ESOMAR Live

Congress Amsterdam 2011

18 - 21 September

Impact - Research Reloaded

Programme
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

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<td>Sunday, 18 September</td>
<td>15.30 – 19.00</td>
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<td>Monday, 19 September</td>
<td>07.30 – 09.00</td>
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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
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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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
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.

**PROGRAMME COMMITTEE**

**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
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 Publico 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
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*

**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*

**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*

**INSIGHT 2011**

**Incite to action**
Encouraging effective utilisation of shopper insights in a global context
*Stephanie Grootenhuis, 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.
“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.
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.
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 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 |
|           |             | WESTERUNIE |

<p>| 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 – Richard Wiseman |
|           | 10.05 - 10.15 | 60-second presentations |
|           | 10.15 - 10.45 | Break in The HUB (Gashouder) |
|           | 10.45 - 11.40 | IMPACTFUL BUSINESS |
|           | 11.40 - 12.40 | IMPACTFUL BUSINESS |
|           | 12.40 - 14.00 | Lunch in The HUB (Gashouder) |
|           | 14.00 - 17.30 | IMPACTFUL BUSINESS |
|           | 14.00 - 17.30 | OPEN EXHIBITION in The HUB (Gashouder) |
|           | 14.00 - 15.40 | ONLINE PANEL SAMPLING FORUM |
|           | 14.45 - 15.40 | EMERGING APPROACHES |
|           | 15.40 - 16.20 | Break in The HUB (Gashouder) |
|           | 16.20 - 17.40 | IMPACTFUL RESEARCH |
|           | 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 - 21.00 | FRINGE FACTORY EVENT: researchuncovered.tv |
| TUESDAY, 20 | 07.45 - 18.30 | CONGRESS REGISTRATION in The HUB (Gashouder) |
|           | 07.45 - 18.30 | EXHIBITION in The HUB (Gashouder) |</p>
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<td>09.00 - 10.40</td>
<td>Boost Session</td>
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<td>Managing innovation, reputation and ROI with results</td>
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<td>09.00 - 09.40</td>
<td>Uncovering Behavioural Economics</td>
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<td><strong>THE TALENT CONTEST: ESOMAR YOUNG RESEARCHER AWARD FINALS AND AWARD PRESENTATION</strong></td>
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<td>10.40 - 11.20</td>
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<td>Keynote - Marc Lammers</td>
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<td>12.20 - 12.30</td>
<td>60-second presentations</td>
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<tr>
<td>12.30 - 14.00</td>
<td>Lunch in The HUB (Gashouder) Sponsored by Affinnova</td>
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<td>14.00 - 18.30</td>
<td>Open Exhibition</td>
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<td><strong>IMPACTFUL BUSINESS</strong></td>
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<td>14.00 - 15.00</td>
<td>Open Exhibition</td>
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<td>Inspiring journeys into building knowledge centres and team synergies</td>
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<td>14.00 - 15.00</td>
<td>Lunch in The HUB (Gashouder) Sponsored by Affinnova</td>
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<td>15.00 - 15.40</td>
<td>Break in The HUB (Gashouder)</td>
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<td>15.40 - 16.55</td>
<td>Impactful Business</td>
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<td>17.10 - 18.10</td>
<td>Key Clients Interview</td>
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<td>08.50 - 09.00</td>
<td>Boost Session</td>
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<td><strong>Emerging Approaches</strong></td>
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<td>09.00 - 10.35</td>
<td>Emerging Approaches</td>
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<td>A festival of new and exciting examples of research with impact (fast track)</td>
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<td>10.35 - 11.15</td>
<td>Break in The HUB (Gashouder)</td>
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<td>11.15 - 12.15</td>
<td>The Talent Contest</td>
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<td><strong>ESOMAR Research Effectiveness Award finals &amp; Award presentation</strong></td>
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<td>12.15 - 12.20</td>
<td>Presentation of Congress Awards</td>
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<td>12.20 - 13.05</td>
<td>Keynote - David McCandless</td>
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<tr>
<td>13.15 - 13.45</td>
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**Schedule Details:**
- All events are held in The HUB (Gashouder) unless otherwise specified.
- Times are in 24-hour format.
- Events scheduled for the evenings are outside of the official conference schedule.
## FULL PROGRAMME

### Sunday 18 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.00 - 09.00</td>
<td><strong>WORKSHOPS REGISTRATION</strong> at the Mint Hotel</td>
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<tr>
<td>09.00 - 17.00</td>
<td><strong>WORKSHOPS</strong> held in parallel</td>
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<tr>
<td></td>
<td><strong>TRANSFERRING AND APPLYING INSIGHTS IMPACTFULLY</strong></td>
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<tr>
<td></td>
<td><strong>QUALITATIVE RESEARCH 3.0: TOWARDS STRATEGIC CONSULTING</strong></td>
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<td></td>
<td><strong>SELLING YOUR COMPANY</strong></td>
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<tr>
<td>16.00 - 19.00</td>
<td><strong>CONGRESS REGISTRATION</strong> in The HUB (Gashouder)</td>
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<tr>
<td>16.00 - 19.00</td>
<td><strong>EXHIBITION</strong> in The HUB (Gashouder)</td>
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<tr>
<td>19.00 - 21.00</td>
<td><strong>WELCOME RECEPTION</strong> in The HUB (Gashouder) <strong>Sponsored by SSI</strong></td>
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### Monday 19 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07.45 - 19.00</td>
<td><strong>CONGRESS REGISTRATION</strong> in The HUB (Gashouder)</td>
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<tr>
<td>07.45 - 19.00</td>
<td><strong>EXHIBITION</strong> in The HUB (Gashouder)</td>
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<td></td>
<td><strong>TRANSFORMATORHUIS</strong></td>
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<tr>
<td>08.30 - 08.45</td>
<td><strong>Boost Session</strong></td>
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<tr>
<td>08.45 - 09.20</td>
<td><strong>WELCOME</strong></td>
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<tr>
<td></td>
<td><strong>Ged Parton, Programme Committee Chair</strong></td>
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<td></td>
<td><strong>Eberhard van der Laan, Mayor of Amsterdam</strong></td>
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<td><strong>Jochum Stienstra, ESOMAR Representative in the Netherlands</strong></td>
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<td><strong>PRESIDENT’S ADDRESS</strong></td>
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<td></td>
<td><strong>Dieter Korczak, ESOMAR President</strong></td>
</tr>
<tr>
<td>09.20 - 10.05</td>
<td><strong>INTRODUCTION TO THE PROGRAMME AND KEYNOTE</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Ged Parton, Programme Committee Chair</strong></td>
</tr>
<tr>
<td>09.20 - 10.05</td>
<td><strong>KEYNOTE</strong></td>
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<tr>
<td></td>
<td><strong>Inside the mind: illusions and reality</strong></td>
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<td></td>
<td><strong>Richard Wiseman</strong></td>
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<td></td>
<td><strong>Chair in the Public Understanding of Psychology, University of Hertfordshire, UK</strong></td>
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<tr>
<td>10.05 - 10.15</td>
<td><strong>60-second Fast Track</strong></td>
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<td></td>
<td><strong>Various companies making 60-second presentations</strong></td>
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<tr>
<td>10.15 - 10.45</td>
<td><strong>Break</strong> <strong>in The HUB (Gashouder)</strong></td>
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<td>Time</td>
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<tr>
<td>10.45 - 11.40</td>
<td>IMPACTFUL BUSINESS Innovative scenario planning</td>
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<td></td>
<td>Session chair: Ged Parton, Synovate, UK</td>
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<tr>
<td>10.50</td>
<td><strong>A fresh look at our eyes</strong></td>
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<tr>
<td></td>
<td>How innovation scenarios can harness research insights and further drive business impact</td>
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<td></td>
<td>Germaine Gazano, LVMH Parfums &amp; Cosmetiques, France</td>
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<td></td>
<td>Christophe Rebours, InProcess-Design Innovation, France</td>
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<tr>
<td>11.10</td>
<td><strong>From a snapshot to a movie</strong></td>
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<td></td>
<td>Pushing the boundaries of marketing ROI</td>
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<td></td>
<td>Vittoria Raimondi, Foresight Associates, USA</td>
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<td>Ram Krishnamurthy, The Coca-Cola Company, USA</td>
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<td>Patricio Pagani, Infotools, New Zealand</td>
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<tr>
<td>11.30 - 11.40</td>
<td>DISCUSSION</td>
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<tr>
<td>11.45</td>
<td>IMPACTFUL BUSINESS Enabling better predictions</td>
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<tr>
<td></td>
<td>Session chair: Ged Parton, Synovate, UK</td>
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<tr>
<td>11.45</td>
<td><strong>Predicting brand decisions through emotional engagement</strong></td>
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<td>Evaluating creative work: a bioquali approach (survey research + neuroscience) required</td>
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<td></td>
<td>Cristina Balanzo, TNS, UK</td>
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<td>Rafał Ohme, Human Mind &amp; Brain, Poland</td>
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<td></td>
<td>Henk Eising, Heineken International, Netherlands</td>
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<tr>
<td>12.05</td>
<td><strong>Predictability of movie box office based on trailer testing</strong></td>
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<td>Using neuroscience and bio-sensory measurements for predictive modeling</td>
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<td>Keith Winter and W. Bryan Smith, EmSense, USA</td>
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<tr>
<td>12.25 - 12.40</td>
<td>DISCUSSION</td>
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<tr>
<td>12.10</td>
<td>INTERACTIVE PRESENTATION “As stimulating as black coffee”</td>
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<td>Communications that are hard to sleep after</td>
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<td>Lucy Davison, Keen as a Mustard, UK</td>
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<td>Time</td>
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<tr>
<td>12.40 - 14.00</td>
<td>Lunch in The HUB (Gashouder)</td>
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<tr>
<td>14.00 - 17.30</td>
<td>OPEN EXHIBITION IN THE HUB (Gashouder)</td>
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<tr>
<td>14.00 - 14.45</td>
<td>ONLINE PANEL SAMPLING FORUM</td>
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<td></td>
<td>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.</td>
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<td>Chaired by:</td>
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<td>Reg Baker, Market Strategies International, USA</td>
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<tr>
<td>14.45 - 15.40</td>
<td>PARALLEL 1 TRANSFORMATORHUIS</td>
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<td>14.50</td>
<td>EMERGING APPROACHES</td>
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<td>Mobile advertising and gamification: hype or reality?</td>
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<td>Session chair:</td>
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<td>Mike Cooke, GfK NOP, UK</td>
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<tr>
<td>14.50</td>
<td>Mobile = location = effect</td>
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<td></td>
<td>The effect of location of perceived intrusiveness of mobile ads</td>
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<td></td>
<td>Marnix van Gisbergen, De Vos and Jansen Marketresearch, Netherlands</td>
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<td></td>
<td>Khan Vassilis-Javed, NHTV Breda University, Netherlands</td>
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<td>Paul E. Ketelaar, Radboud University and Katholieke Universiteit,</td>
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<td></td>
<td>Netherlands</td>
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<tr>
<td></td>
<td>Arief E. Hühn,, Radboud University, Netherlands</td>
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<td></td>
<td>15.10 Gamification</td>
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<td>What it is … and what it’s not</td>
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<td></td>
<td>Kyle Findlay and Kirsty Alberts, TNS Global Brand Equity Centre,</td>
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<td>South Africa</td>
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<tr>
<td>15.30 - 15.40</td>
<td>DISCUSSION</td>
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<tr>
<td>14.45 - 15.40</td>
<td>PARALLEL 2 WESTERUNIE</td>
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<tr>
<td>14.50</td>
<td>IMPACTFUL SOCIETY</td>
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<tr>
<td></td>
<td>Identifying attitudes, values and lifestyles for better fundraising</td>
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<td>efforts and brand understanding</td>
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<td>Session chair:</td>
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<td>Pravin Shekar, The Social Catalyst, krea, India</td>
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<td>14.50</td>
<td>Translating the language of consumers into global fundraising efforts</td>
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<td>Putting trends to good use</td>
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<td>Sotta Long, UNICEF, Switzerland</td>
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<td></td>
<td>Nick Chiarelli, Iconoculture, UK</td>
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<tr>
<td>15.10</td>
<td>“All humanity is one undivided and indivisible family”</td>
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<td>(Mohandas K. Gandhi)</td>
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<tr>
<td></td>
<td>Emerging markets, emerging cultures, emerging families: a case study</td>
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<td>Catriona Ferris, Unilever, UK</td>
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<td>Barbie Clarke, Kids and Youth, UK</td>
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<tr>
<td>15.30 - 15.40</td>
<td>DISCUSSION</td>
</tr>
</tbody>
</table>
### 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 Ilustre, 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*

### 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*

### DISCUSSION

17.05 - 17.15 **DISCUSSION**
## Tuesday 20 September

### 07.45 - 18.30

**CONGRESS REGISTRATION** in The HUB (Gashouder)

**EXHIBITION** in The HUB (Gashouder)

### 08.50 - 09.00

**Boost Session**

**IMPACTFUL BUSINESS**
Managing innovation, reputation and ROI with results

**Session chair:**
Suzana Pamplona Miranda, Johnson & Johnson Consumer, Brazil

**09.05 Design empowered innovation**
How “design thinking” can enrich marketing and business innovation
David Stocks, Ben Wood and Mark Whiting, Added Value, France

**09.25 Enlightened gardens**
Innovation beyond the obvious
Ank van Ophoven, Philips Lighting, Netherlands
Pamela Pauwels, Philips, Netherlands
Jochum Stienstra, Ferro Explore!, Netherlands

**09.45 Measuring and managing reputation**
Yogesh Chavda, Amway Corporation, USA
Scott Miller, Synovate, USA

**10.05 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

**10.25 - 10.40 DISCUSSION**

### 09.00 - 10.40

**UNCOVERING BEHAVIOURAL ECONOMICS**

**Session chair:**
Kim Dedeker, Kantar, USA

**09.05 Research in a world of irrational expectations**
How new thinking from behavioural economics changes the way we look at and conduct research
Stephen Phillips and Abigail Hill, Spring Research, UK

**INTERACTIVE PRESENTATION**

**THE TALENT CONTEST**
ESOMAR Young Researcher of the Year award Finals

**Session chair:**
Gunilla Broadbent, former ESOMAR President

**09.45 Emerging social media opportunities**
Effectiveness of Twitter messaging for healthcare products
Kim Fass, BuzzBack, USA

**10.00 Six people, six lives, one hope**
Listening to employees
Prerit K. Souda, TNS Global, India

**10.15 Time to board your digital health express**
Using the wisdom of crowds to explore hotspots of eHealth applications in China
Yan Zhu, BrainJuicer, China

**10.30 Q&A**

**10.35 Award winner presentation**
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.40 - 11.20</td>
<td>Break in The HUB (Gashouder)</td>
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</tbody>
</table>
| 11.20 - 12.20 | **KEYNOTE**  
Failing to change means a standstill  
*Marc Lammers, Head Coach of the 2008 Olympic Gold Medal Dutch women’s national field hockey team, Netherlands* |
| 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 Affinnova                                   |
| 14.00 - 18.30 | **OPEN EXHIBITION** in The HUB (Gashouder)                                                |
| 14.00 - 15.00 | **IMPACTFUL BUSINESS**  
Inspiring journeys into building knowledge centres and team synergies  
*Session chair: Sven Arn, H,T,P, Concept, Germany* |
|             | **14.05 Research getting a C-suite seat**  
Start building (open) knowledge centers  
*Philip de Wulf, Psilogy, Belgium  
Nord van de Mosselaer, Vodafone  
Amsterdam, Netherlands* |
|             | **14.25 Engage, inspire, act**  
3 step stones towards developing more impactful products  
*Tom De Ruyck and Niels Schillewaert, InSites Consulting, Belgium  
Stan Knoops, Gita Coenen and Soraia Rodrigues, Unilever, Netherlands* |
|             | **14.45 - 15.00 DISCUSSION**                                                                 |
| 15.00 - 15.40 | Break in the HUB (Gashouder)                                                                   |
|             | **WHY SHOULD YOU OPEN AN OFFICE IN...?**                                                       |
|             | *Session chair: Mike Cooke, GfK NOP, UK*                                                      |
|             | 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 |
<table>
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<tr>
<th>TIME</th>
<th>PARALLEL 1</th>
<th>PARALLEL 2</th>
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<tbody>
<tr>
<td>15.40 - 16.55</td>
<td><strong>IMPACTFUL BUSINESS</strong>&lt;br&gt;Achieving ROI through superior modelling</td>
<td><strong>IMPACTFUL RESEARCH</strong>&lt;br&gt;Research appraised: serious issues and a pinch of fun!</td>
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<tr>
<td>15.45</td>
<td><strong>Re-defining marketing measurement</strong>&lt;br&gt;Impacting the bottom line through deep understanding of offline and online interactions</td>
<td><strong>15.45 Market research reloaded</strong>&lt;br&gt;Pieter Paul Verheggen and Wim van Slooten, MOA, Center for Marketing Intelligence &amp; Research, Netherlands</td>
</tr>
<tr>
<td>16.05</td>
<td><strong>Building profit through innovation in property development</strong>&lt;br&gt;Matt Elliott, VicUrban Australia&lt;br&gt;David Laffin, John Marinopoulos, Strategic Intelligence Group Australia</td>
<td><strong>16.05 Being strategic, being accountable</strong>&lt;br&gt;George V. Pappachen, Kantar/WPP, USA</td>
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<tr>
<td>16.25</td>
<td><strong>From brilliant to actionable</strong>&lt;br&gt;It takes technical brilliance and constant questioning to achieve the truly actionable in marketing ROI</td>
<td><strong>16.25 - 16.35 DISCUSSION</strong></td>
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<tr>
<td>16.45 - 16.55</td>
<td><strong>DISCUSSION</strong></td>
<td><strong>16.35 The Punch &amp; Judy social media show</strong>&lt;br&gt;How to work within the new ESOMAR Social Media Guidelines&lt;br&gt;Graeme Lawrence and Pete Comley, Join the Dots, UK</td>
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<tr>
<td>16.55 - 17.10</td>
<td>Mini Break</td>
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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

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

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

12.05 Q&A

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

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

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.

<table>
<thead>
<tr>
<th>UNIVERSITY</th>
<th>STUDENTS NAME</th>
</tr>
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<tbody>
<tr>
<td>Stockholm School of Economics</td>
<td>Jonatan Dahlbeck</td>
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<tr>
<td>Leon Kozminski University Warsaw</td>
<td>Pawel Janiak</td>
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<tr>
<td>Technical University Ostrava</td>
<td>Dagmar Jerabkova</td>
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<tr>
<td>EM-Lyon Business School</td>
<td>Karthik Kota</td>
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<tr>
<td>Corvinus University Budapest</td>
<td>Peter Nagy</td>
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<tr>
<td>Rotterdam School of Management, Erasmus University</td>
<td>Suzanne Nakhla</td>
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<tr>
<td>STUDY DIRECTION</td>
<td>LANGUAGES SPOKEN</td>
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<tr>
<td>----------------------------------------</td>
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</tr>
<tr>
<td>MSc in Business and Economics</td>
<td>English, German, Swedish</td>
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<tr>
<td>Strategic Management and Marketing</td>
<td>English, Spanish, Polish</td>
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<tr>
<td>MSc in Marketing and Business</td>
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<tr>
<td>MSc in Management</td>
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<tr>
<td>MSc in Marketing</td>
<td>English, Hungarian</td>
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<tr>
<td>MSc in Marketing Management</td>
<td>English, Dutch</td>
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<tr>
<td>University of Groningen</td>
<td>Eduardo Oliveira</td>
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<td>Hult International Business School</td>
<td>Jacobo Ortiz Hernandez</td>
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<td>University of Zurich</td>
<td>Adrian Rauchfleisch</td>
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<td>Luigi Bocconi University of Economic Studies / Rotterdam School of Management</td>
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<td>University of Tilburg</td>
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<td>University of Piraeus</td>
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<td>Olga Yersh</td>
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<tr>
<td>University of Amsterdam</td>
<td>Josje Zwinkels</td>
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<tr>
<td>Degree / University / MSc</td>
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<tr>
<td>PhD in Regional and Urban Development</td>
<td>Portuguese, English, Spanish</td>
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<tr>
<td>MSc. in Management</td>
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<tr>
<td>MSc in Communications Management and Communications Research</td>
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<tr>
<td>MSc in Communication Science</td>
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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 Ilustre, 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, AllMgen 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 – HARNESING 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, Iconoculture, 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 sessions, 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.
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 Schiellewaert, , InSites Consulting and Vlerick Leuven Ghent Management School, Belgium
Stan Knoops, Gita Coenen, Soroia 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.
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
Prerit K. Souda, TNS Global, India

Prerit’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, Prerit 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, Affinnova, 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.

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**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.

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**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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