Sneak programme preview

Early bird registration deadline 16 June
Hack the Future of Research

Led by: Reed Cundiff, Microsoft Corporation, USA

#GLHF - "Good Luck Have Fun" - Hacking is creative problem solving. Join our Research Hackathon at the 70th ESOMAR Congress and let’s create a true visionary industry together.

ESOMAR 2017 Hackathon

www.esomar.org/congress
Re-imagining Client Side Consumer Planning & Insights

Why wait to create the team of tomorrow?
Andrew Geoghegan, Diageo, UK
Brace yourselves: The client insight and consumer planning function of tomorrow has no more use for the market researchers of today...

An Insights Engine Fueling the Future of an Airline Group

A new structure of a CMI department for optimal customer experience
Martijn Helder, AIR FRANCE KLM, The Netherlands
Hans Zijlstra, AIR FRANCE KLM, Netherlands
Walk the talk! Transforming the CMI department from being tool, data and methodology focused towards being (internal) customer oriented - increasing customer power and sparking outside-in thinking within Air France KLM.

Lean in Fifteen, Actually Make That Ten!!!

Maximising insight value at easyJet
Paul Child, Join the Dots (Research), UK
Lis Blair, easyJet, UK
Learn to live a leaner life. Forget lean in fifteen, here's TEN easy steps to maximising the value of insight.

Adopting an Entrepreneur

Investor mode solved real problems
Hisae Endo, Coca-Cola, Japan
Makoto Moriguchi, Coca-Cola, Japan
Roxan Toll, ZappiStore, UK
How Coca-Cola Japan partnered with a tech start-up to co-create an offering appropriate for their market. By addressing issues around time and efficiencies they achieved win-win outcomes.

The Mutation of Research

Anneke Quinn-de Jong, Philips International, Netherlands
A call to action to address research mutation.

Face Off

When research and marketing switch
Madhumita Chakraborty, Pepsi, India
Mukesh Kumar, Nestle, Switzerland
Not unlike Hollywood, a young Marketing professional and a Market Researcher meet, fall in love and get married. However rather than a movie, this real life couple head instead to the ESOMAR stage to present their different perspectives (and prejudices) on marketing and research.

The future is now | All change

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Call Yourself a Programmer?

How Microsoft uncovered their real developer targets

Alan Heaton, Microsoft Corporation, USA
Keith Phillips, SSI, USA

Microsoft needed to accurately identify their prime target of developers. Their solution lies at the intersection of Consumer and B2B research. Learn why Microsoft needed to use one to figure out the other, while exploring secondary data sets.

The Apprentice: The Real Winner in the Boardroom

How transforming research into a TV show can be a real game changer

James Livingston, Jaguar Land Rover, UK
Rhiannon Price, Northstar, UK
Daniel Tralman, Northstar, UK

This is “The Apprentice” where 12 candidates across 3 countries battle it out to become the ultimate Jaguar Land Rover Target Customer and, in doing so, prove that using a TV show format in research is engaging, entertaining and hugely insightful.

Perks and Peculiarities of a Perfect Brief

A researcher’s guide to capturing the fleeting spirit of youth

Pernille Kok-Jensen, MARE, The Netherlands
James Guerrier, Viacom, UK

Putting youth in the driver’s seat and giving them just enough space to let the ‘magic happen’ is a process that is secretly super structured and incredibly well prepared. It’s also a highly co-creative collaboration between agency, clients and youth.

The future is now | Automation

Your Honor, this is the Future of Automation

Katia Pallini, InSites Consulting, Belgium
Annelies Verhaeghe, InSites Consulting, Belgium

Robots are coming whether we want it or not. Get ready for some action at our research court case about the impact of automation on our industry.

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The future is now | Research visions

Inside Out
How a Revolution of Consciousness is Changing Our Future
Kristin Hickey, kubi kaloo, UK
Imagine a future where children future-proof innovation ideas targeted at adults; where consumers become researchers; where research participation rivals the popularity of Pokémon Go... experience a visionary insights future that is INSIDE OUT!

Battle for the Brain
People exploration in the year 2087
Cynthia Miller, Braun Research, USA
Through the mirror, back to the past, and into the future...market research, people exploration, brainwaves and the year 2087: A short story for a world of uncertainty.

2027, Make Your Dream Come True
Visualising the market research industry and profession ten years from now
Dirk Huisman, SKIM Group, The Netherlands
90% of the core activities of market research will be automated. Design, Interpretation, Guidance and Trust will typify the Market Research Profession. This provocative session is highly relevant for researchers hoping to be successful in 2027.

Truth-Telling in Today's World
Why visionary researchers must embrace their inner comedian
Stephen Carlin, Comedian, UK
Will Goodhand, Kantar TNS, UK
It’s claimed we live in a post-truth age. Anyone with truth to convey, needs more than ever to do so in a way which resonates & engages. Medieval jesters & comedians alike have been prized for this ability: we must learn from these visionaries...

Imagine | Understanding the human condition to better the human condition

Using Global Research to Permanently Improve the Lives of the Poor
Driving Rotary International’s global Future Vision project with data
Karl Feld, GfK Custom Research, USA
Tom Thorfinnson, Rotary International, USA
Designing lasting change; How Rotary International uses research to change people’s lives around the world.

Transforming LGBT Opponents into Allies
How research guided program strategy and the behaviour and attitudinal shift that resulted from it
Layhour Sao, TNS, Cambodia
Dany Vinh, TNS, Cambodia
Are homosexuals/LGBT people discriminated in your country? Why are opponents’ beliefs so deeply rooted? In Cambodia, we learned effective behaviour change solutions that can transform LGBT opponents into allies. Learn how.
Making the World a Better Place
How market research can help the world ‘leave no one behind’

Session Leaders:
Gunilla Broadbent, ESOMAR Foundation President
Phyllis Macfarlane, ESOMAR Foundation Treasurer

It’s now 2030 and the market research community is justly proud of the very valuable contribution it has made to the achievement of those Global Goals...

World of insights

Inside Looking Out
A journey towards futuristic thinking.

Ana Paola, Bravo Cajal, De La Riva Group, Mexico
Pamela Gutierrez Sanchez, De La Riva Group, Mexico

Every time we try to predict the future, we naively try to imagine it from our point of view: with a linear understanding of time as past-present-future. However, we’ve found out that sometimes our future is not within our own timeline but in someone else’s, and even in the present or past of other brands and categories. That’s why we worked with both research inputs and outputs in order to move from guessing the future to designing it.

Everyone Searches!
Using signal compression to unlock mainstream consumer connections on the net

Gavin Dickinson, Tsquared Consulting Partners, Switzerland
Jean-Philippe Lebude, Firmenich, Switzerland

There are 5.2bn searches on the internet every day! Discover a new big data insight approach, showing the strength of consumer connections across infinite topics.

The Four Moments Of Experience
Streamlining the process of packaging development

Luis Eduardo Ariz, Neurosketch, Universidad de La Sabana, Colombia
Ana Maria Moreno, Neurosketch, Universidad de La Sabana, Colombia
Rodrigo Salgado, Neurosketch, Universidad de La Sabana, Colombia
Alejandro Salgado Montejo, Neurosketch, Universidad de La Sabana, Colombia
Enrique Ter Horst, CESA, Colombia
Carlos Velasco, BI Norwegian Business School, Neurosketch, Norway

Influence the return of investment through science driven packaging design.
It Takes Many Notes to Make a Symphony

The power of data cross pollination

Ritanbara Mundrey, Nestlé, India

We are in an age of data carpet bombing. Businesses are staggering with the flow of industry updates, investor reports, retail audits, sales dashboards, brand tracks, social listening ad nauseam. The data is intended to empower, yet it overwhelms. Enter Consumer Insight Managers.

How the IoT will save the planet

Changing energy consumption behaviour: an assessment using IoT data and econometric modelling

Laurent Florès, University of Paris and SLPV Analytics, France
Antoine Moreau, SLPV Analytics, France

Yes, we can save energy by rolling out smart meters. This can be proven scientifically, using the whole array of old and new data science techniques: sampling, imputation of missing values, bayesian modelling, random forests and algorithms. How do big brand research departments learn to bottle valuable insights from the tidal wave of consumer data.

Learning to Bottle Valuable Insights from the Data Tidal Wave

Pioneering an innovative Research Approach – the inside story

James Howarth, Pepsi, USA

How do big company research departments learn to bottle valuable insights from the tidal wave of consumer data?

Making Data Fit

Turning raw data ingredients into a tangible tasty asset

Ali Powell, Fitness First, UK
Caroline Bates, Chime Insight & Engagement Group, UK

Hear, see, touch & experience first-hand how the visionary insight & engagement ‘chefs’ at Chime Insight Engagement worked with Fitness First to take those raw ingredients and produced a truly actionable gourmet feast of actionability!
Shiny new tools | I see the future

Out With Words – Are Pictures The New Black?
A mobile research experiment replacing words entirely with “enhanced” pictures
Sarah Jin, Happy Thinking People, Germany
Anton Kozka, Happy Thinking People, Germany
Imagine a market research project where everything was pictorial - questions, the participant responses, the analysis, the reporting. Visionary? Or market research madness?

Uncovering Consumers Hidden Truths
Deeper exploration with advanced text analytics and immersive video
Josh White, 20|20 Research, USA
How two distinct and developing technologies were uniquely combined to deliver actionable consumer intelligence for an up-and-coming brand in an evolving product category.

Can Chairs talk?
Image mining & text analytics for strategic planning
Chiara Davanzo Zamarian, Arper, Italy
Preriti Souda, Kantar TNS, UK
Using a combination of Image Mining and Text Analytics to decipher relative strength of fast growing Italian designer furniture brand vis-a-vis the competition and also to strategize its future brand positioning

Virtual Reality, Real Shopper Insight
Practical lessons for virtual reality testing
Alex Hunt, System1 Research, USA
Orlando Wood, System1 Group, UK
Virtual research at real scale. This presentation moves virtual reality beyond ‘proof of concept’ and into real shopper insight with a 500-person sample and a powerful testing case study. Learn how to bring the virtual to life!

Beer: The Perfect Fit with your Meal instead Of Wine! Dream or Reality?
The quest for a perfect beer and food combination by using big data, algorithms and contextual consumer product testing (virtual reality)
Sjoerd Koornstra, HEINEKEN International, The Netherlands
Louise den Uijl, Haystack, The Netherlands
Maaike Hagen, Haystack, The Netherlands
Wim Hamaekers, Haystack International, Belgium
When beer beats wine in the restaurant! The quest for a perfect beer and food combination by using big data, algorithms and contextual consumer product testing (VR).
The “Artificial Creativity” Project
Unlocking the hidden emotional vehicles in ad’s that drive customer connection and sales
Graeme Newell, 602 Communications, USA
Frank Buckler, Success Drivers, Germany
Science showed that 70% of communication is about its creative content not marketing power. Traditional research however measures just rational requirements. This presentation is a call-to-action - a call to combine all research and analysis sources in order to create actionable outcomes.

Alice in Customerland
Why the future of customer experience research will be more human-centered
Alice Artificial Intelligence, UTOPIA, France
Richard Bordenave, BVA, France
Year 2025: customers are now craving more human care in data driven customer journeys. Envision how “augmented” research will take up the challenge through an imaginary discussion between a CX researcher and his virtual AI assistant, Alice.

From Hype to Reality
Artificial intelligence in market research
Marieke Koningen, Dorel, The Netherlands
Annemiek Temming, Danone Research, The Netherlands
Kristof Coussement, IESEG School of Management, France
Tom De Ruyck, InSites Consulting, Belgium
Steven Debaere, IESEG School of Management, France
Galvin Your Personal Assistant for Consumer Insight Activation, InSites Consulting, Belgium
Artificial Intelligence in MR: from hype to reality! Sharing two successful case studies with pioneering clients & academia.
### Future stars of the silver screen

<table>
<thead>
<tr>
<th>Build, Measure, Learn - Making Stories Work</th>
<th>Now You See It, Now You Don’t</th>
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<tbody>
<tr>
<td>The art and science of digital user engagement</td>
<td>How research solved the problem of invisible advertising</td>
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<td>Patrick Fagan, CrowdEmotion, UK</td>
<td>Stefan Boom, SSI, The Netherlands</td>
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<td>Sally Wu, BBC (Global News), Singapore</td>
<td>Karolina Tutaj, Booking.com, The Netherlands</td>
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<tr>
<td>It’s said that 95% of all purchasing decisions are not made consciously. In other words, brands that evoke our emotions always win. When it comes to designing a content-marketing campaign, there’s no such thing as a bad emotion! We’ll show you why...</td>
<td>They ask “If a tree falls in a forest and no one is around to hear it, does it make a sound?” A good question, but not as interesting to me as; “if I serve up a digital advert to a place where no one can see it, does it make an impact?”</td>
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### Love and Trust Underground

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<td>How to measure engagement with advertising 58 metres below ground</td>
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<td>Nicola Barrett, Exterion, UK</td>
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<td>Robert Ellis, COG Research, UK</td>
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<td>How do you measure attention to, liking of and engagement with ads when the audience are just trying to get to work? This talk brings to life what really happens deep underground.</td>
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### Storytelling and how research lived happily ever after

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<th>Business Unusual</th>
<th>Orange Embraces The Digital Age For Superior Insights</th>
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<tr>
<td>How AOL amplifies research through video storytelling to increase stakeholder engagement</td>
<td>Russell King, Orange, UK</td>
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<td>Denis Brien, AOL, USA</td>
<td>Geoff Lowe, Infotools, New Zealand</td>
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<td>Dave Carruthers, VoxPopMe, UK</td>
<td>By embracing digital technology, Orange provides decentralised data access to democratise more cost-effective, in-depth and timely insights. This elevates the research impact on decision-making, maximising its relevance to their business.</td>
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<tr>
<td>Finding &amp; sharing voices in a data-driven world... Join us to see how AOL amplifies research through video storytelling to increase stakeholder engagement and leave with the blueprint for integrating traditional and emerging research methods.</td>
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The Future of Life Insurance
How the “life in life” concept changed Brazil’s insurance industry
Claudia Furniel, Banco Itau, Brazil
Gabriel Milanez, Box1824, Brazil

Based on an in-depth analysis of what 'life' means to Brazilians, we changed the life insurance industry: instead of compensating death, we created a new equation value to reward those who want to live more and live better.

Cracking the DNA of Successful Launches
A new approach for predicting innovation success
Selçuk Akbas, Ipsos, Turkey
Serkan Ceran, Ipsos, Turkey
Pelin Halaçoğlu Sezgin, Ipsos, Turkey
Hande Yılmaz, Unilever, Turkey

Innovation success is neither magic nor chance. Inspired by Rogers’ Diffusion of Innovations Theory, we propose a new behavioural segmentation and a model for perfect launch executions to predict launch success even as early on as the 5th month of the launch.

Stop with Why
A successful research approach on ‘How Brands Grow’
Angelique de Reuver, FrieslandCampina, The Netherlands
Bram Jonkheer, Blauw Research, The Netherlands

Byron Sharp’s “How Brands Grow” while controversial is a must read for marketers and market researchers. And having read it you just can’t go on with your job like you did before. But how?

Are You Insured Scarlett? ‘I Can’t Think About That Right Now. . . I’ll Think AboutThat Tomorrow.’
How MetLife imagined a new future for the insurance industry... and is delivering it today
Carlos Fonseca, MetLife, USA
Adam Riley, Decision Architects, UK
David Smith, DVL Smith, UK

We show how to convert a vision into a transformational strategy that reinvents your relationship with customers. We’ll demonstrate, via a major global insurance provider case study, an approach to embedding visionary change in any organisation.

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ESOMAR is the global voice of the data, research and insights community