

**ESOMAR**LIVE

# QUALITATIVE 2011

Vienna / 13 - 15 November

Embrace, Inspire and Celebrate!

Programme

**ESOMAR**  
WORLD RESEARCH



# QUALITATIVE 2011

The qualitative professional is by nature curious and always striving to find new angles to human truths and it is because of this that qualitative research has an opportunity to be the change agent in fuelling brand and innovation success.

The wealth of existing approaches, as well as the effective integration of new ones inspired by other disciplines, makes the quest to find answers even more achievable.

Our Qualitative 2011 'Embrace, Inspire and Celebrate' focuses on the successful integration of new and inspirational approaches to existing qualitative design and is a celebration of the positive contribution this evolving and innovative discipline makes to business and society.

## PROGRAMME COMMITTEE

**Sandrine McClure  
(Committee Chair)**

Head of Insight and  
Development, equal, France

**Julien Dupic**

Managing Partner, H,T,P,  
Concept, France

**Dan Foreman**

CEO, Insight International, UK

**Jens Lönneker**

Managing Partner, Rheingold  
Institute, Germany

**Benjamin Smithee**

CEO, Spych Market Analytics,  
USA

**Charmian Tardieu**

Owner/ Managing Director,  
MilesFurther, Germany

## VENUE

**Radisson Blu Palais Hotel**

Parkring 14-16  
A-1010, Vienna  
Austria  
P: +43 1 515170

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# WORKSHOPS

## Sunday 13 November

Workshops 09.00 - 17.00

### MODERATING ONLINE IMMERSIVE QUALITATIVE RESEARCH

#### Ethnographic inspired online approaches

This workshop will provide a combination of conceptual learning and hands-on experience that will enable participants to extend the speed, reach and richness of their research and immediately add new and compelling offerings to their research practice.

This workshop will cover the following topics:

- An overview of different types of studies and compelling case studies
- Quality criteria of online qualitative research
- Design of hybrid research designs by research activities
- Create activities to capture people's behaviors and emotions
- Meaningful use of multimedia stimuli for projective techniques
- Recruitment and incentive strategy
- Moderating strategies for an online research project

#### Intermediate Level

#### Workshop leaders

*Nicole Reinhold, Research & Innovation Consultant, Socratize, The Netherlands*  
*Steve August, Founder and CEO, Revelation, USA*

### THE POWER OF STORYTELLING AND NARRATIVE

#### Creating compelling presentations

The workshop will teach participants how to build presentations around key learning, not findings. Simple techniques to distil insights and implications from data will be included. Applications are particularly relevant for those drawing on multiple sources of information.

The key take-aways will be an entirely new approach to the process of pulling together presentations, really a new way of thinking about their output, as well as specific tools that can be drawn upon.

#### Intermediate Level

#### Workshop leader

*C. Frederic John, Senior Business Leader, MasterCard International, USA*

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# WORKSHOPS

## Sunday 13 November

Workshop 09.00 - 17.00

### QUALITATIVE RESEARCH 3.0: TOWARDS STRATEGIC CONSULTING

#### **Rethinking the reach, scope and connections to intelligence, strategy and design**

This workshop will address this key challenge for survival by combining the insights and viewpoints of the workshop leaders. The workshop will provide participants with a rich portfolio of actionable ideas designed to answer the following questions:

- How will qualitative research fit within the portfolio of strategy departments at corporate level?
- How will qualitative research contribute / leverage competitive practices of Strategic Design?
- How can qualitative research align with / leverage quantitative research?
- How can qualitative research be stretched by adopting innovative methods from other fields, eg journalism?

#### **Level**

The workshop is designed for both clients and agencies who are interested in understanding how qualitative research can take the next step.

#### **Workshop leaders**

*Federico Trovato, Chief Client Satisfaction Officer, BrainJuicer, The Netherlands*  
*Marco Bevolo, Lecturer, NHTV University of Applied Sciences and co-author, "Premium by Design"*

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# PROGRAMME

## Sunday 13 November

08.00 - 09.00	WORKSHOPS REGISTRATION
16.00 - 19.00	CONFERENCE REGISTRATION
19.00 - 20.00	WELCOME RECEPTION

## Monday 14 November

08.00 - 09.00	CONFERENCE REGISTRATION
09.00 - 09.05	<b>OPENING</b> <i>Dan Foreman, ESOMAR Council Member</i>
09.05 - 09.10	<b>Introduction to the programme</b> <i>Sandrine McClure (Committee Chair)</i>
09.10 - 09.15	<b>Introduction to the keynotes</b> <i>Benjamin Smithee, CEO, Spych Market Analytics, USA</i>
09.15 - 10.10	<b>KEYNOTES</b> <b>Creative Lenses</b> A look at creativity through two unique perspectives <i>Leslie Ishii, renowned actress and educator, USA</i> <i>Tim Ishii, award-winning jazz saxophonist and Director of Jazz Studies, University of Texas Arlington, USA</i>
10.10 - 10.40	<b>Networking break</b>
	<b>GETTING TO THE HEART OF THE INFORMATION</b>
10.40 - 10.45	<b>Introduction by session chair</b> <i>Jens Lönneker, Managing Partner, Rheingold Institute, Germany</i>
10.45 - 11.10	<b>Water wows</b> Tapping the unleashed potential of mobile phones <i>Piyul Mukherjee &amp; Pia Mollback-Verbic, Quipper Research, India</i>
11.10 - 11.35	<b>Researching the unresearchable</b> How research helped Samaritans in their campaign to reduce suicide <i>Nicola Peckett, Samaritans, UK</i> <i>Nick Johnson, Volante Research, UK</i>
11.35 - 11.50	<b>Discussion</b>

# PROGRAMME

## THE NEXT GENERATION OF INSPIRATION

11.50 - 11.55

### Introduction by session chair

*Charmian Tardieu, Owner/Managing Director, MilesFurther, Germany*

11.55 - 12.20

### We got a crush on you(th)!

Involving influential Gen Y'ers from 15 global cities to learn why something is cool  
*Simona Sbarbaro, MTV Networks, Italy*  
*Joeri Van den Bergh, Elias Veris & Tom De Ruyck, InSites Consulting, Belgium*

12.20 - 12.45

### Smells like teen spirit

Asian youth in the aftermath of globalisation  
*Madhumita Chakraborty, PepsiCo International, India*

12.45 - 13.00

### Discussion

13.00 - 14.15

### Lunch

## INNOVATION AND CELEBRATION

14.15 - 14.20

### Introduction by session chair

*Dan Foreman, CEO, Insight International, UK*

14.20 - 14.45

### Fuel-efficient insights

Getting the most out of multi-approaches  
*Aimee Bryant & Graeme Lawrence, Join the Dots, UK*

14.45 - 15.10

### Connecting dots

A pragmatic approach in using and interpreting findings of qualitative research  
*Diaa Rashwan, Savola Foods, Egypt*

15.10 - 15.35

### Inspiring the senses

How innovation in the sensory business can benefit from a new angle on research. And: how future qualitative research can learn from sensory!  
*Massimo Cealti, Symrise, France*  
*Gabriele Niemann, Symrise, Germany*  
*Oliver Schieleit, H,T,P, Concept, Germany*

15.35 - 15.55

### Discussion

15.55 - 16.25

### Networking break

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<b>THE QUALITATIVE FRINGE</b>	
16.25 - 16.30	<p><b>Introduction by Pecha Kucha MC and Debate master</b>  <i>Benjamin Smithee, CEO, Spych Market Analytics, USA</i></p> <p>Has the adoption of technology combined with the fusion of insight generating disciplines meant an end to qualitative as we know it? Or, is the blurring of research boundaries just a natural progression for the profession and an expansion of the qualitative practice? And what will it all mean for role and skillset of the Qualie?</p>
16.30 - 16.37	<p><b>How technology is changing the way we think</b>  Exploring the implications for society and for the research industry  <i>Sheila Keegan, Campbell Keegan, UK</i></p>
16.37 - 16.44	<p><b>Blurring the boundaries between qual and quant</b>  How the challenge to do consumer research in the rapidly developing technology industry made qual and quant come together  <i>Maarten Schellekens, Acer, Switzerland</i></p>
16.44 - 16.51	<p><b>From the blog to the record shop</b>  How online consumer dialogues can be used to catalyse action in fast-changing industries  <i>Jamie Allsopp, Sparkler, UK</i>  <i>Hanna Chalmers, Universal Music, UK</i></p>
16.51 - 16.58	<p><b>Break through the one-way mirror!</b>  Run your concept labs by advertising on Facebook  <i>Dirk Lorré, Brandstrategists, Belgium</i>  <i>Benoit Gaillard, WSI Business Performance, Switzerland</i></p>
16.58 - 17.05	<p><b>Bridging the gap</b>  A quant geek makes the case for (better) qualitative  <i>David Bakken, KJT Group, USA</i></p>
17.05 - 18.00	<b>DELEGATE DEBATE</b>
18.00 - 19.00	<b>NETWORKING DRINKS</b>

# PROGRAMME

## Tuesday 15 November

### CULTURAL EYE OPENERS AND ANALYSIS

09.00 - 09.05

#### Introduction by session chair

*Julien Dupic, Managing Partner, H,T,P, Concept, France*

09.05 - 09.50

#### GUEST SPEAKER

#### Cultural differences & consumptions patterns

The power of sensory perception

*Prof. Diana Derval, President, Research Director, DervalResearch, Netherlands, author of the book "The Right Sensory Mix", Netherlands*

09.50 - 10.20

#### Networking break

10.20 - 10.45

#### All for one and one for all

Targeting sustainability - the revival of 'virtues' in research and results

*Nicole Hanisch, Rheingold - Institute for Qualitative Market and Media Research, Germany*  
*Yvonne Masopust, Unilever, Austria*

10.45 - 11.10

#### Insight's third space

Conducting and integrating cultural analysis to drive brand value

*Julie Curphey, Pfizer, UK*  
*Andrew Dexter & Leanne Tomasevic, Truth, UK*

11.10 - 11.35

#### Giving a mature brand new shine in Latin America

*Imke Schuller, BrainJuicer Group, UK*  
*Christiane Quaas, Boehringer Ingelheim Consumer Healthcare, Germany*

11.35 - 11.55

#### Discussion

11.55 - 12.45

### PICK 'N' MIX IN THE QUALITATIVE HOT HOUSE

#### Discussions led by

*Sandrine McClure, Head of Insight and Development, equal, France*

What's your toughest challenge in Qual at the moment? What keeps you awake at night? Bringing the heat to the programme our Hot House enables you to pick a topic and mix with like-minded peers.

12.45 - 14.00	<b>Lunch</b>
14.00 - 14.30	<p><b>CROSS-FERTILISATION OF IDEAS</b> Following the hot house discussions, this feedback session enables you to share, incubate and cultivate your ideas and solutions together.</p>
14.30 - 15.00	<b>Networking break</b>
15.00 - 15.05	<p><b>CREATIVE COMMUNICATIONS AND EFFECTIVE DIALOGUES</b> <b>Introduction by session chair</b> <i>Charmian Tardieu, Owner/Managing Director, MilesFurther, Germany</i></p>
15.05 - 15.30	<p><b>Outside in</b> Using principles of external creative communications for internal insight deployment <i>Teresa Kalyan, Nokia, UK</i> <i>John Robson &amp; Jo Lowndes, Sparkler, UK</i></p>
15.30 - 15.55	<p><b>From co-creation to co-deployment: A case study on consumer segmentation</b> How strong collaboration between the insight function, research agency and ad agency led to effective results <i>Murat Demiral, Beverage Partners Worldwide, Switzerland</i> <i>Wendy Mitchell, RDSi, UK</i></p>
15.55 - 16.20	<p><b>'Don't play with food!</b> How an unorthodox research project helped a charming taboo breaker to find its way into German kids' hearts <i>Helen King, Bord Bia - Irish Food Board, Ireland</i> <i>Dörte Toellner, Point-Blank International, Germany</i></p>
16.20 - 16.35	<b>Discussion</b>
16.35 - 16.40	<p><b>PROGRAMME SUMMARY</b> <i>Sandrine McClure (Committee Chair)</i></p>
16.40 - 16.45	<p><b>CLOSING</b> <i>Dan Foreman, ESOMAR Council Member</i></p>
16.45 - 17.15	<b>FAREWELL DRINKS</b>

# EXHIBITOR

## **FocusPad AS**

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FocusPad is a new solution that makes the qualitative research process more efficient and dynamic. FocusPad brings innovation into qualitative research, leaving manual and paper-based processes behind. With FocusPad, you can plan, implement and analyze your qualitative research projects within a single solution. FocusPad is the first solution that addresses the entire whole workflow of the qualitative researcher. The solution is web based and, it takes full advantage of the iPad. FocusPad has been designed for both focus groups and in-depth interviews. FocusPad is a small, independent startup based in Oslo, Norway. We are enthusiastic qualitative researchers and FocusPad is made for the modern qualitative researcher.



# Powerful connections for growth.

TNS is the world's largest qualitative research practice, with a network of more than 500 passionate, creative and daring qualitative researchers who connect with people to uncover new consumer insights that inspire business growth.

With a leading market position in Central and Eastern Europe, we offer a suite of qualitative solutions.

## Classic Qualitative services

- Group discussions, mini groups, triads
- In-depth interviews, peer pairs
- Ethnographic research
- Shopper insights

## Qualitative Innovation research

- Insightment
- SuperGroup
- ConceptClinic
- SuperClinic

## Qualitative 2.0

- Online focus groups
- Netnography
- Online co-creation
- Online research communities

## Smart Approaches

- Express groups
- Webcast exploration
- Express Supergroup

For more information on how TNS can help you grow your business, please contact:

**Luc Rens**, Global Head of Qualitative  
[Luc.Rens@tnsglobal.com](mailto:Luc.Rens@tnsglobal.com)  
[www.tnsglobal.com](http://www.tnsglobal.com)



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We would like to thank our sponsor and all those who have provided their services, expertise and support to make this year's Qualitative Conference a success.

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TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

With over 500 passionate and creative qualitative researchers, TNS is dedicated to uncovering new consumer insights that inspire business growth.

TNS is part of Kantar, one of the world's largest insight, information and consultancy groups.

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# ABSTRACTS

## OPENING KEYNOTES

### **Creative Lenses**

A look at creativity through two unique perspectives

*Leslie Ishii, renowned actress and educator, USA*

*Tim Ishii, award-winning jazz saxophonist and Director of Jazz Studies, University of Texas Arlington*

This sibling duo will share insights on the pathway to creativity. Leslie, a renowned actress and educator from Los Angeles, and Tim, an award-winning jazz saxophonist and professor, will showcase their art while providing an in-depth look at how the roots of creativity can be applied to all environments and industries. Both have mastered their crafts by blending exposures from a wide variety of experiences and education, creating unique identities that will surely resonate with your own internal passions and creative process.

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## GETTING TO THE HEART OF THE INFORMATION

### **Water wows**

Tapping the unleashed potential of mobile phones

*Piyul Mukherjee & Pia Mollback-Verbic, Quipper Research, India*

With increasing access to high tech 'smart phones' by consumers from the developing world, qualitative research need no longer stay within the rigid confines of twentieth century definitions of in-group homogeneity, focus group interviews, in depth interviews, or even physically present ethnography. Using the example of water, this presentation explores the potential of harnessing our end-consumer family members' ability to use available technology, and presents a live hands-on picture of behaviour and innovations.

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# ABSTRACTS

## **Researching the unresearchable**

How research helped Samaritans in their campaign to reduce suicide

*Nicola Peckett, Samaritans, UK*

*Nick Johnson, Volante Research, UK*

In the UK, 6,000 people take their own lives every year; 4,000 of them are men. Samaritans sought to develop an ad campaign aimed at reducing male suicide. The campaign was aimed at men in low income groups living in the most socially deprived areas of the UK. This presentation showcases how powerful research can be in understanding a rarely researched part of the population and in turning that insight into compelling advertising.

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## **THE NEXT GENERATION OF INSPIRATION**

### **We got a crush on you(th)!**

Involving influential Gen Y'ers from 15 global cities to learn why something is cool

*Simona Sbarbaro, MTV Networks, Italy*

*Joeri Van den Bergh, Elias Veris & Tom De Ruyck, InSites Consulting, Belgium*

Generation Y (aged 15-30) is the most marketing savvy generation ever. On a global scale, this new consumer cohort is much larger than the previous generation X and their impact on society will soon surpass the Babyboomer's largely documented influence. But what drives this fickle generation and how can global brands really connect with youth worldwide? This presentation highlights the key dimensions behind cool brands derived from a research community connecting urban youth in 15 different cities around the globe.

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### **Smells like teen spirit**

Asian youth in the aftermath of globalization

*Madhumita Chakraborty, PepsiCo International, India*

For the generation born in this millennium, growing affluence, smaller family size and media proliferation has meant that Youth values today are very different from the past generation. Is the middle class Asian Youth today similar to his Western counterpart? Are these values similar across Asia - or do they differ in the more developed countries vs. the developing economies? Are we looking at a "common Teen spirit" across the globe or is it going "glocal"? This presentation addresses these questions, and the implications of these societal changes for global marketers.

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## INNOVATION AND CELEBRATION

### **Fuel-efficient insights**

Getting the most out of multi-approaches

*Aimee Bryant & Graeme Lawrence, Join the Dots, UK*

Sometimes using one methodology isn't enough. When asked by Metro to evaluate the success of a new motoring event in London, we targeted a holistic assessment which involved aggregating and synthesising data sources and methodologies to fully assess all aspects of the event. An online insight community was at the heart of the research, but we also attended the event to interview attendees and observe. We combined pre- and post-quantitative measures to measure the event's impact and added key client data. This presentation focuses on the benefits of integrating different qualitative research methodologies together with quantitative approaches and contextual data to get the most out of research.

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### **Connecting dots**

A pragmatic approach in using and interpreting findings of qualitative research

*Diaa Rashwan, Savola Foods, Egypt*

This presentation shares a business case showing how qualitative research, when properly interpreted, led to successful business results by finding the proper positioning for a newly launched brand in Sudan, a country with very challenging market dynamics. The case will show how qualitative research can lead to "poor" decisions when the interpretation has been shallow, while on the contrary, when putting the analysis in the right context and connecting it with other relevant consumer knowledge it can lead to extracting meaningful insights.

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# ABSTRACTS

## **Inspiring the senses**

How innovation in the sensory business can benefit from a new angle on research. And: how future qualitative research can learn from sensory!

*Massimo Cealti, Symrise, France*

*Gabriele Niemann, Symrise, Germany*

*Oliver Schieleit, H,T,P, Concept, Germany*

This presentation critically discusses the status quo of consumer research in the sensory industry. Based on a case study in the oral care category, the presenters advocate a rethinking of current research paradigms in the industry and suggest an interdisciplinary and multi-perspective angle on 'researching the senses'. While criticising current sensory research, the presentation at the same time calls for 'researching with all senses' as the future leitmotif and concept of research at large.

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## **THE QUALITATIVE FRINGE**

### **How technology is changing the way we think**

Exploring the implications for society and for the research industry

*Sheila Keegan, Campbell Keegan, UK*

Digital technologies have changed the way we live and work. However, we rarely consider the effects of technologies themselves on our brains and our working practices. Increasingly neuroscience is revealing our brains to have an extraordinary degree of 'plasticity'; to be dynamic, connected and adaptive throughout life. This has an impact on the way we work. These findings are significant for society as a whole and for the qualitative research community. What is the evidence? What does it mean for our industry? What, if anything, should we be doing about it?

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**Blurring the boundaries between qual and quant**

How the challenge to do consumer research in the rapidly developing technology industry made qual and quant come together

*Maarten Schellekens, Acer, Switzerland*

Conducting research in the high pace technology industry poses quite some challenges for the researcher. In order to cope with this, Acer let go of the traditional distinction between qualitative and quantitative research, and married them into a new blend of research that carried the advantages of both: insights that are both of high quality, and at the same time robust and representative.

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**From the blog to the record shop**

How online consumer dialogues can be used to catalyse action in fast-changing industries

*Jamie Allsopp, Sparkler, UK*

*Hanna Chalmers, Universal Music, UK*

This presentation envisions the future of insight and sees the walls between quantitative and qualitative research brought down thanks to new digital technologies. A project case study that catalysed decision-making and pushed new strategies within the world's largest record company, Universal Music is explored. The presenters describe the project's context, methodologies and factors leading to success, discuss how it fuses quantitative and qualitative approaches and techniques, describe the steps taken to boost engagement with the consumer and the company, and indicate its strengths as an insight model for other companies working in fast-changing creative industries.

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# ABSTRACTS

## **Break through the one-way mirror!**

Run your concept labs by advertising on Facebook and Google

*Dirk Lorré, Brandstrategists, Belgium*

*Benoit Gaillard, WSI Business Performance, Switzerland*

A new way to co-create concepts with consumers, making use of Internet ads, is explored in this presentation. A wide variety of connectors (first part of verbal concepts) is screened by utilizing Google and Facebook ads. The tool also facilitates research on visual language. By making specific concept landing pages, it is possible to further get to know the people that have been successfully connected with, and involve them in co-creation of the offer.

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## **Bridging the gap**

A quant geek makes the case for (better) qualitative

*David Bakken, KJT Group, USA*

A new insight framework based on four distinctive but overlapping types of insight: “discovery” insights, “predictive” insights, “explanatory” insights and “transformational” insights is explored in this presentation. Qual and quant techniques can generate each type of insight on their own, but the likelihood of generating insights increases exponentially when qual and quant are thoroughly integrated (as opposed to simply “combined” in a research effort). Qual and quant methods have complementary strengths and weaknesses, and are subject to different interpretation biases. Qual and quant can learn something from each other about identifying and mitigating these biases.

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## CULTURAL EYE OPENERS AND ANALYSIS

### GUEST SPEAKER

#### **Cultural differences & consumptions patterns**

The power of sensory perception

*Diana Derval, President, Research Director, DervalResearch, author of the book "The Right Sensory Mix", Netherlands*

Why do Chinese drink tea and Dutch coffee? Why is the Australian flag blue and the French flag "tricolore"? During this interactive opening, Diana Derval will reveal the predictive power of sensory perception and how marketers can use it to address properly various local consumption patterns.

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#### **All for one and one for all**

Targeting sustainability - the revival of 'virtues' in research and results

*Nicole Hanisch, Rheingold - Institute for Qualitative Market and Media Research, Germany*  
*Yvonne Masopust, Unilever, Austria*

Sustainability is the buzzword of the decade. Companies feel scrutinised for 'ethical behaviour' and feel compelled to act. General topics – like sustainability – are issues to address for every marketing plan, thus the research is designed as a multi-client study which allows a most cost effective way of elaboration a specific topic of general interest. All participants can share general parts of the study and discuss them at a round table. Product and brand specific parts which they like to get exclusively are presented only the specific company. This presentation illustrates how the sustainability trend marks a revival of virtues in research and results.

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# ABSTRACTS

## **Insight's third space**

Conducting and integrating cultural analysis to drive brand value

*Julie Curphey, Pfizer, UK*

*Andrew Dexter & Leanne Tomasevic, Truth, UK*

In global research, the notion of “culture” often extends no further than “understanding the quirks of a local market”. Yet it can be an inspiring and effective tool for developing brand strategy and innovation, especially when combined with more consumer centric methods. Market researchers are ideally placed to develop strong frameworks for cultural analysis and integrate this into their work with powerful impact, thus making cultural insight an important part of the qualitative toolkit.

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## **Giving a mature brand new shine in Latin America**

*Imke Schuller, BrainJuicer Group*

*Christiane Quaas, Boehringer Ingelheim Consumer Healthcare*

This presentation is an illustration of a recent development in research techniques: from me to we research. We research embraces the fact that people are bad at predicting and understanding their own behaviour (me research), but very good at observing and predicting other people's behaviour (we research). In a recent project with Boehringer Ingelheim, BrainJuicer successfully used this approach, combining consumer storytelling to identify consumer insights, and wisdom of the crowds to screen concepts. By using we research techniques, Boehringer gained deeper understanding of cultural category drivers in Latin America, and was able to access insights and develop concepts that were especially relevant to these markets.

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## PICK N MIX IN THE QUALITATIVE HOT HOUSE

### Discussions led by

*Sandrine McClure, Head of Insight and Development, equal, France*

What's your toughest challenge in Qual at the moment? What keeps you awake at night? Bringing the heat to the programme our Hot House enables you to pick a topic and mix with like-minded peers so that you can incubate and cultivate your ideas and solutions together.

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## CREATIVE COMMUNICATIONS AND EFFECTIVE DIALOGUES

### Outside in

Using principles of external creative communications for internal insight deployment

*Teresa Kalyan, Nokia, UK*

*John Robson & Jo Lowndes, Sparkler, UK*

Anyone looking to deploy their consumer insight and marketing campaigns internally can learn from well-established principles of consumer brand-building and marcomms. Using creative examples from their global insight and marketing best practice dissemination work with Nokia, the presenters demonstrate the application of 10 classic marcomms principles to internal communication. This approach enables optimal value to be derived from insight department investment, and provides legacy infrastructure and comms equity which can be easily leveraged in the future – resulting in 'total insight'.

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# ABSTRACTS

## **From co-creation to co-deployment: A case study on consumer segmentation**

How strong collaboration between the insight function, research agency and ad agency led to effective results

*Murat Demiral, Beverage Partners Worldwide, Switzerland*

*Wendy Mitchell, RDSi, UK*

The collaboration of a multi-functional team, enabling marketers to connect with their key consumers in order to understand the role the NESTEA™ brand plays in consumer lives, is celebrated in this presentation. Via applied ethnographic techniques, it was possible to bring these consumers to life, to understand the way they interact with NESTEA and the emotional connections they share with the brand. By cascading this knowledge through the company it was possible to have successfully informed and optimised the communication strategy, creating a platform to leverage in portfolio management and brand activation globally.

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## **'Don't play with food!**

How an unorthodox research project helped a charming taboo breaker to find its way into German kids' hearts

*Helen King, Bord Bia – Irish Food Board, Ireland*

*Dörte Toellner, Point-Blank International, Germany*

Research is often described as the enemy of innovation. In fact, we ask a lot of participants when requesting they predict future consumption patterns in a focus group. Innovation is about breaking away from patterns. Lateral thinking and stepping out of comfort zones are required! Cheestrings, the quirky children's play cheese brand, is based around breaking adult taboos – 'Don't play with food'! This presentation outlines how a new, energising approach is better equipped to assess consumer acceptance than traditional focus groups, and how researchers became enablers instead of deal breakers when the client faced tough decisions.

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organisation for encouraging,  
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