van der Laan, Mayor of Amsterdam</i> <i>Jochum Stienstra, ESOMAR Representative in the Netherlands</i>
	PRESIDENT'S ADDRESS <i>Dieter Korczak, ESOMAR President</i>
	INTRODUCTION TO THE PROGRAMME AND KEYNOTE <i>Ged Parton, Programme Committee Chair</i>
09.20 - 10.05	KEYNOTE Inside the mind: illusions and reality <i>Richard Wiseman</i> <i>Chair in the Public Understanding of Psychology, University of Hertfordshire, UK</i>
10.05 - 10.15	60-second Fast Track Various companies making 60-second presentations
10.15 - 10.45	Break in The HUB (Gashouder)

	PARALLEL 1 TRANSFORMATORHUIS	PARALLEL 2 WESTERUNIE
10.45 - 11.40	<p>IMPACTFUL BUSINESS Innovative scenario planning</p> <p>Session chair: <i>Ged Parton, Synovate, UK</i></p> <p>10.50 A fresh look at our eyes How innovation scenarios can harness research insights and further drive business impact <i>Germaine Gazano, LVMH Parfums & Cosmetiques, France</i> <i>Christophe Rebours, InProcess-Design Innovation, France</i></p> <p>11.10 From a snapshot to a movie Pushing the boundaries of marketing ROI <i>Vittorio Raimondi, Foresight Associates, USA</i> <i>Ram Krishnamurthy, The Coca-Cola Company, USA</i> <i>Patricio Pagani, Infotoools, New Zealand</i></p> <p>11.30 - 11.40 DISCUSSION</p>	<p>IMPACTFUL RESEARCH Effective consumer understanding</p> <p>Session chair: <i>Tom Wilms, Royal Grolsch N.V., a SABMiller Company, Netherlands</i></p> <p>10.50 The 'why' instead of 'what' of consumer behaviour An evolutionary-based new model <i>Jan Guus Waldorp and Marie-Anne Simons, AIMgen Lab, Netherlands</i> <i>H.B.M. van de Wiel, University of Groningen, Netherlands</i></p> <p>11.10 Reality is cheap The value of consumer imagination <i>Nick Gadsby, Lawes Gadsby Semiotics, UK</i></p> <p>11.30 - 11.40 DISCUSSION</p>
11.40 - 12.40	<p>IMPACTFUL BUSINESS Enabling better predictions</p> <p>Session chair: <i>Ged Parton, Synovate, UK</i></p> <p>11.45 Predicting brand decisions through emotional engagement Evaluating creative work: a bioqual approach (survey research + neuroscience) required <i>Cristina Balanzo, TNS, UK</i> <i>Rafal Ohme, Human Mind & Brain, Poland</i> <i>Henk Eising, Heineken International, Netherlands</i></p> <p>12.05 Predictability of movie box office based on trailer testing Using neuroscience and bio-sensory measurements for predictive modeling <i>Keith Winter and W. Bryan Smith, EmSense, USA</i></p> <p>12.25 - 12.40 DISCUSSION</p>	<p>IMPACTFUL RESEARCH Harnessing journalism for effective communication</p> <p>Session chair: <i>Tom Wilms, Royal Grolsch N.V., a SABMiller Company, Netherlands</i></p> <p>11.45 Making insights count Using journalistic principles to deliver meaning and impact to eBay's business <i>Barbara Langer, eBay, UK</i> <i>Roger Banks, Incite Marketing Planning, UK</i></p> <p>12.05 - 12.10 DISCUSSION</p> <p>INTERACTIVE PRESENTATION</p> <p>12.10 "As stimulating as black coffee" Communications that are hard to sleep after <i>Lucy Davison, Keen as a Mustard, UK</i></p>

12.40 - 14.00

Lunch in The HUB (Gashouder)

14.00 - 17.30

OPEN EXHIBITION IN THE HUB (Gashouder)

TRANSFORMATORHUIS

14.00 - 14.45

ONLINE PANEL SAMPLING FORUM

The issue of online panel sample quality has been subject to intense discussion in recent years. A number of useful initiatives have been created to solve some of the key issues, but the industry does not have a clear answer to some of the difficult questions such as respondent authenticity or cross-survey de-duplication that this area of research has presented. This forum will provide an open discussion on how the industry can solve the problems around panel sampling and ensure high quality online research results. A panel of experts will be asked to discuss the issues and propose directions that can help the various industry initiatives looking at this area to provide the guidelines that are necessary for continued growth.

Chaired by:
Reg Baker, Market Strategies International, USA

PARALLEL 1 TRANSFORMATORHUIS	PARALLEL 2 WESTERUNIE
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14.45 - 15.40

<p>EMERGING APPROACHES Mobile advertising and gamification: hype or reality?</p> <p>Session chair: <i>Mike Cooke, GfK NOP, UK</i></p> <p>14.50 Mobile = location = effect The effect of location of perceived intrusiveness of mobile ads <i>Marnix van Gisbergen, De Vos and Jansen Marketresearch, Netherlands</i> <i>Khan Vassilis-Javed, NHTV Breda University, Netherlands</i> <i>Paul E. Ketelaar, Radboud University and Katholieke Universiteit, Netherlands</i> <i>Arief E. Hühn,, Radboud University, Netherlands</i></p> <p>15.10 Gamification What it is ... and what it's not <i>Kyle Findlay and Kirsty Alberts, TNS Global Brand Equity Centre, South Africa</i></p> <p>15.30 - 15.40 DISCUSSION</p>	<p>IMPACTFUL SOCIETY Identifying attitudes, values and lifestyles for better fundraising efforts and brand understanding</p> <p>Session chair: <i>Pravin Shekar, The Social Catalyst, krea, India</i></p> <p>14.50 Translating the language of consumers into global fundraising efforts Putting trends to good use <i>Sotta Long, UNICEF, Switzerland</i> <i>Nick Chiarelli, Iconoculture, UK</i></p> <p>15.10 "All humanity is one undivided and indivisible family" (Mohandas K. Gandhi) Emerging markets, emerging cultures, emerging families: a case study <i>Catriona Ferris, Unilever, UK</i> <i>Barbie Clarke, Kids and Youth, UK</i></p> <p>15.30 - 15.40 DISCUSSION</p>
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15.40 - 16.20

Break in The HUB (Gashouder)

16.20 - 17.40

IMPACTFUL RESEARCH

Appraising surveys and researchers

Session chair:*Kim Dedeker, Kantar, USA***16.25 All fun and games?**

Myths and realities of respondent engagement in online surveys
Theodore Downes-Le Guin, Reg Baker, Joanne Mechling and Erica Ruyle, Market Strategies International, USA

16.45 Crowd interpretation

Are participants the researchers of the future?
Annelies Verhaeghe, Niels Schillewaert and Joeri van den Bergh, InSites Consulting, Belgium
Gigi Illustre, H.J. Heinz, Netherlands
Peter Claes, Vlaamse Radio-en Televisieomroep, Belgium

17.05 Too much reality?

The perils of easy access to hearts, minds and bedrooms
Sangeeta Gupta, Pepsico India
Anjali Puri, TNS APAC, India

17.25 - 17.40 DISCUSSION**IMPACTFUL SOCIETY**

Enhancing performance through ethics awareness and customer empowerment

Session chair:*Pravin Shekar, The Social Catalyst, krea, India***16.25 "I hadn't really thought about that!"**

The organisational impact of research ethics: a case study
Agnes Nairn, EM Lyon Business School, France
Marie-Agnes Beetschen, Unilever, UK

16.45 The Financial Intelligence FQ-game

A multi-cultural study into financial literacy and its relationship with emotional wellbeing
Chris Kersbergen, ING, Netherlands
Jan Kienhuis, Epiphany Research Based Consultancy, Netherlands

17.05 - 17.15 DISCUSSION

17.40 - 17.45

Mini Break

17.45 - 18.45

ESOMAR Annual General Meeting (AGM) - FOR MEMBERS ONLY

18.00 - 19.30

Networking drinks in The HUB (Gashouder)

19.00 - 23.00

Fringe Event: researchuncovered.tv

Tuesday 20 September

07.45 - 18.30	CONGRESS REGISTRATION in The HUB (Gashouder)	
07.45 - 18.30	EXHIBITION in The HUB (Gashouder)	
	PARALLEL 1 TRANSFORMATORHUIS	PARALLEL 2 WESTERUNIE
08.50 - 09.00	Boost Session	
09.00 - 10.40	IMPACTFUL BUSINESS	UNCOVERING BEHAVIOURAL ECONOMICS
	Managing innovation, reputation and ROI with results	
	Session chair:	Session chair:
	<i>Suzana Pamplona Miranda, Johnson & Johnson Consumer, Brazil</i>	<i>Kim Dedeker, Kantar, USA</i>
	09.05 Design empowered innovation	INTERACTIVE PRESENTATION
	How "design thinking" can enrich marketing and business innovation	09.05 Research in a world of irrational expectations
	<i>David Stocks, Ben Wood and Mark Whiting, Added Value, France</i>	How new thinking from behavioural economics changes the way we look at and conduct research
	09.25 Enlightened gardens	<i>Stephen Phillips and Abigail Hill, Spring Research, UK</i>
	Innovation beyond the obvious	THE TALENT CONTEST
	<i>Ank van Ophoven, Philips Lighting, Netherlands</i>	ESOMAR Young Researcher of the Year Award Finals
	<i>Pamela Pauwels, Philips, Netherlands</i>	Session chair:
	<i>Jochum Stienstra, Ferro Explore!, Netherlands</i>	<i>Gunilla Broadbent, former ESOMAR President</i>
	09.45 Measuring and managing reputation	09.45 Emerging social media opportunities
	<i>Yogesh Chavda, Amway Corporation, USA</i>	Effectiveness of Twitter messaging for healthcare products
	<i>Scott Miller, Synovate, USA</i>	<i>Kim Fass, BuzzBack, USA</i>
	10.05 Believe in better	10.00 Six people, six lives, one hope
	How a challenging client demanded ROI on his research. And got it	Listening to employees
	<i>Danny Russell, British Sky Broadcasting, UK</i>	<i>Prerit K. Souda, TNS Global, India</i>
	<i>Fiona Blades, MESH Planning, UK</i>	10.15 Time to board your digital health express
	<i>Hugh Wilson, Cranfield School of Management, UK</i>	Using the wisdom of crowds to explore hotspots of eHealth applications in China
	10.25 - 10.40 DISCUSSION	<i>Yan Zhu, BrainJuicer, China</i>
		10.30 Q&A
		10.35 Award winner presentation

10.40 - 11.20	Break in The HUB (Gashouder)	
	TRANSFORMATORHUIS	
11.20 - 12.20	KEYNOTE Failing to change means a standstill <i>Marc Lammers, Head Coach of the 2008 Olympic Gold Medal Dutch women's national field hockey team, Netherlands</i>	
12.20 - 12.30	60-second Fast Track Various companies making 60-second presentations	
12.30 - 14.00	Lunch in The HUB (Gashouder) – sponsored by Affinova	
14.00 - 18.30	OPEN EXHIBITION in The HUB (Gashouder)	
	PARALLEL 1 TRANSFORMATORHUIS	PARALLEL 2 WESTERUNIE
14.00 - 15.00	IMPACTFUL BUSINESS Inspiring journeys into building knowledge centres and team synergies Session chair: <i>Sven Arn, H,T,P, Concept, Germany</i> 14.05 Research getting a C-suite seat Start building (open) knowledge centers <i>Philip de Wulf, Psilog, Belgium</i> <i>Nord van de Mosselaer, Vodafone Amsterdam, Netherlands</i> 14.25 Engage, inspire, act 3 step stones towards developing more impactful products <i>Tom De Ruyck and Niels Schillewaert, InSites Consulting, Belgium</i> <i>Stan Knoops, Gita Coenen and Soraia Rodrigues, Unilever, Netherlands</i> 14.45 - 15.00 DISCUSSION	WHY SHOULD YOU OPEN AN OFFICE IN...? Session chair: <i>Mike Cooke, GfK NOP, UK</i> Do you plan on expanding your geographical footprint? Do you need to be where the market grows? Or do you simply plan to grow your business from the virtual walls of your internet connection? Discover the answers to these questions and more at the Pecha Kucha session on 'Why should you open an office in...?' Brazil <i>John Kearon, BrainJuicer, UK</i> India <i>Gayathri Swahar, The Nielsen Company, India</i> China <i>Isabelle Zhu, IPSOS, China</i> Russia <i>Elena Koneva, Synovate ComCon, Russia</i> Virtual space <i>Ray Poynter, Vision Critical, UK</i>
15.00 - 15.40	Break in the HUB (Gashouder)	

	PARALLEL 1 TRANSFORMATORHUIS	PARALLEL 2 WESTERUNIE
15.40 - 16.55	<p>IMPACTFUL BUSINESS Achieving ROI through superior modelling</p> <p>Session chair: <i>Suzana Pamplona Miranda, Johnson & Johnson Consumer, Brazil</i></p> <p>15.45 Re-defining marketing measurement Impacting the bottom line through deep understanding of offline and online interactions <i>Hilary Perkins, MarketShare, UK</i> <i>Marcus Missen, NSPCC, UK</i></p> <p>16.05 Building profit through innovation in property development <i>Matt Elliott, VicUrban Australia</i> <i>David Laffin, John Marinopoulos, Strategic Intelligence Group Australia</i></p> <p>16.25 From brilliant to actionable It takes technical brilliance and constant questioning to achieve the truly actionable in marketing ROI <i>Mark Garratt, In4mation Insights, USA</i> <i>Rafael Alcaraz, The Hershey Company, USA</i> <i>Steve Cohen, In4mation Insights, USA</i></p> <p>16.45 - 16.55 DISCUSSION</p>	<p>IMPACTFUL RESEARCH Research appraised: serious issues and a pinch of fun!</p> <p>Session chair: <i>Mike Cooke, GfK NOP, UK</i></p> <p>15.45 Market research reloaded <i>Pieter Paul Verheggen and Wim van Slooten, MOA, Center for Marketing Intelligence & Research, Netherlands</i></p> <p>16.05 Being strategic, being accountable <i>George V. Pappachen, Kantar/WPP, USA</i></p> <p>16.25 - 16.35 DISCUSSION</p> <p>16.35 The Punch & Judy social media show How to work within the new ESOMAR Social Media Guidelines <i>Graeme Lawrence and Pete Comley, Join the Dots, UK</i></p>
16.55 - 17.10	Mini Break	

TRANSFORMATORHUIS**17.10 - 18.10****KEY CLIENTS INTERVIEW****Session chair:***Ged Parton, Synovate, UK***Listen to the people who really know**

The people who truly understand the value that consumer understanding and insight work can make to business decision making are the leaders of Insight functions in the various corporate companies. These leaders are completely aware of the positive difference that great insight work can deliver to their respective companies.

Gilbert Heise (Volkswagen group), Jeff Hunter (General Mills), Joan M. Lewis (P&G) and Lorna Walters (Reckitt Benckiser) are blue chip representatives of the client world. As heads of department for their organizations they are uniquely positioned to provide a personal perspective on the impact of market research.

In the client keynote session they will share their hard hitting and important views on research as a positive force before taking questions from Congress attendees.

Taking their subject as the client view on insight and understanding as a business decision driver this will be a keynote session not to be missed.

Panelists:*Gilbert Heise, Head of Market Research at Volkswagen, Germany**Jeff Hunter, Director, iTECH Consumer Insights at General Mills, USA**Joan M. Lewis, Global Consumer & Market Knowledge Officer at The Procter & Gamble Company, USA**Lorna Walters, Senior VP Global Director Market Research at Reckitt Benckiser, USA***20.00 - 00.30****ESOMAR Dinner Party** at the Beurs van Berlage

During the evening the following ESOMAR awards will be presented:

Representatives' Excellence Awards**Excellence Award for Best Paper 2011****Excellence Award for Standard of Performance in Market Research – THE JOHN DOWNHAM AWARD**

Transportation details available at the Congress registration desk

Wednesday 21 September

	TRANSFORMATORHUIS
07.45 - 13.45	CONGRESS REGISTRATION in The HUB (Gashouder)
07.45 - 13.45	EXHIBITION in The HUB (Gashouder)
08.50 - 09.00	Boost Session
09.00 - 10.35	<p>EMERGING APPROACHES A festival of new and exciting examples of research with impact (Fast Track)</p> <p>Session chair: <i>Sven Arn, H,T,P, Concept, Germany</i></p> <p>09.05 Developing second generation mobile research techniques How mobile research can enhance the enjoyment of media consumption <i>AJ Johnson, Ipsos MORI, UK</i> <i>Rolfe Swinton, Lumi Mobile, UK</i></p> <p>09.20 The game experiments Researching how gaming techniques can be used to improve the quality of feedback from online research <i>Jon Puleston, GMI, UK</i> <i>Deborah Sleep, Engage Research, UK</i></p> <p>09.35 Evolving better concepts How "Survival of the fittest" techniques can be combined with a choice-based consumer interface to improve the innovation process <i>Kevin D. Karty and Erin Breland, Affinnova, USA</i> <i>Michelle Gansle and Gemma Tyson, Mars Food, Netherlands</i></p> <p>09.50 What can tobacco addiction teach us about consumer decision making? Consumer behavior, hedonic forecast and reward <i>Alejandro Salgado-Montejo and Enrique Guarin, Feed Back Profile, Colombia</i> <i>Carlos Velasco and Cristina Blanco, Neurosketch, Colombia</i></p> <p>10.05 Behaving economically with the truth How behavioural economics can help market research to better understand, identify and predict behaviour <i>Orlando Wood, Alain Samson and Peter Harrison, BrainJuicer, UK</i></p> <p>10.20 DISCUSSION</p>
10.35 - 11.15	Break in the HUB (Gashouder)

11.15 - 12.15

THE TALENT CONTEST ESOMAR Research Effectiveness Award finals

Session chair:

Ged Parton, Synovate, UK

11.20 Bringing consumers alive within Unilever R & D

A staged approach for maximal impact

Stan Knoops, Unilever R&D, Belgium

Tom De Ruyck, Anouk Willems, Thomas Troch, Insites Consulting, Belgium

11.35 Building profit through innovation in property development

The confidence to expand into new areas of innovation

Matt Elliott, VicUrban, Australia

David Laffin, John Marinopoulos, Strategic Intelligence Group, Australia

11.50 Simple strategies for effective newspaper advertising

Gain 25% more ROI out of newspaper media advertising

Martin Leeftang, Validators, Netherlands

Erik Grimm, Cebuco, Netherlands

12.05 Q&A

12.10 - 12.20

PRESENTATION OF THE CONGRESS AWARDS

Chaired by:

Finn Raben, ESOMAR Director General

Presented by:

Dieter Korczak, ESOMAR President

Best case history

Best methodological paper

Best paper overall – the 'Fernanda Monti Award'

PRESENTATION OF RESEARCH EFFECTIVENESS AWARD

12.20 - 13.05

KEYNOTE

David McCandless, London-based author, data-journalist and information designer, UK

13.05 - 13.15

CLOSING

Ged Parton, Programme Committee Chair







Dieter Korczak, ESOMAR President

13.15 - 13.45

Farewell Drinks in The HUB (Gashouder)







STUDENT GUIDE

We have a special team of international students, from universities and business schools, each of them with an interest in marketing and research. The students are available to guide delegates, facilitate networking opportunities and run messages. If you're trying to locate a colleague or make a new contact, ask one of the students for help. They can be recognised by their colourful 'Student Guide' t-shirts.

UNIVERSITY	STUDENTS NAME	
Stockholm School of Economics	Jonatan Dahlbeck	
Leon Kozminski University Warsaw	Pawel Janiak	
Technical University Ostrava	Dagmar Jerabkova	
EM-Lyon Business School	Karthik Kota	
Corvinus University Budapest	Peter Nagy	
Rotterdam School of Management, Erasmus University	Suzanne Nakhla	



STUDY DIRECTION	LANGUAGES SPOKEN	3 WORDS TO BEST DESCRIBE MARKET RESEARCH
MSc in Business and Economics	English, German, Swedish	Creativity, Accuracy, Diligence
Strategic Management and Marketing	English, Spanish, Polish	People, Knowledge, Success
MSc in Marketing and Business	English, Czech	Cool, Creative, Beneficial
MSc in Management	English, Hindi, Tamil, Telugu, French	Fundamental, Creative, Insightful
MSc in Marketing	English, Hungarian	Insights, Contribution, Innovation
MSc in Marketing Management	English, Dutch	Insights, Answers, Relations

University of Groningen	Eduardo Oliveira	
Hult International Business School	Jacobo Ortiz Hernandez	
University of Zurich	Adrian Rauchfleisch	
Luigi Bocconi University of Economic Studies / Rotterdam School of Management	Giovanni Roberto	
University of Tilburg	Dessislava Simeonova Jeleva	
University of Piraeus	Nikolaos Theodoris	
Berlin School of Economics and Law	Dmitriy Vecheruk	
University of Amsterdam	Olga Yersh	
University of Amsterdam	Josje Zwinkels	

PhD in Regional and Urban Development	Portuguese, English, Spanish	Observation, Interpretation, Connection
MSc. in Management	English, Spanish	Listening, Findings, Insights
MSc in Communications Management and Communications Research	English, French, German	Curious, Future-oriented, Innovative
MSc in Marketing Management / MSc in Strategic Management	English, French, Italian	Fundamental, Multi-source, Multidisciplinary
MSc in Marketing Research	English, German, Russian, Bulgarian	Diverse, Opportunities, Meaningful
MSc in Business Administration	English, French, Greek	Interactive, Fascinating, Amazing
MSc in International Marketing Management	English, German, Russian	Exciting, Challenging, Rewarding
MSc in Communication Science	Russian, Belarusian, English, Polish, Dutch	Customers, Innovation, Information
MSc in Communication Science	English, German, Dutch	Evidence-based, Innovation, Success

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www.BlogBorg.net is an intelligent Social Media monitoring and Web Care system that actively monitors blogs, social media and other sources on the Web. Emphasizing on finding and interpreting (positive / negative) relevant content. White-label branding is offered for research firms to adopt the tool.

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C&C Market Research

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C&C data collection facilities provide a large array of services, including mall intercepts, pre-recruits, focus groups, sensory tests, Hispanic interviews, mystery shops, programming and much more. Please stop by our booth or contact us at www.ccmarketresearch.com for more information.

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Calls & More

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Calls&More is a dedicated fieldwork+ company focused on CATI&CAPI and performing both consumer and business surveys. We have profound experience in handling small and large surveys (n=1000+). Our clients are mostly international market research companies and governmental institutions.

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Cint is a global technology company focused on providing innovative SaaS-based market research solutions. All products are connected through Cint's exchange platform allowing research buyers and sellers come together to form a transparent insight marketplace reaching 6 million consumers worldwide.

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Cross-Tab is a global market research outsourcing organization providing full range of market research and data analytics solutions to international clients. From managing end-to-end research operations, to market research process outsourcing, secondary research, and paneling services, Cross-Tab is committed to delivering world-class market research services with offshore economies.

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Crowdtech is a fast growing technology company offering superior online research and information technology at a affordable price. Crowdtech specialises in online panelcommunity and feedback technology.

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DESAN Research Solutions is celebrating its 25th anniversary this year. DESAN is the specialist in collecting, processing and reporting survey data for opinion and market research. DESAN carries out paper, online (CAWI), telephone (CATI), face-to-face (CAPI) and mixed mode fieldwork in the Netherlands.

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EnjoySurvey provides ready-to-use interactive market research solutions (SaaS). Design and conduct your own interactive surveys (including click-tests, video/audio tests, virtual shopping, drag&drops, sliders etc.) as fast and easy as plain html by using script uploader or user interface.

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Gazelle Global Research Services helps companies execute domestic/international data collection, data processing and in-language coding; G3 Translate offers translation solutions in 100 languages including translation of surveys and focus group materials, as well as back translation of verbatims.

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11/12

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Online Market Intelligence (OMI) is a LOCAL provider of high quality online fieldwork in Russia, Ukraine, Belarus, Kazakhstan, and the Baltic States. With OMI online panels you can access over 500k+ consumers, 150k+ Patients, 20k+ IT Professionals, and 10k+ Physicians.

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SSI is the premier global provider of sampling solutions, reaching respondents in 72 countries via Internet, telephone and mobile. Client services include questionnaire design, programming and hosting, and data processing. SSI serves over 2,000 clients worldwide, including the top 50 research organizations.

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SurveyEveryone (a division of QuickRewards) is a global research company with offices in USA and Latvia. We own panels in Russia, Ukraine, UK & US. With over 1,000,000 double opted, profiled members, we can help you with any project at a competitive price with no setup fees or project minimums.

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Tochka Rosta

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Tochka Rosta is a market research and consumer testing company from Russia.

Our locations:

- Moscow (Center),
- Sankt-Petersburg (North-Western),
- Rostov-na-Donu (South)

Our services:

- Consumer testing and sensory research
- U&A studies
- Customer Satisfaction Studies (web CATI's and CAPI's)
- Advertising Testing
- B2B Research / Interviews with experts
- Research for the whole Russian market and also in all of the CIS-Countries

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Toluna is a leading online research panel and survey technology provider to the market research industry. Unlike other panel providers, Toluna has developed a unique online research community of 4 million panellists in over 34 countries. Using our online community, research and marketing professionals can target niche segments and hard to reach audiences.

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Triggerpoint is a brand new research facility in Rotterdam, the Netherlands, dedicated to conducting qualitative research. The facility, conveniently located next to the main railway station, consists of two separate suites and a pleasant reception area - offering all technical equipment you need.

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EXHIBITORS

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uSamp (uSamp.com) is one of the world's fastest growing technology and online survey respondent companies, providing more than 5.7 million global survey panelists. uSamp offers unprecedented access to online panelists through its web-based panel platform, transforming the management and delivery of online panel for market researchers.

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Vision Critical

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Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

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VisionsLive Limited

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Set up online focus groups and online discussions in seconds, anywhere in the world and in any language at a fraction of the cost. Our research tools and services are designed with social media culture in mind, and are a better way for you to get rich insights, fast.

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VOXCO

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Voxco is a global provider of software solutions to collect, process and analyze data:

- Acuity4 Social, a next-generation of Social Media Monitoring and Insights system.
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**Worldwide Independent Network (WIN) /
Gallup International Association (GIA)**

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WIN/GIA is the leading market research and polling association, with 64 independent members, a combined revenue of over \$600 million and covering 89% of the world's market. WIN/GIA offers you the Best of Both Worlds: the highest quality at the most competitive price. For more information, please contact sarah.weill@gallup-international.com

ABSTRACTS

DAY ONE

IMPACTFUL BUSINESS – INNOVATIVE SCENARIO PLANNING

A fresh look at our eyes

How innovation scenarios can harness research insights and further drive business impact

Christophe Rebours, InProcess, France

Germaine Gazano, LVMH Perfumes and Cosmetics, France

Innovation in the competitive mascara market dates from the 1950s. To go beyond incremental innovation and redefine category boundaries, InProcess capitalized on its anthropocentric approach and its methods in complexity management to provide LVMH Research with a fresh look at the eye. Using a case-study of eye make-up innovation for Dior, this presentation explains the key components of a user-centric approach which skillfully blends research and design. Let's open our eyes to innovation!

From a snapshot to a movie

Pushing the boundaries of marketing ROI

Vittorio Raimondi, Foresight Associates, USA

Patricio Pagani, Infotools, New Zealand

Ram Krishnamurthy, The Coca-Cola Company, USA

The Beverage Brand Barometer, a Coca-Cola consumer tracking study covering over 85 countries, has become a powerful strategic planning and marketing investment productivity tool. The method is compared to transforming a snapshot photo (a static understanding of consumers) into a series of frames (future brand performance over time). Early applications and benefits include the identification of high return marketing initiatives scalable across regions, as well as the creation of a company-wide language able to connect business goals to marketing actions.

IMPACTFUL BUSINESS – ENABLING BETTER PREDICTIONS

Predicting brand decisions through emotional engagement

Evaluating creative work: A bioquali approach (survey research + neuroscience) required

Cristina de Balanzó, TNS, UK

Rafal Ohme, Human Mind & Brain, Poland

Henk Eising, Heineken, Netherlands

The process of integrating traditional pre-testing methods with neuro-scientific methods based on brain waves (EEG), skin conductance (SC) and eye-tracking (ET) measurements is described in this paper. This is a first step towards a new methodological approach to pre-testing creative ideas. Study results are discussed concerning the role of emotions in advertising and the utility of combining biometric and qualitative measures for predicting brand decisions. This effort has helped Heineken International to better connect with consumers and make informed brand decisions.

Predictability of movie box office based on trailer testing

Using neuroscience and bio-sensory measurements for predictive modeling

Keith Winter, EmSense, USA

W. Bryan Smith, EmSense, USA

Neuroscience is increasingly being used as a diagnostic tool in helping marketers better understand consumer reactions to advertising, marketing, packaging, concepts and other marketing-relevant stimuli. However, little research has yet been conducted to determine the actual market validation of these measures. To advance this learning, EmSense has conducted the first large scale test on the value of neuroscience for assessing in-market predictive capability. This study was based upon more than 8,000 respondent tests, over twelve months.

ABSTRACTS

ONLINE PANEL SAMPLING FORUM

The issue of online panel sample quality has been subject to intense discussion in recent years. A number of useful initiatives have been created to solve some of the key issues, but the industry does not have a clear answer to some of the difficult questions such as respondent authenticity or cross-survey de-duplication that this area of research has presented. This forum will provide an open discussion on how the industry can solve the problems around panel sampling and ensure high quality online research results. A panel of experts will be asked to discuss the issues and propose directions that can help the various industry initiatives looking at this area to provide the guidelines that are necessary for continued growth.

EMERGING APPROACHES – MOBILE ADVERTISING AND GAMIFICATION: HYPE OR REALITY?

Mobile = location = effect

The effect of location of perceived intrusiveness of mobile ads

Marnix van Gisbergen, De Vos and Jansen Marketresearch, Netherlands

Khan Vassilis-Javed, NHTV Breda University, Netherlands

Paul E. Ketelaar, Radboud University and Katholieke Universiteit, Netherlands

Arief E. Hühn, Radboud University, Netherlands

This presentation reports on two studies researching the effect of mobile location-based ads to perceived intrusiveness of those ads. For the reported studies, shoppers received an ad on a smartphone in a simulated 3D supermarket (projected in four rear-projection screens). Participants received either a location-congruent ad (showing a product on a shelf near the consumer), or a location-incongruent ad (the advertised product was not near the consumer). Results show that consumers perceive less intrusiveness when receiving location-congruent ads.

Gamification

The reality of what it is... and what it's not

Kyle Findlay & Kirsty Alberts, TNS Global Brand Equity Centre, South Africa

"Gamification" is sweeping the online and business worlds, but how much is hype vs. reality? The promise of gamification is that the addition of game-like elements can increase participation and engagement in any process or experience, whether in the real world or online. Gamification brings behaviour change methodologies into the digital age by explicitly providing the mechanics to improve user engagement. This presentation will review these claims and investigate what gamification is and what it is not.

IMPACTFUL RESEARCH – APPRAISING SURVEYS AND RESEARCHERS**All fun and games?**

Myths and realities of respondent engagement in online surveys

Theo Downes-LeGuin, Reg Baker, Joanne Mechling, Erica Ruyle, Market Strategies International, USA

This presentation describes an experiment in which a single questionnaire was fielded in four different styles of presentation: text only, decoratively visual, functionally visual, and gamified. Respondents were randomly assigned to only one presentation version. To understand the effect of presentation style on the survey experience and data quality, we compare response distributions, respondent behavior (such as time to complete) and self-reports regarding the survey experience and level of engagement across the four experimental presentations.

Crowd interpretation

Are participants the researchers of the future?

Annelies Verhaeghe, Niels Schillewaert & Joeri Van den Bergh, InSites Consulting, Belgium

Peter Claeys, Vlaamse Radio-en Televisieomroep (VRT), Belgium

Gigi Illustre, H.J. Heinz, Belgium

Research is becoming increasingly a commodity. We see a trend towards DIY research on the client side. Researchers are no longer in the business of data collection or analysis only. The researcher of the future needs to be an insight generator and inspirer. This presentation challenges common premises via the principle of crowd interpretation where research participants instead of researchers are asked to analyze and interpret research data with the goal of generating better insights. Two case studies in cooperation with the VRT and Heinz illustrate findings.

ABSTRACTS

Too much reality?

The perils of easy access to hearts, minds and bedrooms

Anjali Puri, TNS Asia-Pacific, India

Sangeeta Gupta, Pepsico, India

The prevailing celebration of technology-enabled access to “raw” consumer realities is challenged in this presentation. While acknowledging the many benefits that video-ethnography and social media bring (emotional engagement, richness and texture, more impactful storytelling), they have also led to a focus on the anecdotal story, on data rather than analysis, and on micro-reality at the cost of the macro view. Furthermore, to remain relevant researchers must reclaim their role as meaning makers and framers of reality – as interpreters, and not merely cameras.

IMPACTFUL RESEARCH – EFFECTIVE CONSUMER UNDERSTANDING

The ‘why’ instead of ‘what’ of consumer behaviour

An evolutionary-based new model

Jan Guus Waldorp & Marie-Anne Simons, AIMgen Lab, Netherlands

H.B.M. van de Wiel, University of Groningen, Netherlands

Today, with global markets developing, the major challenge for consumer research is to find innovative models to turn data into fundamental insight in buying motives. This presentation introduces evolutionary theory as the foundation of a new, global motivational research approach, focusing on the ultimate why of consumer behaviour. To create actionable insight, a new measuring method and marketing model based on the evolutionary costly signalling theory will be presented along with results of the scientific and commercial validation of the model and online visual projective test.

Reality is cheap

The value of consumer imagination

Nick Gadsby, Lawes Gadsby Semiotics, UK

It is becoming apparent that human imagination and the fantasies it makes possible are crucial for human happiness. It has been believed that imagination is a subjective and idiosyncratic capacity, however recent research shows this is not the case – the things people hope, fantasise and dream about are shaped by culture. This presentation shows how semiotics have been used to understand how and what consumers imagine and fantasise about and how brands and comms can use this resource to create highly compelling strategy.

IMPACTFUL RESEARCH – HARNESSING JOURNALISM FOR EFFECTIVE COMMUNICATION

Making insights count

Using journalistic principles to deliver meaning and impact to eBay's business

Barbara Langer, eBay, UK

Roger Banks, Incite Marketing Planning, UK

A new way of delivering insights – both verbally and in writing – using tools unashamedly borrowed from the world of journalism, will be introduced in this presentation. The presenters argue that the application of journalistic principles to the communication of insights can deliver significantly greater impact to clients' businesses than current methods of delivery. More effective communication of insight delivers superior meaning and impact to eBay and other clients.

"As stimulating as black coffee"

Communications that are hard to sleep after

Lucy Davison, Keen As Mustard Marketing Ltd, UK

Recipients of research communications are often left confused and un-inspired. As a result, although research must be used to drive change within our clients, a lot of researchers' work is wasted. Researchers need radically different approaches to communication. It gives insights from other methodologies, including journalism, and suggests five things researchers can do to create communications that have high visibility and impact. Finally, it gives three case study examples of how researchers have understood the principles of communication and used them well for clients.

IMPACTFUL SOCIETY – IDENTIFYING ATTITUDES, VALUES AND LIFESTYLES FOR BETTER FUNDRAISING EFFORTS AND BRAND UNDERSTANDING

Translating the language of consumers into global fundraising efforts

Nick Chiarelli, Iconaculture, UK

Sotta Long, UNICEF, Switzerland

This presentation describes UNICEF's adoption of a global, cross-category trends framework, and the organization's on-going usage of trends in idea generation. It reviews how and why UNICEF identified a need to track consumer trends, as well as highlights some of the ways it has made trends accessible and actionable for its global offices. The discussion concludes with examples of some real output from these processes in the form of innovative and compelling fundraising ideas.

ABSTRACTS

“All humanity is one undivided and indivisible family”

(Mohandas K. Gandhi)

Emerging markets, emerging cultures, emerging families. A case study

Catriona Ferris, Unilever, UK

Barbie Clarke, Family Kids and Youth, UK

Unilever is growing its brands in emerging markets, including Asia, Africa, South America and Eastern Europe. It is especially interested in the family market where change and transition can challenge cultural values. Unilever has commissioned a study into emerging markets, the purpose of which is not just to identify differences in family life, but to analyse and emphasize important cultural diversity that can add to brand understanding. It also highlights important shared values that are key to understanding family life and child development in fast growing markets.

IMPACTFUL SOCIETY – ENHANCING PERFORMANCE THROUGH ETHICS AWARENESS AND CUSTOMER EMPOWERMENT

“I hadn’t really thought about that!”

The organisational impact of research ethics. A case study

Agnes Nairn, EM Lyon Business School, France

Marie-Agnes Beetschen, Unilever, UK

Ethical behaviour can have very positive impacts on corporate performance, resulting in higher employee motivation and involvement, lower staff turnover and a better bottom line. This presentation reviews a pioneering case study of how Unilever built a global research ethics awareness programme and how it impacts staff and corporate culture. The presenters aim to stimulate creative discussion on how to approach ethics proactively at the level of the whole organization. It shows that developing ethical codes and training employees can actually be fun and have far reaching consequences.

The Financial Intelligence FQ game

A multi-cultural study into financial literacy and its relationship with emotional wellbeing

Chris Kersbergen, ING Insurance and Investment Mgt Europe & Asia, Netherlands

Jan Kienhuis, Epiphany Research Based Consultancy, Netherlands

When it comes to financial management, people live between the emotions of “hope” and “fear”. The Financial Intelligence “FQ” test is an online study designed to measure financial literacy and emotions, and how this influences attitude, behaviour and emotional wellbeing. Conducted in 12 countries, it proves that a financial services company that empowers and educates its customers will help them to both overcome some of the “fear” and to make better financial decisions for themselves at the same time.

DAY TWO

IMPACTFUL BUSINESS – MANAGING INNOVATION, REPUTATION AND ROI WITH RESULTS

Design empowered innovation

How “design thinking” can enrich marketing and business innovation

David Stocks, Ben Wood & Mark Whiting, Added Value, France

How marketing organisations can innovate better by enriching traditional expertise with tools from the world of design will be reviewed in this presentation. By focusing on individuals, moments and journeys in ethnography, insights become deeper. By embracing chaos and play in brainstorming, creative teams explore beyond the stated problem. By iterating and early prototyping, ideas become real and develop more rapidly. Design empowered innovation has the capacity to deliver better ideas, realised earlier, with the relevance to redefine their categories.

Enlightened gardens

Innovation beyond the obvious

Ank van Ophoven, Philips Lighting, Netherlands

Pamela Pauwels, Philips, Netherlands

Jochum Stienstra, Ferro Explore!, Netherlands

Philips Lighting needed insights in garden needs with the potential to make a change in the garden lights market. It was important for Philips Lighting to completely involve the entire interdisciplinary team (researchers, technicians, marketers, designers). This presentation reviews the innovative and engaging process of ‘co-creating’ insights: mating consumer insights to company knowledge. This helped Philips go beyond the obvious, without the fallacy of ‘thinking inside-out’. The presentation also shows how co-creation of insights can help a brand come up with high impact concepts.

Measuring and managing reputation

Yogesh Chavda, Amway, USA

Scott Miller, Synovate, USA

A novel approach to leveraging reputation tracking data in business decision making to improve a leading direct selling company’s global reputation is reviewed in this presentation. It documents how reputation drivers were isolated, tracked and weighted for resource investment; how improvement metrics underpin an executive incentive program that is promoting internal behavior changes; and how simple data characterizations are helping improve data-driven decision-making. It includes examples from the company’s growing body of evidence that reputation improvement promotes sales growth.

ABSTRACTS

Believe in better

How a challenging client demanded ROI on his research. And got it.

Danny Russell, British Sky Broadcasting, UK

Fiona Blades, MESH Planning, UK

Hugh Wilson, Cranfield School of Management, UK

This case study charts the intense and creative journey followed since December 2010 when MESH Planning was awarded British Sky Broadcasting's Brand and Content campaign evaluation tracking. It includes the rapid development of processes, technology, teams and people but, most importantly, tackles the issue of delivering insight that impacts on decision-making. Both parties believe passionately that research must impact on decision-making and deliver a return on investment and wanted to prove this. However, the journey together has taken us far beyond the numbers.

IMPACTFUL BUSINESS – INSPIRING JOURNEYS INTO BUILDING KNOWLEDGE CENTRES AND TEAM SYNERGIES

Research getting a C-suite seat

Start building (open) knowledge centers

Philip de Wulf, psilogy, Belgium

Nord van de Mosselaer, Vodafone, Netherlands

This presentation reviews the Life Rhythm Knowledge Center case and demonstrates the approach used to build a knowledge center for Vodafone. The way research is to become more impactful is by building knowledge, not through single research projects or methodologies, but by combining various research projects in a comprehensive program and by engineering not just the insights generation (including co-creation and crowd sourcing) but also insights dissemination and outreach.

Engage, inspire, act

Three step stones towards developing more impactful products

Tom De Ruyck, InSites Consulting, Belgium

Niels Schillewaert, , InSites Consulting and Vlerick Leuven Ghent Management School, Belgium

Stan Knoops, Gita Coenen, Soraia Rodrigues, Unilever, Netherlands

Great companies understand the importance of consumer and market insights. Enhancing capabilities like acquiring new techniques and technology for data collection and analysis are important to build insights and inform product development. Such introspective views could lead us to missing the point: inspiring people. A two-sided evolution is required. On one side, the insights team needs to upgrade capabilities and provide the best insights; on the other side the R&D team needs to engage with the consumer world, be inspired in their daily work and act upon the insights.

IMPACTFUL BUSINESS – ACHIEVING ROI THROUGH SUPERIOR MODELLING

Re-defining marketing measurement

Impacting the bottom line through deep understanding of offline and online interactions
Hilary Perkins, MarketShare, UK

The presentation describes how superior modelling processes have developed in order to keep pace with, understand and measure the plethora of consumer touchpoints now used by marketers both online and offline. Further, it looks at the entire customer journey to understand interactions between these touchpoints and correctly attribute effects to achieve maximum ROI through optimal forward plans. The approach is based on a number of case studies conducted globally and across different industry verticals, while showcasing the results of one study for a Children's Charity.

Building profit through innovation in property development

Matt Elliott, VicUrban, Australia
John Marinopoulos & David Laffin, Strategic Intelligence Group, Australia

This presentation will demonstrate: key stages in the development of dynamic and innovative models based on consumer, industry and business research and intelligence; market research driving decisions and strategy, resulting in a significant increase in the design, value and profitability of new communities and housing developments; guidance provided to decision makers to help them connect with employees, consumers and government stakeholders whilst supporting corporate strategy; and connecting business with consumers and key stakeholders to optimise the design of new communities and housing developments.

From brilliant to actionable

It takes technical brilliance and constant questioning to achieve the truly actionable in marketing ROI
Rafael Alcaraz, Hershey's, USA
Mark Garratt & Steven Cohen, In4mation Insights, USA

This presentation will describe the collaboration between Hershey's and In4mation Insights to revolutionize how marketing ROI is modeled and how its results are spread throughout an organization. The development of new-to-the-world Bayesian statistical methods, coupled with scalable and speedy software run using parallel processing on the "cloud", will be addressed. Results have then been placed in a marketing enterprise-wide simulation model, where the findings have been pressure-tested by senior executives. The presentation will document how a close relationship between a savvy client and advanced modelers led to groundbreaking results.

ABSTRACTS

UNCOVERING BEHAVIOURAL ECONOMICS

Research in a world of irrational expectations

How new thinking from behavioural economics changes the way we look at and conduct research
Stephen Phillips, Abigail Hill, Spring Research, UK

Our industry works hard for the truth and often sees it as our domain, yet sometimes the way we go about research moves us further from 'real' truth. More attention is needed to what Behavioural Economics findings mean for Market Research, not just what they say about human behaviour but also how they go about discovering this truth. This presentation demonstrates the Behavioural Economics reasoning behind human behaviour and assesses if, when and how we can use some of these insights to change the way market research is conducted.

THE TALENT CONTEST

ESOMAR Young Researcher of the Year Award Finals

Emerging social media opportunities

Effectiveness of Twitter messaging for healthcare products
Kim Fass, BuzzBack, USA

The hypothesis of Kim's study is that sending healthcare product-related messages with targeted language to consumers via social media is an effective means of increasing purchase interest. She used Twitter as the social media proxy to her research because it is currently one of the most talked-about social media sites, and is also one of the easiest and most cost effective types of social media for a company to engage in.

Six people, six lives, one hope

Listening to employees
Preriit K. Souda, TNS Global, India

Preriit's story revolves around a (fictitious) professor who attempts to solve every day professional problems to improve job satisfaction thereby reducing future attrition (a key concern today.) In order to visualize the different issues faced across the globe, Preriit created six pen portraits and his paper centres around how the professor, based on the results, recommends actions for organizations to tackle these issues.

Time to board your digital health express

Using the wisdom of crowds to explore hotspots of eHealth applications in China
Yan Zhu, BrainJuicer, China

In developed markets, studies that evaluate the e-infrastructure and implementation of strategy are already conducted by public health organisations. Thanks to fast economic development, developing markets are catching up quickly in terms of infrastructure planning and trial programmes, but studies on these subjects are scarce. Yan's research project hopes to be one of the firsts to draw some attention to health-related research in developing markets.

WHY SHOULD YOU OPEN AN OFFICE IN...?

Do you plan on expanding your geographical footprint? Do you need to be where the market grows? Or do you simply plan to grow your business from the virtual walls of your internet connection?

Discover the answers to these questions and more at the Pecha Kucha session on 'Why should you open an office in...?'

Brazil

John Kearon, BrainJuicer, UK

India

Gayathri Swahar, The Nielsen Company, India

China

Isabelle Zhu, IPSOS, China

Russia

Elena Koneva, Synovate ComCon, Russia

Virtual space

Ray Poynter, Vision Critical, UK

IMPACTFUL RESEARCH – RESEARCH APPRAISED: SERIOUS ISSUES AND A PINCH OF FUN!

Market research reloaded.

Pieter Paul Verheggen, Wim van Slooten, MOA Center for Marketing Intelligence & Research, Netherlands

In light of recent developments in the market research sector, MOA (the market research sector organisation in the Netherlands) has formed a think tank. This group has investigated developments in ICT and other non-market research sectors, resulting in a plan for organising and defining the market research field of activity. This 'market research reloaded' concept focuses on the needs of users of marketing and/or business intelligence and is based on the integration of different data streams in order to ensure optimal decision-making.

ABSTRACTS

Being strategic, being accountable

George V. Pappachen, Kantar/WPP, USA

The Punch & Judy social media show

How to work within the new ESOMAR Social Media Guidelines

Pete Comley & Graeme Lawrence, Virtual Surveys, UK

Fancy a break from the conference papers? Come enjoy some fun seaside marionette entertainment. At the same time, you'll learn all about the new ESOMAR Social Media Research Guidelines.

DAY THREE

EMERGING APPROACHES

A festival of new and exciting examples of research with impact (Fast Track)

Developing second generation mobile research techniques

How mobile research can enhance the enjoyment of media consumption

AJ Johnson, Ipsos MORI, UK

Rolfe Swinton, Lumi Mobile, UK

A unique mobile research platform that creates flexible and engaging research applications via a toolkit of real-time question and feedback tools is introduced in this presentation. The ultimate mobile research objective is to develop a method that supplies clients with insight and increases participants' enjoyment of the experience. Our results show that it's possible to engage and interact with 200 viewers of a TV show for over two hours; moreover, over 70% agreed it improved their TV experience. The presentation addresses new opportunities for the research industry.

The game experiments

Researching how gaming techniques can be used to improve the quality of feedback from online research

Jon Puleston, GMI, UK

Deborah Sleep, Engage Research, UK

The concept of "gamification" is sweeping across the marketing communication industry, and is being discussed in marketing departments, advertising agencies and even governments around the globe. We began exploring the idea of game-play in greater depth last year. We examined the theory behind game-play, and looked at how it was being used in other fields, with the aim of discovering how we could integrate this thinking more effectively into our surveys. This presentation assesses the impact that gamification could have on market research.

Evolving better concepts

How “survival of the fittest” techniques can be combined with a choice based consumer interface to improve the innovation process

Kevin Karty & Erin Breland, Affinova, Inc, USA

Michelle Gansle & Gemma Tyson, Mars Foods, Netherlands

Monadic concept testing is an essential tool in phase gate processes to weed out risky product launches. As an optimization tool, however, it suffers from measurement error, poor discrimination, and limited ability to test multiple variations. By comparison, conjoint methods can test many variations but make assumptions that pose challenges (e.g. no interaction between concept elements). A newer technology, real time evolutionary optimization, can test large concept spaces with high discrimination while accounting for interactions. A case study. demonstrates how the technology works.

What can tobacco addiction teach us about consumer decision making?

Consumer behavior, hedonic forecast and reward

Alejandro Salgado-Montejo, Cristina Blanco, Enrique Guarin, FeedBACK Profile, Colombia

Carlos Velasco, Neurosketch, Colombia

Understanding the impact of tobacco addiction on information processing and motivation sheds light on how emotion, anxiety, reward, and hedonic forecast are involved in consumer behavior. The presenters seek to relate how changes in reward and hedonic forecast mechanisms in chronic tobacco use can help understand the way emotion and anxiety intervene in the decision making process. Physiological and behavioral measures were used to evaluate responses to anti-tobacco advertising. A model relating sensory processing, uncertainty, reward systems and anxiety with decision making is presented.

Behaving economically with the truth

How behavioural economics can help research to better understand, identify and predict behaviour

Orlando Wood, Alain Samson & Peter Harrison, BrainJuicer, UK

Traditional economists would have us believe that people are rational, utility-maximising, cost-minimising and socially isolated individuals with stable preferences. This view also pervades market research and our practices, but is being challenged by a relatively new field in the social sciences, known as Behavioural Economics (BE). This paper provides a new framework for understanding BE and identifies some of the influences on behaviour the research industry regularly overlooks. It shows how BE has been used to develop a new mass ethnographic approach – The Behavioural Detectives.

ABSTRACTS

THE TALENT CONTEST

ESOMAR Research Effectiveness Award finals

Bringing consumers alive within Unilever R&D

A staged approach for maximal impact

Type of issue faced by the business: Unilever is working hard on connecting R&D employees to consumers. The short-term aim is to make R&D people aware of the day-to-day consumer reality. The long-term goal is to create structural change.

Building profit through innovation in property development

The confidence to expand into new areas of innovation

Type of issue faced by the business: The project shows how connecting VicUrban with consumers and key stakeholders optimised the design of new housing developments, resulting in significant impact on VicUrban's business, consumers, and VicUrban's profitability.

Simple strategies for effective newspaper advertising

Gain 25% more ROI out of newspaper media advertising

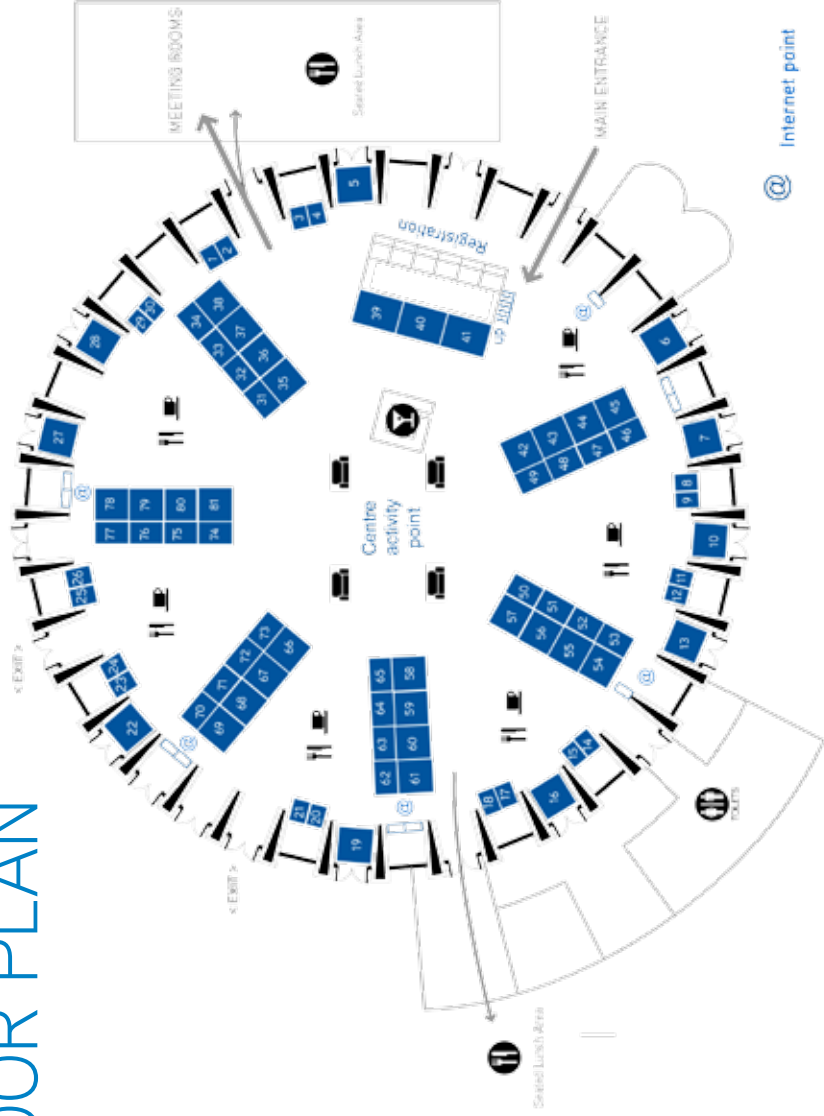
Type of issue faced by the business: Erdee Media Group wanted to know if it was possible to improve ROI on adverts in their daily newspaper Reformatorisch Dagblad (RD.)

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