TRANSPORTATION

Connected to the Atlanta Marriott Marquis Hotel, MARTA (Metropolitan Atlanta Rapid Transit Authority) provides quick and easy access to city attractions and Atlanta’s Hartsfield-Jackson Airport.

HOW TO FIND MARTA IN HARTSFIELD-JACKSON
MARTA’s airport station is attached to the airport, directly off baggage claim. Within 20 minutes, you can be downtown. One-way fares are only $2.50, with taxi costs averaging around $30 plus tip.

Arriving air travellers should follow the ground transportation signs to MARTA. The entrance to MARTA’s airport station is located inside the western end of the airport’s main terminal. The faregates are just a few feet from the baggage claim areas.

MARTA RAIL OPERATING HOURS

Train Frequencies
Weekdays: 06.00 - 19.00
15 minutes all lines
Weekdays: 19.00 - 01.00
20 minutes all lines
Weekends: 20 minutes all lines

Train Service Hours
Weekdays: 04.45 - 01.00
Weekends: 06.00 - 01.00
After 19.00

Red line travels between Lindbergh & North Springs
After 19.00
Green line travels between Bankhead & Vine City

MARTA BUS SERVICE OPERATING HOURS
Monday to Friday: 05.00 - 01.30
Weekends & Holidays: 05.00 - 00.30

AIRPORT TAXI SERVICE
The taxi service is located in the Yellow Bus aisle. Fares originating from a business and concluding at a business within the zone of downtown, Buckhead and Midtown are at a rate of $8 ($2 for each additional person).

Taxi Fee Structure - Business District
(Flat Rate Zone from/to the Airport)
Downtown $30
Buckhead $40
Midtown $32
*$2 charge for each additional person.
Flag Drop Fee $1.50

Taxi Fee Structure - Outside Business District
(Rates computed by a meter)
$2.50 for the first 1/8 mile
$0.25 for each additional 1/8 mile
$21/hr wait time
$1.50 Flag Drop Fee

Taxi information: (404) 530 3485
VISIT THE ESOMAR REGISTRATION DESK FOR ANY INFORMATION YOU MAY NEED ABOUT THE CONGRESS OR THE SOCIAL PROGRAMME

WORKSHOP REGISTRATION OPENING HOURS:

Saturday, 8 September 08.00 - 09.00
Sunday, 9 September 08.00 - 09.00

CONGRESS REGISTRATION OPENING HOURS:

Sunday, 9 September 16.00 - 19.00
Monday, 10 September 07.45 - 19.00
Tuesday, 11 September 07.45 - 18.30
Wednesday, 12 September 08.45 - 13.50

EXHIBITION OPENING HOURS:

Sunday, 9 September 16.00 - 21.00
Monday, 10 September 08.15 - 19.30
Tuesday, 11 September 08.15 - 18.00
Wednesday, 12 September 08.15 - 14.00

MEMBER’S LOUNGE

The ESOMAR Member’s Lounge offers an exclusive setting for our members to relax, access the internet, enjoy refreshments, network, and take advantage of exclusive member’s only benefits.

Access to this lounge is open to current ESOMAR members only. However, members may bring along one non-member when visiting the lounge.

OPENING HOURS:

Monday, 10 September 07.45 - 19.00
Tuesday, 11 September 07.45 - 18.30
Wednesday, 12 September 07.45 - 13.50

VISIT THE INTERNET POINTS IN THE EXHIBITION AREA

Internet points and WiFi sponsored by Datamatics

For more information visit: www.esomar.org, or visit the ESOMAR Registration Desk
ACCELERATING EXCELLENCE
Celebrating 65 Years and Beyond

WELCOME TO ATLANTA

It is with great pleasure that I welcome you to Atlanta, the Gateway City to the South, for the 65th annual ESOMAR Congress.

Congress 2012 marks a significant milestone for ESOMAR, as we celebrate our 65th anniversary and bring Congress, our flagship event, to the United States for the first time.

This year’s theme is Accelerating Excellence, underscoring the dynamic output of our industry, while engaging us to lead and not just reflect.

For well over half a century, ESOMAR has been at the forefront of the market research industry serving as the leading global network for innovation, knowledge exchange and professional development of researchers from around the globe. This Congress will connect all who work with and within our industry and will showcase the importance and value of research to business and society.

The world around us is changing and we must not only take that into consideration, but must commit ourselves to the construction of such change. In doing this we must still keep to our professional core values - the quality of our work and recommendations and the protection of the privacy of our respondents.

This event requires a tremendous amount of commitment and passion for success. I would like to extend a sincere thank you to our programme committee and speakers as well as to our sponsors, exhibitors and media partners for their generous support of our Congress.

We look forward to engaging with you over the coming days and to working with you to help accelerate the excellence of research on a global level.

Dieter Korczak
ESOMAR President
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Dear ESOMAR Delegates,

It is our great pleasure to welcome you to Atlanta and to ESOMAR Congress, the first in 65 years to be held in “America the Beautiful!”

If you are a “first timer” in America, you could pick no better place to start than Atlanta, a city that blends old with new, while priding itself on diversity, culture, and progress.

Atlanta has transformed itself many times since its founding in 1847. Atlanta’s streets have endured the turmoil of the Civil War, celebrated the triumphant end of segregation, and seen the rise of modern industry and commerce.

Not just an American landmark, Atlanta has established itself as a global hub, hosting a Summer Olympics and serving as the headquarters for many multinational corporations. In fact, few American cities represent progress in multiple dimensions as well as Atlanta.

As ESOMAR prepares to lead the research industry over the next 65 years, our profession will continue to be the catalyst for progress. Marketers face enormous challenges understanding consumers in increasingly complex global arenas. And researchers are faced with an undeniable dilemma: we have more data than ever before, but how do we draw insights from it?

We will not solve these challenges completely in the few short days that we’re here together. Yet we are confident we’ll take some significant steps forward, and emerge poised to make excellence in research key to the eventual formulas for our success. Together we can commit ourselves to progress and to transforming our industry.

We hope you leave Atlanta, and Congress, invigorated about tomorrow’s research industry, while perhaps having found time to explore this truly American city as well.

On behalf of ESOMAR, welcome to Congress!

Sincerely,
Susan Griffin and Steve August, US Representatives
ESOMAR would like to thank our Congress 2012 Programme Committee for their advice, dedication and leadership in selecting and guiding the programme content for this year’s theme - ACCELERATING EXCELLENCE.

**Judith Passingham (Committee Chair)**
CEO Northern & Eastern Europe, TNS, UK

**Vinay Ahuja**
Associate Director for Consumer & Market Knowledge, Procter & Gamble, UAE

**Diane Hessan**
President and CEO, Communispace, USA

**Fred John**
Senior Business Leader, Intelligence & Planning, MasterCard Worldwide, USA

**David Parma**
President, Nielsen BASES and Nielsen Consumer Research, USA

**Niels Schillewaert**
Managing Partner, Director ForwaR&D Lab, InSites Consulting, USA

**Stan Sthanunathan**
Vice President - Marketing Strategy & Insights, The Coca-Cola Company, USA
I am delighted to be chairing the Programme Committee for the 2012 ESOMAR Congress.

This particular Congress marks the milestone of ESOMAR’s 65th Anniversary. It will also be the very first ESOMAR Congress event to take place in the United States, reflecting both the importance of this market, and the large number of ESOMAR members based in the US.

The Programme Committee has been working on developing a Congress agenda which not only reflects what the research industry has managed to achieve, but more importantly looks at drawing out a compelling vision for the future of the market research.

In order to do this, the Programme Committee has focused on papers which demonstrate very ‘clear’ value or utility from the use of market research – either commercially or socially; papers which are genuinely fresh and new, or potentially disrupt the status quo, and those papers which paint a vibrant or ‘provoking’ perspective on the future evolution of the market research industry.

This year’s Congress will help you to keep up-to-date with the latest developments, thinking and areas of ‘challenge’ within the industry. It will also give you the opportunity to mix with many other research practitioners from across the globe, representing many different research disciplines.

This Congress will certainly provide you with some ‘fresh air’. It will give you a new and different perspective on what is happening, and some enriching ideas and approaches you can take back into your own business.

Wishing you an inspiring Congress.

Judith Passingham
Programme Chair
2012 ESOMAR Congress
SOCIAL PROGRAMME

ATLANTA MARRIOTT MARQUIS HOTEL
WELCOME RECEPTION

The Welcome Reception for the ESOMAR Congress 2012 will be held in the Atlanta Marriott Marquis, a unique venue in the heart of the city that offers an inviting and festive environment to celebrate two important industry milestones - the first ESOMAR Congress in the United States and a celebration of ESOMAR’s 65th anniversary. Come meet your fellow delegates and get ready to experience the research celebration of the year!

Sponsored by C&C Market Research and MarkefTools

SUNDAY, 9 SEPTEMBER 19.00 - 21.00

GEORGIA AQUARIUM
DINNER PARTY

With six distinct galleries depicting different aquatic habitats and featuring the largest collection of aquatic animals in the world, the Georgia Aquarium provides the perfect backdrop for the ESOMAR dinner party. Take in breathtaking views of exotic fish and animals from every corner of the globe, while experiencing the amazing cuisine of Chef Wolfgang Puck.

TUESDAY, 11 SEPTEMBER 20.00 - 00.30
THE ESOMAR AWARDS 2012

AWARDING EXCELLENCE!

Each year ESOMAR celebrates excellence with a range of internationally renowned industry awards presented at the ESOMAR Congress. Join us in Atlanta 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 2012

The ESOMAR Young Researcher of the Year Award recognises young researchers under the age of 30 for the most outstanding, original and creative research which addresses today’s most challenging global issues. The themes for 2012 were: The Changing Socio-Political Landscape, The Economy - What’s Next? and Social/New Media Habits. This award is part of the ESOMARNext initiative.

ESOMAR REPRESENTATIVES’ AWARDS

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

EXCELLENCE AWARD FOR BEST PAPER 2012

The ESOMAR Excellence Award for Best Paper 2012 is given to the highest quality paper presented at an ESOMAR event from Congress 2011 to May 2012. The winning paper must demonstrate a concrete contribution to the industry at large, while sustaining ESOMAR best practices.

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 a company project that best demonstrates the payback of their research investment (ROI).
CONGRESS AWARDS 2012

The Congress awards are presented to papers which have been shortlisted by the Programme Committee for the following 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 which was presented at Congress 2012.

The winners of these three Congress awards are shortlisted for the ESOMAR Excellence Award for Best Paper 2013.

ESOMAR EXCELLENCE AWARD NOMINEES FOR BEST PAPER 2012

**CONGRESS 2011**

**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

**Translating the Language of Consumers into Global Fundraising Efforts**
Putting trends to good use

- Sotta Long, UNICEF, Switzerland
- Nick Chiarelli, Iconoculture, UK

**Research in a World of Irrational Expectations**
How new thinking from Behavioural Economics changes the way we look at and conduct research

- Stephen Phillips, Spring Research, UK
- Abigail Hill, Spring Research, UK

**3D DIGITAL DIMENSIONS 2011**

**Leveraging the Power of Social Media**
The impact of shared news content on consumers

- Gregg Liebman, CNN, USA
- Carl Marci, Innerscope Research, USA

**QUALITATIVE 2011**

**Water Wows**
Tapping the unleashed potential of mobile phones

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

**CEE FORUM 2012**

**Insight into Poverty**
How to approach consumers in crisis

- Katarzyna Gawlik, TNS, Poland
- Beata Gers, British American Tobacco, Poland

**APAC 2012**

**Can Survey Gaming Techniques Cross Continents?**
Examining cross cultural reactions to creative questioning techniques

- Jon Puleston, GMI, UK

**LATAM 2012**

**Social Media Experiences**
Consumers or people?

- Andres Lopez, Firefly Millward Brown, Mexico
- Luis Miguel Quijada, Firefly Millward Brown, Mexico
KEYNOTE SPEAKERS

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

SHERRY TURKLE

A professor, author, consultant and researcher, Sherry Turkle has spent the last 30 years researching the psychology of people’s relationships with technology. She is the Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology in the Program in Science, Technology, and Society at MIT, as well as the founder and current director of the MIT Initiative on Technology and Self, a center of research and reflection on the evolving connections between people and artifacts.

Referred to by many as the “Margaret Mead of digital culture,” Sherry has investigated the intersection of digital technology and human relationships from the early days of personal computers to our current world of robotics, artificial intelligence, social networking and mobile connectivity. Her most recent book, Alone Together: Why We Expect More from Technology and Less from Each Other, was a featured talk at TED2012 and describes technology’s influence on relationships between friends, lovers, parents, and children, and new instabilities in how we understand privacy and community, intimacy and solitude.

Sherry’s exploration into our lives on the digital terrain shows how technological advancement doesn’t just catalyse changes in what we do—it affects how we think. Her research also raises critical questions about technology’s role in business productivity, asking whether multi-tasking actually leads to deteriorating performance in each of our tasks. Does our always connected state affect our ability to think, to be creative, and to innovate?

Sherry has been profiled in such publications as The New York Times, Scientific American, and Wired Magazine. She is a featured media commentator on the effects of technology for CNN, NBC, ABC, and NPR, including appearances on such programs as Nightline, 20/20, and The Colbert Report. Professor Turkle received a joint doctorate in sociology and personality psychology from Harvard University and is a licensed clinical psychologist.

Upon resigning from Parliament he founded and served as President of Demoscopia (1987-2003), leader in opinion research in Spain, served as CEO of GDM (1992-1994) and Director of Corporate Relations and advisor to the President at the BBVA Group (2003-2005). He was in the last years President of Inspire Consultores and Kantar Media, positions he resigned upon his appointment as Minister of Education, Culture and Sport of Spain in December 2011.

He has also had an active role in different professional and trade associations: President of ANEIMO, Spanish trade association of research and market companies (1999-2003), Chairman of EFQM (2003-2011) and member of the ESOMAR Council and its President from 2005-2006. He has also lectured in Sociology at several Spanish universities. He is the author of over 500 articles, monographs, and books on the sociology of the communication and has been a renown contributor to daily press, radio stations, and TV.
ADAM GYORGY

“*A rising star*”
CNN World Report

Child prodigy, Liszt Ambassador and Philanthropist, Adam Gyorgy’s virtuosity and sensitive interpretations have won him critical acclaim and a growing enthusiastic fan base worldwide. Adam regularly performs at the world’s most prestigious concert halls such as New York City’s Carnegie Hall and Singapore’s Esplanade Concert Hall.

At 12 years old, he was accepted at the prestigious Bela Bartok Conservatory in Budapest. At 18, he won Hungary’s Pianist 2000 Award and entered the Franz Liszt Academy of Music. Adam won the Vienna Classics Prize in 2002 and in 2003 won the Special Prize at the San Remo International Piano Competition. In 2004, he won all prizes (First Prize, Grand Prize, and Special Prize) at the First International Chopin Piano Competition in Budapest. In 2005, Adam was invited to join the Steinway Artist community, a single honor that places him in the company of the greatest pianists of all time.

In 2010, Adam created the Adam Gyorgy Foundation in New York City whose mission is to play an instrumental role in contemporary society’s music education by supporting talents around the world, bridging cultures, and connecting people. Adam’s piano academy in his hometown in Hungary provides access to the traditional European Piano School for students worldwide.

ADRIAN WOOLDRIDGE

*Schumpeter Columnist and Management Editor, The Economist*

Long-time journalist for *The Economist*, Adrian Wooldridge writes The Economist’s Schumpeter Column and is Management Editor. He has also served as the magazine’s Washington Bureau Chief, Los Angeles Correspondent, and Social Policy Editor (specialising in education and health care).

Alongside fellow *Economist* journalist John Micklethwait, Adrian has coauthored and/or coedited five books on globalisation and business, including *The Right Nation* and the bestseller *The Witch Doctors*. His recent book is *Masters of Management: How The Business Gurus and Their Ideas Have Changed The World - For Better and For Worse.*
A CONVERSATION WITH THE EXECUTIVE SUITE

In this panel, senior marketing executives from major brands will provoke and inspire you with their unique industry and personal perspectives. You will hear their view of future trends, their top priorities, how consumer insights professionals can play a more strategic role in their organisations and more.

BARRY CALPINO

Vice President of Breakthrough Innovation, Kraft Foods, USA

Barry is Vice President of Breakthrough Innovation at Kraft Foods, leading the Global Innovation Center of Excellence for Kraft. Amongst his Center of Excellence roles, Barry oversees the Corporate Breakthrough Innovation group and is on the Kraft North America Leadership team, leading Innovation across the KNA teams.

Barry has been at Kraft since 2009. He has over 18 years of CPG Brand Marketing experience, with 13 of those years spent mostly or entirely focused on leading Innovation. Leading CPG companies he has worked for in Innovation include SC Johnson, Kellogg’s and Wrigley, where he led Gum and Candy innovation for North America prior to coming to Kraft.

Barry has an undergraduate degree in Marketing from Marquette and his MBA from Kellogg-Northwestern.

Barry is originally from Chicago and resides there today, where he is married with 3 kids.
WENDY CLARK

Senior Vice President, Integrated Marketing Communications and Capabilities, The Coca-Cola Company, USA

Wendy Clark joined The Coca-Cola Company in 2008 as senior vice president, integrated marketing communications and capabilities. In her role, Clark oversees global design, content excellence, media connections, interactive and community marketing, experiential marketing and partnerships and the continued advancement of marketing capability at The Coca-Cola Company.

Under Wendy’s guidance, her team has achieved a great deal during her time at the Company, including leadership of The Coca-Cola System’s largest-ever marketing activation for the 2010 FIFA World Cup in more than 160 countries. Her team has a leading industry voice on evolved consumer engagement under their Liquid & Linked communications strategy, leveraging the power of authentic brand stories that spread through owned, earned, shared and paid media connections to create shared value.

In 2011, Fast Company magazine cited Wendy as the Brand Refresher on its top ten list of innovative Business Disruptors and the Advertising Women of New York (AWNY) recognized Wendy as their 2011 Advertising Woman of the Year.

In 2009 and 2010 FORTUNE featured Wendy in its “40 Under 40” issue, ranking as the highest woman in 2010 (#15). She was also named one of four “Women to Watch” by FORTUNE.

Prior to joining The Coca-Cola Company, Wendy was senior vice president, advertising for AT&T, the world’s largest telecommunications company. From delivering the iconic AT&T “globe” logo into the 21st century to making the “Your World. Delivered.” tagline synonymous with AT&T, Wendy was at the helm of the company’s most ambitious and aggressive re-branding and advertising campaign in its history.

Wendy’s efforts were recognized in November 2007, upon her induction into the American Advertising Federation’s Advertising Hall of Achievement. In addition, AdAge magazine cited Clark as “one of the most important women in marketing” in its “Women to Watch” 2007 issue.

Prior to joining AT&T, Wendy served as senior vice president and director of client service at Omnicom shop, GSD&M, overseeing the firm’s 26 accounts and 120+ account service team.

Wendy is a board member of the Association of National Advertisers and ZICO Beverages, is an advisory board member of IDEO.org and serves on the board of trustees for the Atlanta International School. She holds a BA/English from Florida State University and lives in Atlanta with her husband and three children.
Rilla Delorier is the Chief Marketing and Client Experience Officer for SunTrust Banks, Inc. She is responsible for the company’s advertising, direct marketing, brand management, sponsorships, client analytics, cross-channel strategy, web solutions, line of business marketing, corporate communications and client loyalty programs. With a focus on leveraging client insight to enhance the bank’s operations, Ms. Delorier and her team use client feedback and analytics to design client experiences that reinforce the SunTrust brand promise and increase loyalty. She was named to this position in June 2008.

Previously she was the Director of Marketing for SunTrust Wealth and Investment Management. In this role, Ms. Delorier developed and executed segmentation strategies for affluent, wealthy, high-net worth and institutional clients.

Prior to joining SunTrust, she founded The CAGR Marketing Group, a firm specializing in driving results through Client Acquisition, Growth and Retention programs.

From 1999 through 2005, Ms. Delorier was Chief Marketing Officer for PNC Advisors, a member of the PNC Financial Services Group. In this role, she was responsible for marketing and product management across PNC’s consumer and institutional investment businesses. Ms. Delorier also managed PNC’s Women’s Financial Services Network; one of the industry’s most successful women’s marketing programs. She began her professional career as a consultant with Bain and Company.

Ms. Delorier received her MBA from Harvard Business School and her undergraduate degree from The University of Virginia. She was recognized in 2011 by American Banker as one of the Top 25 Women to Watch in Banking. Ms. Delorier serves on the Board of Directors for the Bank Administration Institute (BAI) and is active in her church and community.
Kate Quinn is WellPoint’s Senior Vice President and Chief Marketing Officer (CMO). In her role as CMO, Kate is responsible for leading all marketing initiatives across WellPoint’s business segments including advertising, brand strategy, health care reform, customer communications, and market research.

Kate is an industry veteran with more than 15 years of experience in corporate marketing, product development, research and intelligence, and brand strategy. She most recently served as Vice President of Corporate Marketing for WellPoint. Prior to joining WellPoint in 2005, she held several leadership roles including Chief Marketing Officer of the Group Division at the Hartford Financial Services Group, Senior Vice President of Strategy and Product Development at CIGNA, and head of Product at PacifiCare Health Systems.

Kate earned a bachelor’s degree in Psychology and Writing from Hunter College and a master’s degree from the University of Phoenix.
John Wallis was appointed global head, marketing and brand strategy for Hyatt Hotels Corporation in November 2008. Integrating elements of his previous position as senior vice president of product and brand development (environmental affairs and research and development) with the marketing function (marketing communications, public relations, Gold Passport, e-Commerce, and central reservations/electronic distribution), Wallis brings together the responsibility for defining, maintaining and communicating global brand standards.

Previously, Wallis served as senior vice president, global asset management, where he was responsible for asset managing over 40 Hyatt-owned properties across North America, Latin America, Europe and Asia. His primary responsibilities included the supervision and management of all capital expenditures, monitoring of operating performance and the development of repositioning strategies for select assets.

Wallis’ corporate-level career with Hyatt began in 1989, when he was promoted from general manager and regional vice president, Gulf States at Hyatt Regency Dubai to vice president of marketing, Hyatt International Corporation. He was then promoted to senior vice president of marketing for Hyatt International in 2000, a position he held for four years.

Wallis accepted his first position with Hyatt in 1981 as director of food & beverage for Hyatt Regency Nice, followed by executive assistant manager of food & beverage for Hyatt Regency Kuwait. He later served as general manager for Hyatt Regency Kuwait, Hyatt Regency Fiji, Hyatt Kingsgate Sydney and Hyatt Regency Dubai.

A British national, Wallis was educated at Ecole Hôtelier De Lausanne School in Switzerland.
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**Thursday, 13**

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**Friday, 14**

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<td>07.45 - 18.30</td>
<td>Congress Registration in The Hub</td>
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<td>08.15 - 18.00</td>
<td>EXHIBITION in The Hub</td>
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<td>08.00 - 08.35</td>
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<td>08.50 - 09.00</td>
<td>Boost Session</td>
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<td>09.00 - 10.20</td>
<td>CELEBRATING BUSINESS Going for Growth</td>
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<td>10.50 - 11.30</td>
<td>Break in The Hub</td>
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<td>11.30 - 12.30</td>
<td>A CONVERSATION WITH THE EXECUTIVE SUITE</td>
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<td>12.30 - 12.45</td>
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<td>12.45 - 14.00</td>
<td>Lunch in The Hub</td>
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<tr>
<td>14.00 - 14.55</td>
<td>CELEBRATING BUSINESS Insights Uncovered</td>
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<td>14.55 - 15.35</td>
<td>Break in The Hub</td>
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<tr>
<td>15.35 - 16.30</td>
<td>CELEBRATING RESEARCH Evaluating Online and Neuroscience Techniques</td>
<td>The Hub</td>
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<td>16.30 - 17.50</td>
<td>CELEBRATING RESEARCH Back to the Future – Challenging Conventional Wisdom</td>
<td>The Hub</td>
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<tr>
<td>17.50 - 18.05</td>
<td>KEYNOTE – Adam Gyorgy</td>
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<td>20.00 - 00.00</td>
<td>ESOMAR DINNER PARTY &amp; AWARDS PRESENTATION</td>
<td>The Georgia Aquarium</td>
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<tr>
<td>09.00 - 10.05</td>
<td>THE TALENT CONTEST: ESOMAR Young Researcher</td>
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<td>Award Finals and Award Presentation</td>
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<td>10.05 - 10.50</td>
<td>PANEL DISCUSSION: RESEARCH 2030</td>
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<td>Mergers &amp; Acquisitions – Strategies and Best Practices</td>
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<td>08.15 - 14.00</td>
<td>EXHIBITION in The Hub</td>
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<td>09.00 - 09.35</td>
<td>RESEARCH 2030 Innovation – From Insight to Foresight</td>
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<td>09.35 - 10.55</td>
<td>RESEARCH 2030 Transformation – Visions of the Future</td>
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<td>Break in The Hub</td>
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<td>11.30 - 12.30</td>
<td>THE TALENT CONTEST ESOMAR Research Effectiveness</td>
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<td>Award Finals &amp; Award presentation</td>
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<td>12.30 - 12.40</td>
<td>PRESENTATION OF CONGRESS AWARDS</td>
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<td>12.40 - 13.25</td>
<td>KEYNOTE – Adrian Wooldridge</td>
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<td>13.25 - 13.35</td>
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<td>13.35 - 14.00</td>
<td>FAREWELL DRINKS in The Hub</td>
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<td>09.30 - 10.30</td>
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**ESOMAR Congress 2012**

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**TUESDAY, 11**

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**WEDNESDAY, 12**

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# FULL PROGRAMME

## SATURDAY, 8 SEPTEMBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08.00 - 09.00</td>
<td>WORKSHOP REGISTRATION on the Lobby Level</td>
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<tr>
<td>09.00 - 17.00</td>
<td>WORKSHOP ETHNOGRAPHY AND OBSERVATIONAL RESEARCH - DAY 1</td>
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**Applying cultural analysis tools in consumer research**

## SUNDAY, 9 SEPTEMBER

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<th>Time</th>
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<tr>
<td>08.00 - 09.00</td>
<td>WORKSHOPS REGISTRATION on the Lobby Level</td>
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<td>09.00 - 17.00</td>
<td>WORKSHOPS held in parallel</td>
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<td>ETHNOGRAPHY AND OBSERVATIONAL RESEARCH - DAY 2</td>
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<td>Applying cultural analysis tools in consumer research</td>
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<td>16.00 - 19.00</td>
<td>CONGRESS REGISTRATION in The Hub on the Marquis Level</td>
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<td>16.00 - 21.00</td>
<td>EXHIBITION in The Hub on the Marquis Level</td>
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<td>19.00 - 21.00</td>
<td>WELCOME RECEPTION in The Hub</td>
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<td>Sponsored by C&amp;C Market Research and MarketTools</td>
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## MONDAY, 10 SEPTEMBER

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<td>07.45 - 19.00</td>
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<td>IMPERIAL BALLROOM ON THE MARQUIS LEVEL - PLENARY</td>
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<td>09.00 - 09.30</td>
<td>Boost Session</td>
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**Welcome**

Judith Passingham, Programme Committee Chair  
Susan Griffin and Steve August, ESOMAR Representatives for the USA  

**President’s Address**

Dieter Korczak, ESOMAR President  

**Introduction to the Programme and Keynote**

Judith Passingham, Programme Committee Chair
<table>
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<tbody>
<tr>
<td>09.30 - 10.20</td>
<td>KEYNOTE&lt;br&gt;Online Identities: The Person in the Machine&lt;br&gt;Sherry Turkle, MIT Professor; Founder and Director, MIT Initiative on Technology and the Self, USA</td>
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<tr>
<td>10.20 - 10.30</td>
<td>SPONSORED SSI QUEST AWARDS</td>
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<td>10.30 - 11.10</td>
<td>Break in The Hub on the Marquis Level</td>
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<td>11.10 - 12.30</td>
<td>PARALLEL 1&lt;br&gt;Celebrating Business&lt;br&gt;How Research Can Really Impact on Business&lt;br&gt;Session chair: Judith Passingham, TNS, UK&lt;br&gt;11.15 Research Without Borders&lt;br&gt;The globalisation of the marketing and research functions in a brave new world&lt;br&gt;Liz Moore, Chrysalis Partners, USA&lt;br&gt;Fred John, MasterCard, USA&lt;br&gt;Anna Mariano, MasterCard, USA&lt;br&gt;11.35 Were You There?&lt;br&gt;The story of the research behind the innovative and award-winning Smirnoff campaign&lt;br&gt;Lyn McGregor, Flamingo, USA&lt;br&gt;Oscar Martinez, Diageo, USA&lt;br&gt;11.55 Ode to the Unsung Hero – Navigating the Turbulent Waters of Research&lt;br&gt;How Coca-Cola is managing today’s increasingly complex business reality with a global research landscape&lt;br&gt;Veronica Moreno, The Coca-Cola Company, USA&lt;br&gt;Patricio Pagani, Infotools, New Zealand&lt;br&gt;Javier Quiñones, Infotools, New Zealand</td>
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<td>Lunch in The Hub on the Marquis Level</td>
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## CELEBRATING BUSINESS

**Using Insights to Drive Real Business Growth**

**Session chair:**
Vinay Ahuja, Procter & Gamble, UAE

**14.05 Designing the Club of Tomorrow**
Consumer understanding guiding creativity towards success  
**Tom De Ruyck, InSites Consulting, Belgium**  
**Thomas Troch, InSites Consulting, Belgium**  
**Filip De Boeck, InSites Consulting, USA**  
**Henk Eising, Heineken International, Netherlands**  
**Caroline van Hoff, Heineken International, Netherlands**

**14.25 Creators in Their Own ‘Write’**
How Meredith Corporation empowered readers to create and contribute to a new Ladies’ Home Journal  
**Manila Austin, Communispace, USA**  
**Britta Ware, Meredith Corporation, USA**

**14.45 How Cars Really Get Bought**
Beyond the purchase funnel - new insights from digital ethnography  
**Neel Desor, Haymarket Worldwide, UK**  
**Robert Ellis, COG Research, UK**

## CELEBRATING SOCIETY

**Opinion Polls and Democracy**

**Session chair:**
Fred John, MasterCard Worldwide, USA

**14.05 Who’s Afraid of Opinion Polls?**
A live case study of spin and rhetoric; what happens when some love and others hate the numbers  
**Caz Tebbutt, Tebbutt Research, Fiji**  
**Jenny Hayward-Jones, Lowy Institute for International Policy, Australia**

**14.25 The Case of Tunisian Elections Following the Arab Spring**
How polling is necessary to understand the influence of cultural, religious and political groups  
**Nebil Belaam, EMRHOD, Tunisia**

## GUEST SPEAKERS

**14.45 The Consequences of Success**
Threats to Election Polling in the United States  
**Sarah L. Dutton, CBS News, USA**  
**Kathleen Frankovich, CBS News, USA**

## DISCUSSION

15.05 - 15.20 **DISCUSSION**

15.20 - 16.00 **Break** in The Hub on the Marquis Level
**CELEBRATING RESEARCH**

**Behavioural Economics in Action**

**Session chair:**
Niels Schillewaert, InSites Consulting, USA

**16.05 The ‘Irrationalisation’ of Surveys**
Using Behavioural Economics to improve research results
Kevin Karty, Affinnova, USA
Jeffrey Henning, Affinnova, USA
Janet Thai, Affinnova, USA
Bin Yu, Affinnova, USA
Steve Lamoureux, Affinnova, USA

**16.25 The Difference Between ‘less bad’ and ‘much better’**
Helping conjoint to live up to its promises by leveraging ‘Behavioural Economics’
Florian Bauer, Vocatus, Germany

**16.45 - 16.55 DISCUSSION**

**ESOMAR SESSION**

**White Hat vs. Black Hat: Ensuring the Future Growth of Market Research**

**Moderator:**
Judith Passingham, TNS, UK

Increasing privacy regulations push market research to a narrower definition to wear the white hat of social science and statistics whereas clients’ broadening information needs and new providers entering our sector create pressure to expand the practice of market research.

How do we ensure the future growth of market research?

**Panelists:**
Dave McCaughan, McCann WorldGroup, Japan
Lenny Murphy, GreeBook, USA
Sjoerd Koornstra, Heineken International, Netherlands
Mike Cooke, Global Panel Management, GfK, UK
Reg Baker, Consultant to ESOMAR Professional Standards Committee and senior consultant to Market Strategies International, USA

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**IMPERIAL BALLROOM ON THE MARQUIS LEVEL - PLENARY**

**16.55 - 17.40**

**KEYNOTE**
Education in the XXI Century: How can research help?
José Ignacio Wert, Minister of Education, Culture and Sport of the Kingdom of Spain

**17.40 - 17.45**

Mini Break

**17.45 - 18.45**

ESOMAR Annual General Meeting (AGM) - FOR MEMBERS ONLY

**18.45 - 19.30**

Networking drinks in the in The Hub on the Marquis Level

**19.30 - 23.30**

Fringe Factory Event: Milkshake of the Mind - Overcoming a Market Research Brain Freeze at The World of Coca-Cola (off-site), sponsored by The Coca-Cola Company, Confirmit, mo’web, MESH Planning, Research Now, Google Consumer Surveys, Protonbrand, Burke and CoolTool
## TUESDAY, 11 SEPTEMBER

### 07.45 - 18.30
**CONGRESS REGISTRATION** in The Hub on the Marquis Level

**EXHIBITION** in The Hub on the Marquis Level

**BY INVITATION ONLY** - Room M301 Marquis Level

**Sponsored client-only session**

*Market Probe – Thought Leader Session*

*Are Loyal Customers Passionate About Their Brand?*

**Dr. TR Rao, Market Probe, USA**

**Judith Ricker, Market Probe, USA**

### 08.00 - 08.35

**IMPERIAL BALLROOM ON THE MARQUIS LEVEL**

**PARALLEL 1**

**PARALLEL 2**

### 08.45 - 09.00

**Boost Session**

**CELEBRATING BUSINESS**

**Going for Growth**

**Session chair:**

*Fred John, MasterCard Worldwide, USA*

**09.05 From Rio to the Rest of the World**

*How innovative research, such as that conducted on Gatorade in Latin America, is impacting worldwide*  
Ana Alvarez, PepsiCo Latam, Brazil  
Fiona Blades, MESH Planning, UK

**09.25 From the Bottom of the Heart!**

*Understanding cultures for better communications*  
Jaisy Desai, Ipsos Marketing, India  
Michael Sack, Ipsos, USA  
Akash Sahu, SABMiller, India

**09.45 Focusing on the Flow of Enthusiasm**

*Superpromoter Research for Philips in India*  
Arne van de Wijdeven, Philips International, Netherlands  
Rijn Vogelaar, Blauuw Research, Netherlands

### 09.00 - 10.50

**THE TALENT CONTEST**

**ESOMAR Young Researcher of the Year Award Finals**

**Session chair:**

*Bernie Malinoff, element54, USA*

**09.05 Present is ‘Expecting’ Future**

*A social media buzz around the baby bump*  
Guneet Kaur, Nielsen India (BASES), India

**09.20 You Won’t Find Me on Facebook**

*Patrick Pfefferkorn, H,T,P Concept, Germany*

**09.35 Once Upon a Time...in Egypt**

*Rajna Rajan, TNS Middle East and Africa, United Arab Emirates*

**09.50 Q&A**

**10.00 AWARD WINNER PRESENTATION**

*Gunilla Broadbent, ESOMAR Ex-Officio President*
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<tbody>
<tr>
<td>10.05 - 10.20</td>
<td><strong>DISCUSSION</strong></td>
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</table>
| 10.05 - 10.50 | **PANEL DISCUSSION**  
**RESEARCH 2030. MERGERS & ACQUISITIONS – STRATEGIES AND BEST PRACTICES**  
**Session chair:**  
Diane Hessan, Communispace, USA  
**Mergers in a Changing Market Research World**  
Michael Mitrano, Transition Strategies Corporation, USA  
**Panelists:**  
Kees de Jong, SSI, USA  
Debbie Pruent, GfK, USA  
Carlos Harding, Ipsos, France |
| 10.50 - 11.30 | **Break** in The Hub on the Marquis Level                             |
| 11.30 - 12.30 | **IMPERIAL BALLROOM ON THE MARQUIS LEVEL - PLENARY**                  |
| 12.30 - 12.45 | **A CONVERSATION WITH THE EXECUTIVE SUITE**  
In this panel, senior marketing executives from major brands will provoke and inspire you with their perspectives. You will hear their view of future trends, their top priorities, how consumer insights professionals can play a more strategic role in their organisations, and more.  
**Session chair:**  
Diane Hessan, Communispace, USA  
**Panelists:**  
Barry Calpino, VP, Breakthrough Innovation, Kraft Foods, USA  
Wendy Clark, SVP of Integrated Marketing Communications & Capabilities, The Coca-Cola Company, USA  
Rilla DeLorier, EVP and CMO, Sun Trust Banks, USA  
Kate Quinn, SVP and CMO, Wellpoint, USA  
John Wallis, CMO and Global Head of Marketing & Brand Strategy, Hyatt Hotels, USA |
<p>| 12.45 - 14.00 | <strong>Sponsors Fast Track</strong>                                               |
|              | <strong>Lunch</strong> in The Hub on the Marquis Level                             |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Details/Panelists</th>
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</table>
| 14.00 - 14.55 | **CELEBRATING BUSINESS**  
Insights Uncovered | **Session chair:** David Parma, Nielsen BASES and Nielsen Consumer Research, USA  
**14.05 Online Anthropology**  
A new approach to advocacy measurement  
David Rabjohns, MotiveQuest, USA  
Colin Utley, MotivQuest, USA  
**14.25 Money Talks**  
Unlocking transformational insight in Banking through storytelling  
Esther Garland, Face, UK  
Riki Neill, Face, UK  
Henrietta De Souza, HSBC, UK  
Josh Sorene, HSBC, UK  
**14.45 - 14.55 DISCUSSION** |
| 14.55 - 15.35 | **Break**  
In The Hub on the Marquis Level |
| 15.35 - 17.50 | **CELEBRATING RESEARCH**  
Evaluating Online and Neuroscience Techniques | **Session chair:** David Parma, Nielsen BASES and Nielsen Consumer Research, USA  
**15.40 Dimensions of Online Survey Data Quality**  
What really matters?  
Jon Puleston, GMI (Global Market Insite), UK  
Mitchell Eggers, GMI (Global Market Insite), USA  
**15.40 Un-Mommed: Can Moms and Their Families Survive?**  
What happens when moms take a 48-hour time out  
Wynne Tyree, Smarty Pants, USA  
Andrea Strauss, Nickelodeon/MTV Networks, USA  
Jane Gould, Nickelodeon/MTV Networks, USA |
| 14.00 - 14.55 | **PANEL DISCUSSION**  
Next Frontier For The Insight Industry | **Moderated by:** Stan Sthanunathan, The Coca-Cola Company, USA  
Senior representatives from the survey industry will provide their views on where they see the industry evolving to by 2020. Their POV and the following debate will ensure a lively and insightful look into the future of survey research and the likely impact on how they see the business of research evolving.  
**Panelists:**  
Paul McDonald, Google Consumer Surveys, USA  
Philip Garland, SurveyMonkey, USA  
Frederic Charles Petit, Toluna, UK  
Sean Bruch, Facebook, USA  
Paul Donato, The Nielsen Company, USA |
16.00 Opening the Black Box
An academic evaluation of the ability of EEG to predict advertising effectiveness
Steve Watkins, Leo Burnett, UK
Cristina de Balanzó, TNS, UK
Gemma Calvert, Neurosense, UK
16.20 - 16.30 DISCUSSION
CELEBRATING RESEARCH
Back to the Future – Challenging Conventional Wisdom
Session chair: Judith Passingham, TNS, UK
16.35 Beneath the Surface
The hidden world of individual buying behaviour
Constantin Michael Sapkidis, TNS, South Africa
Jan Hofmeyr, TNS, South Africa
Kyle Findlay, TNS Global Brand Equity Centre, South Africa
16.55 Website versus Traditional Survey Comments
Do they tell the same story?
Randall Brandt, Maritz, USA
Michael House, Maritz, USA
17.15 - 17.25 DISCUSSION
17.25 The History of Men’s Underwear
How the simple things react to science and society
Dave McCaughan, McCann WorldGroup, Japan
16.00 Babyface: Reading Nonverbal Cues to Measure Infants’ Acceptance of Food Products
How mothers know whether or not their babies like a product and how to communicate baby preferences back to their mothers
Amy Elkes, Stonyfield, USA
Ashley Gabel, Blueberry, USA
Payal Kondisetty, Blueberry, USA
Lauren Yourshaw, Blueberry, USA
16.20 - 16.30 DISCUSSION
CELEBRATING BRAVERY
The Daring Side of Research
Session chair: Vinay Ahuja, Procter & Gamble, UAE
16.35 Market Research Challenges in Emerging Economies
What CIVETS demands when conducting market research
Catalina Mejía, Yanhaas, Colombia
Helga Mora Santamaria, Yanhaas, Colombia
16.55 Social Science Research and Field Work in Afghanistan
Dangers, courage and creativity
Rafiq Ullah Kakar, Opinion Research Center of Afghanistan (ORCA), Afghanistan
17.15 - 17.25 DISCUSSION
IMPERIAL BALLROOM ON THE MARQUIS LEVEL – PLENARY
17.50 - 18.35 KEYNOTE
Innovation and Music
Adam Gyorgy, Renowned Concert Pianist, Hungary
ESOMAR Dinner Party at the Georgia Aquarium
During the evening the following ESOMAR awards will be presented:
Representatives’ Excellence Awards
Excellence Award for Best Paper 2012
Shuttle service available from the Marriott Marquis Hotel to the Georgia Aquarium from 19.15 onwards.
## WEDNESDAY, 12 SEPTEMBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07.45 - 13.50</td>
<td><strong>IMPERIAL BALLROOM ON THE MARQUIS LEVEL - PLENARY</strong></td>
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<tr>
<td>08.15 - 14.00</td>
<td><strong>CONGRESS REGISTRATION</strong> in The Hub on the Marquis Level</td>
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<tr>
<td>09.00 - 10.35</td>
<td><strong>RESEARCH 2030</strong></td>
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<tr>
<td></td>
<td><strong>Innovation – From Insight to Foresight</strong></td>
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<tr>
<td></td>
<td><strong>Session chair:</strong></td>
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<tr>
<td></td>
<td>Stan Sthanunathan, The Coca-Cola Company, USA</td>
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<tr>
<td>09.05</td>
<td><strong>What’s a Nice Insight Like You Doing in a Concept Like This?</strong></td>
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<tr>
<td></td>
<td>How marketers can avoid wasting good insights on poorly articulated</td>
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<tr>
<td></td>
<td>concepts</td>
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<td></td>
<td>Lee Markowitz, Ipsos Marketing, USA</td>
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<td></td>
<td>Barbara Garau, Ipsos Marketing, USA</td>
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<td></td>
<td>Lourdes Alvarez-Chavarria, Ipsos Marketing, USA</td>
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<tr>
<td>09.25 - 09.35</td>
<td><strong>DISCUSSION</strong></td>
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<td><strong>RESEARCH 2030</strong></td>
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<td><strong>Transformation – Visions of the Future</strong></td>
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<td><strong>Session chair:</strong></td>
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<td></td>
<td>Stan Sthanunathan, The Coca-Cola Company, USA</td>
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<tr>
<td>09.40</td>
<td><strong>In 2030 the Best Market Researcher in the Organisation Will Be the CEO!</strong></td>
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<td></td>
<td>Elisabetta Osta, Barclaycard, UK</td>
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<td>David Smith, DVL Smith, UK</td>
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<td>10.00</td>
<td><strong>Socialised Research</strong></td>
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<td></td>
<td>A New Approach for a New Reality</td>
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<td>Shelley Zalis, OTX Ipsos Open Thinking Exchange, USA</td>
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<tr>
<td>10.20</td>
<td><strong>Virtual Future Real Life or Fantasy</strong></td>
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<td>Innovations in virtual testing technologies and applications</td>
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<td>Matt Kleinschmit, Vision Critical, USA</td>
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<td></td>
<td>Andrew Reid, Vision Critical, Canada</td>
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<tr>
<td>10.40 - 10.55</td>
<td><strong>DISCUSSION</strong></td>
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<tr>
<td>10.55 - 11.30</td>
<td><strong>Break</strong> in The Hub on the Marquis Level</td>
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</tbody>
</table>
11.30 -12.30  THE TALENT CONTEST
ESOMAR Research Effectiveness Award Finals
Session chair:
Dieter Korczak, ESOMAR President

11.35 Applying the Principles of Behaviour Change to Road Safety in South Australia
Joanne Davidson, Colmar Brunton Research, Australia
Joan Young, Colmar Brunton Research, Australia
Andris Versteeg, Colmar Brunton Research, Australia
Richard Blackwell, Motor Accident Commission, Australia

11.50 Realising Opportunities to Maximise Wine Sales Through Improved Understanding of the Wine Shopper
Integrating emotional drivers of brands to give shoppers the experience they want
Andrew Hutchison, Treasury Wine Estates, Australia
John Berenyi, Bergent, Australia

12.05 Exploiting Unexpected Price Potentials for Print Media
Tobias Trevisan, Frankfurter Allgemeine Zeitung GmbH, Germany
Florian Bauer, Vocatus AG, Germany

12.20 Q&A

12.30 -12.40  AWARD WINNER PRESENTATION

12.25 PRESENTATION OF THE CONGRESS AWARDS
Dieter Korczak, ESOMAR President
Finn Raben, ESOMAR Director General

Best Case history
Best Methodological Paper
Best Paper Overall – the ‘Fernanda Monti Award’

12.40 -13.25  KEYNOTE
New Worlds of Innovation
Adrian Wooldridge, Schumpeter Columnist and Management Editor, The Economist

13.25 -13.35  CLOSING
Judith Passingham, Programme Committee Chair
Dieter Korczak, ESOMAR President

13.35 -14.00  Farewell Drinks in The Hub on the Marquis Level
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>Name</th>
<th>Nationality</th>
<th>Languages spoken</th>
<th>3 words to best describe Market Research</th>
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</thead>
<tbody>
<tr>
<td>Pallas Tianen Jia</td>
<td>Chinese</td>
<td>English, Chinese</td>
<td>Fundamental, Insightful, Evolving</td>
</tr>
<tr>
<td>Benjamin Blaweiss</td>
<td>American</td>
<td>English, Spanish</td>
<td>Truth, Trust, Impact</td>
</tr>
<tr>
<td>Jenna Meyerowitz</td>
<td>American</td>
<td>English, French</td>
<td>Evolving, Innovative, Exciting</td>
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</tbody>
</table>

Pallas Tianen Jia
Northwestern University
Integrated Marketing Communications

Benjamin Blaweiss
University Wisconsin - Madison
A.C. Nielsen Center for Marketing Research, MBA

Jenna Meyerowitz
University of Miami
Marketing and Management
<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
<th>Degree/Program</th>
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<th>Languages spoken</th>
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<tr>
<td>David Gailey</td>
<td>Brigham Young University - Idaho</td>
<td>BS in Business Management</td>
<td>American</td>
<td>English, Spanish</td>
<td>Exhilarating, Intriguing, Delicious</td>
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<tr>
<td>Elle Park</td>
<td>University of Georgia</td>
<td>Master of Marketing Research</td>
<td>Korean</td>
<td>English, Korean</td>
<td>Synergistic, Dynamic, Insightful</td>
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<tr>
<td>Jane Whang</td>
<td>Boston University</td>
<td>Bachelor of Science in Business Administration; Minor in Religion</td>
<td>Korean-American</td>
<td>English, Korean</td>
<td>Dynamic, Fundamental, Influential</td>
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<tr>
<td>Leah Norman</td>
<td>Georgia State University</td>
<td>Marketing</td>
<td>American</td>
<td>English</td>
<td>Detailed, Innovative, Essential</td>
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<td>Lyle Medlen</td>
<td>University of Georgia</td>
<td>Master of Marketing Research</td>
<td>American</td>
<td>English, Spanish</td>
<td>Prescriptive, Curious, Holistic</td>
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<td><strong>Tushar Patel</strong></td>
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<tr>
<th><strong>Ornella Benedetti Ripalda</strong></th>
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<td>Universidad Casa Grande</td>
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<tr>
<td>Social Communication with a minor in Business and Marketing</td>
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<tr>
<th><strong>Sarah Alio</strong></th>
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<td>University of Georgia</td>
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<td>3 words to best describe Market Research</td>
<td>Following customers’ footprints</td>
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<tr>
<th><strong>Jane Klene</strong></th>
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<td>Northwestern University</td>
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<td>Integrated Marketing Communications</td>
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<tr>
<td>Name</td>
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<tr>
<td>Mam-Kumba &quot;Jemi&quot; Crookes</td>
<td>University of Georgia</td>
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<tr>
<td>Benjamin Cline</td>
<td>University of Georgia</td>
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<tr>
<td>Janki Patel</td>
<td>Carthage College</td>
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<tr>
<td>Nikhil Kaul</td>
<td>Northwestern University</td>
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Email: jennifer.mancusi@toluna.com
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Email: info@marketprobe.com

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2012 marks the 65th anniversary of ESOMAR – a moment of celebration for both our organisation and for the role that our industry has played and will continue to play in business and society.

Celebrating Change provides insight into the evolution of the research industry and the future opportunities that these changes will bring. It is provocative and challenging, asking the industry to look beyond the obvious to ensure the relevance of our work for clients and societies is both understood and valued in the future. We hope you enjoy it.
How Passionate Are Loyal Customers About Their Brands?

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Date: Tuesday, September 11
Time: 8:00am – 8:35am
Location: Marquis Level M301 (ESOMAR signage and staff will direct you)
Speakers: Dr. TR Rao, President and CEO, Market Probe
          Ms. Judith Ricker, Executive VP, Brand Research, Market Probe

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12 & 13 Research Now
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ABSTRACTS

DAY ONE

KEYNOTE

Online Identities: The Person in the Machine
Sherry Turkle, MIT Professor, Founder and Director, MIT Initiative on Technology and the Self, USA

Technology proposes itself an architect of our intimacies. And these days, networked devices too often offer substitutes for direct face-to-face connection with people. As we instant message, e-mail, text, and tweet, the network redraws the boundaries between intimacy and solitude. We talk of getting “rid” of our e-mails, as though these notes were so much excess baggage. We know that teenagers avoid the telephone, fearful that it reveals too much. Besides, it takes too long; they would rather text than talk. But adults too, in business settings, often choose keyboards over the human voice when talk would be more effective, more efficient. Some who say “I live my life on my smartphone” are forthright about avoiding the “real time” commitment of a phone call. Here, we use technologies to “dial down” human contact, to titrate its nature and extent. In business and in our personal lives, people are comforted by being in touch with a lot of people whom they also keep at bay.

What this means is that we often find ourselves too busy communicating to think, too busy communicating to create, and in a final irony, too busy communicating to connect in the ways that matter. In personal life, we need to put technology in its place. No less so in our professional lives. Understanding how the network can inhibit creativity, collaboration, mentorship, and innovation is a first step toward opening up the conversations that we have – to our detriment – closed off.

CELEBRATING BUSINESS. HOW RESEARCH CAN REALLY IMPACT ON BUSINESS

Research Without Borders
The globalisation of the marketing and research functions in a brave new world
Liz Moore, Chrysalis Partners, USA
Fred John & Anna Mariano, MasterCard, USA

Our role is to shape decision-making. In large multinationals, the global structure of the marketing organisation largely determines whom we get to influence. Evolving structures further complicate or limit our role. However, the researcher is actually far better equipped than marketing personnel to deal in a borderless environment, and can serve a unique role in synthesising learning and providing concrete solutions that cut across geographic frontiers. The emergence of social media creates havoc with traditional marketing structures, but significantly enhances our potential value to the global enterprise.
ABSTRACTS

Were You There?
The story of the research behind the innovative and award-winning Smirnoff campaign
Lyn McGregor, Flamingo, USA
Oscar Martinez, Diageo, USA

The story of the research behind the award-winning Smirnoff’s Nightlife Exchange Project that helped return the Smirnoff brand to strong performance globally is described in this presentation. The presenters reveal how an online community was used to mirror the reality of the proposed roll-out of the campaign, later described as one of the most innovative spirits campaigns in recent years by Adweek. Travel across Western developed markets to emergent countries to gain insight into the challenges of rolling out a global campaign across divergent cultures in this presentation.

Ode to the Unsung Hero - Navigating the Turbulent Waters of Research
How Coca-Cola is managing today’s increasingly complex business reality with a global research landscape
Veronica Moreno, The Coca-Cola Company, USA
Patricio Pagani & Javier Quiñones, Infotools, New Zealand

This presentation provides a sneak peek into the multi-million research practice that aims to take one of the world’s most-valued brands to lead its markets. It depicts how Coca-Cola has engineered a solution to one of research’s oldest problems: how to survive in an increasingly complex reality with a tool that is relevant to local teams, while leveraging global knowledge. The presentation highlights how a centralised knowledge repository solution enables Coca-Cola strategists to manage an ever-growing portfolio of brands and categories, and provides examples of the synthesising analysis that is possible.

CELEBRATING RESEARCH. CREATIVE SOLUTIONS

Research in a World Without Questions
New solutions for a post-respondent future
Bob Pankauskas, Allstate Insurance, USA
Tom Ewing, BrainJuicer, UK

A world without questions imagines a world where directly asking questions is banned. How research is shifting from interrogation to observation is explored in this wide-ranging and entertaining, interactive presentation. Researchers are adjusting to the challenge of a data-rich world. The message will be both a celebration of research innovation, and a focused and practical guide to the emerging methodologies of a ‘post-respondent’ world.
Measuring Emotions Through a Mobile Device Across Borders, Ages, Genders and More
Rolfe Swinton, RealityMine, USA
Rana el Kaliouby, Affectiva, USA

Mobile is a valid and useful tool to capture consumer insight. Using mobile, we can reach into most any nook and cranny of the world. More than just traditional research, we can use a mobile device to deliver rich media. We can also capture emotional responses to media. This presentation looks at how we have developed, tested, and proven that we can use mobile as a powerful way not only to test ad recall, but to also evaluate the emotional impact a given ad has on a person or any kind of grouping of individuals.

Why Social Commerce Engines will Power Next-Gen Market Research
R. Scott Evans & Erin Defossé, Bazaarvoice, USA

The maturation of online social commerce has opened the door to a new type of market research. This new form is rooted in the fluid world of social engagement, where customer product experience proves as challenging to market research as the transition from telephone to online. Coupling online measurement and rich user-generated content challenges our notions of predictive analytics and the power of narratives. Embracing semantically empowered tools and behavioural metrics in a social commerce environment promises business insights that more easily connect with the rapidly changing world of contemporary commerce.

CELEBRATING BUSINESS. USING INSIGHTS TO DRIVE REAL BUSINESS GROWTH

Designing the Club of Tomorrow
Consumer insights guiding creativity towards success
Tom De Ruyck & Thomas Troch, InSites Consulting, Belgium
Filip De Boeck, InSites Consulting, USA
Henk Eising & Caroline van Hoff, Heineken International, Netherlands

The global design project of Heineken, ‘Open Design Explorations Edition 1: The Club’ invited talented emerging designers from around the world to co-create the club of tomorrow. A three-week Market Research Online Community (MROC) with 120 design-savvy clubbers resulted in a consumer journey map, visualising their needs, perceptions, experiences and motivations. This served both as a briefing and a source of inspiration for the designers working together on the design of this concept club. The final concept club will be showcased at the Salone del Mobile 2012 in Milan after which it will travel worldwide.
ABSTRACTS

Creators in Their Own ‘Write’
How Meredith Corporation empowered readers to create and contribute to a new Ladies’ Home Journal
Manila Austin, Communispace, USA
Britta Ware, Meredith Corporation, USA

In 2011, Meredith Corporation wanted to invigorate and transform The Ladies’ Home Journal to reach a younger and broader audience. They came up with an innovative idea: allow readers to produce the majority of its articles. Meredith turned to their online community of 300 women who had been providing unique and actionable insights since 2007. They were able to hear directly from current and prospective readers what mattered most to them, while testing and refining concepts. Their ideas provided insights that would lead Meredith to successfully re-launch Ladies’ Home Journal in March of 2012. This session will describe how Meredith is pushing the limits of traditional research methods, obtaining continuous inspiration from their customers, and using insights to drive real business growth.

How Cars Really Get Bought
Beyond the purchase funnel - new insights from digital ethnography
Neel Desor, Haymarket Worldwide, UK
Robert Ellis, COG Research, UK

This presentation is based on a study designed to follow people as they made an important purchase decision - their next new car. The presenters found very different approaches and behaviours, and were able to track the real effect of ads (greater), influence of test drives (less, but with huge potential), importance of word of mouth, dealers and online research. New buyer typologies emerged, and the purchase funnel model was finally discredited. This project has wider implications for anyone conducting purchase process research or planning to target buyers of higher ticket goods.

CELEBRATING SOCIETY. OPINION POLLS AND DEMOCRACY

Who’s Afraid of Opinion Polls?
A live case study of spin and rhetoric; what happens when some love and others hate the numbers
Caz Tebbutt, Tebbutt Research, Fiji
Jenny Hayward-Jones, Lowy Institute for International Policy, Australia

This is a true story about a pollster and a public policy advisor, who in a small project in the Fiji Islands put public opinion polling at the forefront of public debate at an international level. The project finally gave the people of Fiji a voice. The story twists and turns, including four sitting Prime Ministers, many nations, News Limited, academics, journalists, bloggers, and miles of spin. Public opinion polling is an important part of market research because it drives much of our public image as an industry. Rarely do we get the chance to put the science and rigour of this centre stage in an international public debate about market research.
The Case of the Tunisian Elections Following the Arab Spring

How polling is necessary to understand the influence of cultural, religious and political groups

Nébil Belaam, EMRHOD Consulting, Tunisia

The role of opinion polling in new democracy countries is highlighted in this presentation. Governments and institutions must be aware of the importance of updated and accurate public opinion information, knowledge, and attitudes. Tunisia is a case study example of the necessity of understanding vote restraints and illegal practices.

GUEST SPEAKERS

The Consequences of Success

Threats to election polling in the United States

Sarah L. Dutton, CBS News, USA
Kathleen Frankovich, CBS News, USA

Election and opinion polling in the United States have been a democratic success for decades – providing information about voting patterns, aiding journalists, and insuring that the government is accountable to the public. But the long history brings with it sometimes unrealistic expectations of accuracy, as the polling industry and journalists confront issues of coverage and response, financial pressures and political attacks. The presentation will look at examples for 2012 presidential election polling and discuss the implications for polling and democracy.

CELEBRATING RESEARCH. BEHAVIOURAL ECONOMICS IN ACTION

The ‘Irrationalisation’ of Surveys

Using behavioural economics to improve research results

Jeffrey Henning, Janet Thai, Bin Yu, Steve Lamoureux & Kevin Karty, Affinnova, USA

Survey design has been slow to respond to the key lessons from behavioural economics that we often act first, then rationalise our action. The presenters hypothesised that replacing survey methods that assumed rationality with methods that accommodated “predictably irrational” behavior would lead to greater accuracy. Accordingly, a best-in-class traditional approach (monadic) was tested against a discrete-choice exercise with a naturalistic user interface, as well as more natural alternatives to the traditional “none of the above”. Across four CPG categories, the techniques inspired by behavioural economics better predicted actual market volumes than traditional techniques.
**ABSTRACTS**

**The Difference Between ‘Less Bad’ and ‘Much Better’**
Helping conjoint to live up to its promises by leveraging ‘Behavioural Economics’
Florian Bauer, Vocatus, Germany

Conjoint analysis is one of the most important tools in market research, yet it neglects fundamental insights from ‘Behavioural Economics’: Hence, all conjoint results are subject to two inherent distortions: firstly, linear interpolation fails to depict the typically ‘step-like’ utility functions of quantitative attributes. Secondly, the effects of differing levels of product involvement are artificially evened out. An ‘open source’ correction algorithm that efficiently eliminates both problems and bridges the gap between the rationalistic conjoint analysis and the realistic insights from ‘Behavioural Economics’ has been developed. The algorithm sensitively captures these behavioural effects whilst simultaneously preserving the strengths of conjoint, namely its diverse simulation options.

**ESOMAR SESSION - WHITE HAT VS. BLACK HAT: ENSURING THE FUTURE GROWTH OF MARKET RESEARCH**

Panellists
Dave McCaughan, McCann WorldGroup, Japan.
Lenny Murphy, GreenBook, USA
Sjoerd Koorstra, Heineken International, Netherlands
Mike Cooke, Global Panel Management, GfK, UK
Reg Baker, consultant to ESOMAR Professional Standards Committee and senior consultant to Market Strategies International, USA

There is pressure to expand the scope and practice of market research to meet clients’ business intelligence and information needs as new providers enter our market to meet client requests. However, in an increasingly restrictive regulatory environment, market research has a narrower definition to wear the white hat of social science and statistics. How do we ensure the future growth of market research?
KEYNOTE

Education in the XXI Century: How can research help?
José Ignacio Wert, Minister of Education, Culture and Sport of the Kingdom of Spain

The role of education in social life has changed dramatically over the last decades. On the one hand, economies and societies are more dependant than ever on the pool of educated talent they can gather, as education has become the fundamental trigger of growth and prosperity. On the other hand education is no longer an encapsulated process; it has moved from a formal and rigid experience, spanning over a predefined number of years, to an open course of action that endures along the life experience of the individual. Finally, what we have seen is that some emerging economies (mostly Asian countries) are performing much better than traditional Western societies in terms of educational results, and this translates immediately into improved economic and social performance. All these factors have highlighted the paramount relevance of an interdisciplinary body of research focused on establishing new rules for success under this novel paradigm.

DAY TWO

CELEBRATING BUSINESS: GOING FOR GROWTH

From Rio to the Rest of the World
How innovative research, such as that conducted on Gatorade in Latin America, is impacting worldwide
Ana Alvarez, Pepsico Latam, Brazil
Fiona Blades, MESH Planning, UK

As economies like Brazil emerge, a seismic shift is taking place in the marketing budgets of global brands, out of the developed markets and into those rapidly increasing in wealth and influence. What does this mean for market research? The opportunities, issues and practicalities of conducting research in Latin America are explored, using interviews with clients and agencies from the region as well as showcasing the proprietary work Pepsico and MESH are jointly conducting on Gatorade. Listen, debate and form your own views about how to
From the Bottom of the Heart!
Understanding cultures for better communications
Jaisy Desai, Ipsos Marketing, India
Michael Sack, Ipsos, USA
Akash Sahu, SABMiller, India

Homo sapiens’ first attempts at passing information through time took the form of paintings. In India emotions speak louder than words. Words hold less meaning in such a culture and fewer ideas can be communicated or elicited through them alone. If we look at the religious depictions in India, what stands out are the expressions of emotions and the symbols that communicate these expressions. Yet as market researchers in India we are trapped in a world of words to elicit the deepest emotions from consumers who prefer to communicate through gestures or symbols or maybe even images.

Focusing on the Flow of Enthusiasm
Superpromoter research for Philips in India
Arne van de Wijdeven, Philips International, Netherlands
Rijn Vogelaar, Blauw Research, Netherlands

Superpromoters are clients who share their enthusiasm about particular products, brands and companies and influence other people by doing so. The theory urges companies to focus more on the enthusiasm of these customers. In 2011, Blauw conducted a research programme for Philips and helped them create a support plan for their superpromoters in India. The presentation reviews both experiences.
The changing behaviour of a ‘21st century social media expecting mom’ intrigued and motivated me to search and research more on their usage of social media. I compared social media usage by moms in India versus that in US. These countries have large differences in their internet penetration - (US 80% versus 7% in India) and societal and cultural differences in the way pregnancy is welcomed. In this paper I have done qualitative analysis of the behaviour exhibited by expectant mom on the internet in both countries. I intend to paint a picture of the difference between how moms in both countries nurture their relationship with social media.

According to the 2010 Social Influencer Report published by BabyCenter, the number of moms using social media skyrocketed 500% between 2006 and 2010. This calls for a lot of attention not only from the harbingers of social media but also from gynecologists, policymakers as well as marketers out there in both countries.
You Won’t Find Me on Facebook
Patrick Pfefferkorn, H,T,P Concept, Germany

You won’t find me on Facebook... Something you hardly ever hear – who today isn’t on Facebook? Are these people even worth getting to know in a time where consumers, brands and marketers are telling us that Facebook is omnipresent? Facebook’s growth has come to a stage where the vision of its founder has come close to reality. “Facebook was not originally created to be a company. It was built to accomplish a social mission -- to make the world more open and connected.” Mark Zuckerberg.

At the time of writing close to 850,000,000 members are telling this story. But it is not only the sheer amount of members, but also the vast amount of personal information that is shared on the website, which has attracted brand managers, and billion-dollar investments from all over the world. However these strategies are not without pitfalls, as even giants such as GM have turned away from advertising on Facebook (GM says Facebook ads don’t pay off, The Wall Street Journal, May 16, 2012).

The internet is constantly developing, and its short history shows us that social networks come and go (e.g. the rise and fall of MySpace). Already a ghost called ‘Facebook fatigue’ gets summoned and has managed to find mighty ambassadors in the business environment, such as Martin Sorrell, CEO of WPP (WPP chief Sir Martin Sorrell has ‘fundamental’ doubts over whether Facebook can carry adverts, The Telegraph, 16.09.2011). This research wants to target this paradigm and explore the potential future development of social networking by drawing from the experiences of Facebook non-members and drop-outs, as they are most likely to answer the most pertinent question of our research: are these people the leading-edge of an upcoming grass-roots movement to abandon social networking sites?

Once Upon a Time...in Egypt
Rajna Rajan, TNS Middle East and Africa, United Arab Emirates

The Year 2011 was a monumental year for some Arab states, bringing the curtains down on decades of authoritarian rule. The unsuspecting world gave a collective gasp of surprise to the news of large-scale protests and demonstrations by people who had remained, largely silent for tens of years. The most significant fact was that states’ very own governments were like rabbits caught in the headlights in view of these uprisings. Quick post mortems yielded a multitude of evidence on if we could have predicted these outcomes. This made me contemplate how we could have predicted this beforehand.

What could be the reasons that triggered these massive protests by people who had stayed quiet for so long? Was it political, social, economic or even cultural? Why now and not earlier? The challenge was to arrive at a robust methodology which would help us foresee the socio-political pulse of the people; understand their needs and reasons that could lead to demands, to the extent of a regime change.

To gain an understanding of this, I narrowed the scope of my research down to looking at one specific country – Egypt. The results are fascinating.
PANEL DISCUSSION
RESEARCH 2030. MERGERS & ACQUISITIONS - STRATEGIES AND BEST PRACTICES

Mergers in a Changing Market Research World
Michael Mitrano, Transition Strategies Corporation, USA

Participants:
Kees de Jong, SSI, USA
Debbie Pruent, GfK, USA
Carlos Harding, Ipsos, France

Most of us will experience a merger or acquisition at some point in our careers, but many fail to produce the hoped-for benefits. Studies indicate that over half of public acquisitions end up reducing the value of the companies involved. Mergers are almost always more complex than expected, and the announcement press release is sometimes the high point, going downhill from there. Too often there are missed deadlines, major distraction from the core businesses, lasting resentments and a patchwork of non-integrated systems and procedures which haunt the new company for years.

There have been many high profile acquisitions in the research industry in recent years and the trend looks set to continue. This panel discussion between three of our industry leaders will offer a wide ranging and unusually candid account of some recent examples along with practical advice on strategies and best practices.

CELEBRATING BUSINESS. INSIGHTS UNCOVERED

Online Anthropology
A new approach to advocacy measurement
David Rabjohns, MotiveQuest, USA
Colin Utley, MotiveQuest, USA

An innovative approach to research helped Sprint reverse the customer defections plaguing the company. The research revealed that the secret was to understand, not what features attract customers but instead, which ones make them loyal. As a result, Sprint added 644,000 net subscribers in Q3 2010, a dramatic turnaround from losing 565,000 during the same period in 2009. This corresponded with a drop in defections from 2.78% in Q3 2009 to 1.81% in Q1 2011, a 35% decrease and Sprint’s lowest churn rate ever. The incremental revenue gained as a result was estimated to be $133m. This presentation will lead you through this new approach and how it may benefit your business.
ABSTRACTS

Money Talks
Unlocking transformational insight in banking through storytelling
Esther Garland & Riki Neill, Face, UK
Henrietta De Souza & Josh Sorene, HSBC, UK

This presentation illustrates how storytelling can unlock more transformational insight in an industry characterised by inflexibility, complexity and challenging relationships between brands and consumers. Storytelling can elevate beyond the very rational, logical solutions by helping generate greater insight into the meaning of money and banks as an enabler rather than limiter. It will demonstrate that mobile can play an integral part in increasing the richness around the stories consumers tell, and that its immediate and “constant” nature makes it the perfect medium for capturing needs, pain points and insights around a subject as broad and pervasive as money in consumer’s lives.

Dimensions of Online Survey Data Quality
What really matters?
Jon Puleston, GMI (Global Market Insite), UK
Mitchell Eggers, GMI (Global Market Insite), USA

Several recent research articles explore the impact of panel sourcing on speeding, fraudulent respondents, and participant engagement. A large number of studies have explored differential cross-cultural responses to survey design and its effect on participant engagement. Very little is understood about the impact of these factors. Is it more important to focus on the quality of the survey design or the intrinsic quality of the panel? Should researchers worry more about speeders, liars, or authenticating identity? Is demographic balance of the panel or its source more important? Should researchers focus on question design to make research more engaging or the psychology of the respondent? How do all these factors vary country by country?

Opening the Black Box
An academic evaluation of the ability of EEG to predict advertising effectiveness
Steve Watkins, Leo Burnett, UK
Cristina de Balanzo, TNS, UK
Gemma Calvert, Neurosense, UK

Over the past 5-10 years, neuroscience in general, and biometric tools in particular, have become a valuable tool in the marketing process. However, several methods within this toolbox lack transparency, making it difficult for clients to understand how insights were reached and how techniques were validated. The current commercial favourite tool is electroencephalography (EEG) due to its high temporal resolution and (to some extent) ease of application. Results can be used to understand the brain activation patterns that signal effective advertising. These insights into effectiveness and creativity can be applied to the creative development process, without doubt a topic of interest for both advertisers and marketers.
CELEBRATING RESEARCH. BACK TO THE FUTURE - CHALLENGING CONVENTIONAL WISDOM

Beneath the Surface
The hidden world of individual buying behaviour
Constantin Michael Sapkidis, Jan Hofmeyr & Kyle Findlay, TNS, South Africa

Two questions periodically arise in our industry: how do brands really grow and why don’t the best always win? Every time our industry thinks that we have the answers nailed down, someone comes along and undermines the collective consensus. We are currently in one of these disruptive periods wherein the foundations of our beliefs are being challenged by the likes of Andrew Ehrenberg and Byron Sharp. This is the perfect opportunity to re-evaluate what we thought we knew. This presentation looks at how people really buy based on five years of actual purchase behaviour in order to update our industry’s understanding of how brands grow and how markets evolve.

Website Versus Traditional Survey Comments
Do they tell the same story?
Randall Brandt & Michael House, Maritz Research, USA

A plethora of general and industry-specific websites make it possible for consumers to share their experiences, often in the form of ratings and open-ended comments very similar to those captured via traditional customer service and satisfaction surveys. But, can/will social media replace surveys as a research tool? This presentation shares results of research comparing web-based customer comments with those captured via a traditional survey method. The presentation shows that the two data sources do not tell the same story, and offers recommendations regarding how to get the most from both sources.

The History of Men’s Underwear
How the simple things react to science and society
Dave McCaughan, McCann WorldGroup, Japan

When you got up this morning did you really think about what specific pair of underwear you put on? I am asking if you can you can think of good pragmatic reasons. Have you really thought about why the underwear in your drawer got there? Marketers and researchers are good at asking a lot of questions about current activities but we are pretty poor at considering that the reasons products are segmented, marketed and purchased has more to do with technology and social history. This presentation may be entertaining, who would not laugh at a lot of jockey and briefs advertising. But there is also a wake-up call that as we celebrate a milestone in the history of market research, we might want to spend more time thinking about history and its influence.
UN-MOMMED: CAN MOMS AND THEIR FAMILIES SURVIVE?

What happens when moms take a 48-hour time-out
Wynne Tyree, Smarty Pants, USA
Andrea Strauss & Jane Gould, Nickelodeon/MTV Networks, USA

This presentation is based on a groundbreaking study of what happens when moms take a 48-hour time-out with quantitative follow-up.

BABYFACE: READING NONVERBAL CUES TO MEASURE INFANTS’ ACCEPTANCE OF FOOD PRODUCTS

How mothers know whether or not their babies like a product and how to communicate baby preferences back to their mothers
Amy Elkes, Stonyfield, USA
Ashley Gabel, Payal Kondisetty, Lauren Yourshaw, Blueberry, USA

Since infants cannot use scales to indicate how much they like something, mothers must use non-verbal cues to infer product acceptance or rejection. As an alternative to an expensive central location test with mother-infant dyads, we used mothers’ mobile phone cameras to record infants’ reactions to yogurt products. Mothers also completed traditional questionnaires. Video analysis provided an objective means for researchers to determine product acceptance, resulting in specific measurement criteria that were validated against mothers’ responses. This methodology presents opportunities to evaluate infant liking of a wide range of products, using common mobile technology.

MARKET RESEARCH CHALLENGES IN EMERGING ECONOMIES

What CIVETS demand when conducting market research
Catalina Mejia & Helga Mora Santamaria, Yanhaas, Colombia

The challenge of market research is perhaps greatest in countries where it becomes nearly impossible to complete any daily polls due to conditions of social inequality, violence as an historical constant and inefficient transportation and communications infrastructure. Colombia is a perfect scenario to test the creativity and the adaptability of research agencies, which can be evidenced through the case study “Security Perception” carried out by Yan-Haas, since 2010, for the military forces. The case study highlights a conjunction of factors inherent and external to the research goals constrained the agency to modify the polls, among others, to succeed in the research.
Social Science Research and Field Work in Afghanistan
Dangers, courage and creativity
Rafiq Ullah Kakar, Opinion Research Center of Afghanistan (ORCA), Afghanistan

Conducting quality research in a country as vast and insecure as Afghanistan is not without its challenges, i.e. high security risks (Taliban), violence, intimidation, corruption, ethnic, linguistic and gender differences, extensive illiteracy, hostility to research and strict cultural restrictions on access to households. This presentation addresses what can be done to overcome these challenges in order to give a voice to the people of Afghanistan and establish a culture of research in Afghanistan.

KEYNOTE

Inspiration and Music
Adam Gyorgy, Pianist, Hungary

Internationally renowned classical pianist and entrepreneur Adam Gyorgy will take the audience through his life journey from Budapest, Hungary to the heights of New York City’s Carnegie Hall. Adam will share his passion for a complete life and his experience in connecting music and business, and the power of the resulting synergy. Adam will talk about performing at the UEFA European Football Championship Opening Ceremony which was viewed by 250 million spectators on TV world-wide, and share his successful experience in opening classical music to a completely new audience in a different environment. Finally, Adam will talk about how he is building his own academy, an Island of Inspiration to develop talent, create a lasting community, and ultimately a better society.

DAY THREE

RESEARCH 2030: INNOVATION – FROM INSIGHTS TO FORESIGHT

What’s a Nice Insight Like You Doing in a Concept Like This?
How marketers can avoid wasting good insights on poorly articulated concepts
Lee Markowitz, Ipsos Marketing, USA
Barbara Garau, Ipsos Marketing, USA
Lourdes Alvarez-Chavarria, Ipsos Marketing, USA

Great consumer insights can inspire powerful product ideas, which in turn should be transformed into winning concepts. And yet, as marketers increase their expertise at uncovering insights and truly understanding their consumers’ needs, there is a disconnect in translating these insights into winning concepts – and ultimately successful products. What’s missing is the foresight. How can marketers ensure that the insights gleaned at the fuzzy front end are fully leveraged later in the innovation process during concept development? This presentation will help marketers bridge the gap between insight identification and concept development, so great insights do not suffer in the hands of bad concepts – and great business opportunities are not lost.
ABSTRACTS

RESEARCH 2030. TRANSFORMATION - VISIONS OF THE FUTURE

In 2030 the Best Market Researcher in the Organisation Will Be the CEO!
David Smith, DVL Smith, UK
Elisabetta Osta, Barclaycard, UK

The audience will journey to what market research will look like in 2030. For a selected number of years between 2012 and 2030, a particular development taking market intelligence to its new level is described. The fundamental shift in the market researcher’s mindset needed to cope with the development is explored. Specific examples of how Barclays Bank is becoming more customer-centric on a worldwide basis will be shared. It will make sense for the most adept researcher in the business to become the CEO.

Socialised Research
A new approach for a new reality
Shelley Zalis, Ipsos Open Thinking Exchange, USA

We are now citizens of a socially networked mobile world where the default setting is “always on”. Embedded within the digital life streams of the millions of people online lies an abundance of data – in pictures, videos, words and interactions. The more people experience this dynamic, two-way engagement, the less they want to be involved in traditional, structured research. The future is about socialising traditional research – a brave new world of immersion, augmented reality, geo-location, co-creation... the addition of a little “social” into everything we do so that consumers are engaged in ways that capitalize on and mimic their expectations given the realities of today’s new world. Welcome to the new normal. Are you ready?

Virtual Future Real Life or Fantasy
Innovations in virtual testing technologies and applications
Matt Kleinschmit, Vision Critical, USA
Andrew Reid, Vision Critical, Canada

Virtual technologies are in a perpetual state of motion with new developments changing and evolving to create new and exciting possibilities. Get up to date on the latest technologies in common use (e.g., virtual shopping, virtual banking, virtual mailbox) as well as some research on research to dispel some myths on virtual research techniques. Then veer into the land of imagination and speculation with augmented reality and 3D capabilities. Comparisons to industries outside of MR such as aviation and gaming take you to year 2030 and beyond.
THE TALENT CONTEST
ESOMAR Research Effectiveness Award

Applying the Principles of Behaviour Change to Road Safety in South Australia
Joanne Davidson, Colmar Brunton Research, Australia
Joan Young, Colmar Brunton Research, Australia
Andris Versteeg, Colmar Brunton Research, Australia
Richard Blackwell, Motor Accident Commission, Australia

Since 2008 Colmar Brunton and the Motor Accident Commission have been using the trans theoretical model of behaviour change as the basis for campaign development in relation to road safety in South Australia.

The research programme commenced with an intensive qualitative and quantitative research stage. The subsequent development of each campaign uses the information found in this exploratory research as a base and involves concept testing to develop specific campaign ideas. Ongoing monthly tracking enables evaluation of campaign outcomes, both in terms of awareness and progress within the context of the behaviour change model.

Realising Opportunities to Maximise Wine Sales Through Improved Understanding of the Wine Shopper
Integrating emotional drivers of brands to give shoppers the experience they want
Andrew Hutchison, Treasury Wine Estates, Australia
John Berenyi, Bergent, Australia

How do we integrate emotional drivers of brands with the selling environment to give shoppers the experience they want? To challenge existing assumptions it was necessary to understand the wine shoppers' path to purchase & what, if any, inhibitors there were to the purchase.

Deciphering the emotional drivers of the consumer in the retail environment & implementing the changes, not only created a more shopper friendly experience but led to year on year store value growth of 30%, average bottle price up 4% & staff hours down by 15%. In a $3.4 Billion category, if 1/2 of that 30% growth was achieved, in just the larger accounts, the wine category would grow by almost $500 million a year.
Exploiting Unexpected Price Potentials for Print Media
Tobias Trevisan, Frankfurter Allgemeine Zeitung GmbH, Germany
Florian Bauer, Vocatus AG, Germany

Prices for newspapers used to be set by gut feeling - managers were best guessing how much prices could be increased without reducing circulation. The consequence was that huge revenue potentials were not leveraged by timid ‘best guess pricing’. Realising this, we develop a new empirical approach that predicts price sensitivities more precisely than ever before. This approach outperforms classical price research as it incorporates the insights from ‘Behavioural Economics’. By using it we were able to make additional profits of more than $7m (wave 1) and $12m (wave 2) without losing circulation due to these price increases. The ROI of this project was 13,800% (wave 1) and 30,200% (wave 2).

CLOSING KEYNOTE SPEAKER

New Worlds of Innovation
Adrian Wooldridge, Schumpeter Columnist and Management Editor, The Economist, UK

There is no hotter word in the business lexicon than ‘innovation’. But what exactly does innovation mean? How is innovation changing? And what does new thinking about innovation mean for our day-to-day jobs? This session will introduce us to a new world of innovation which is very different from the old world where innovation was dominated by Western R&D departments. It will look at the rise of ‘crowdsourcing’ and what that means for management. It will look at the migration of R&D to the emerging world. And it will look at the rise of new styles of innovation in the emerging world, particularly ‘frugal’ innovation in India and ‘rapid copying’ in China.
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ISBN: 9781118345603

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ISBN: 9781119963233

Marketing Research, 9th Edition International Student Version
ISBN: 9781118112717

The Arab World Unbound: Tapping into the Power of 350 Million Consumers
ISBN: 9781118074510

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