

ESOMAR 亚太地区 2019 年议程

20 周年致庆

CELEBRATING IMPACT

澳门 / 22-24 五月 22-24 日



现场提供中文同传服务

议程更新 www.esomar.org/apac

5 月 22 日 星期三

08:30 – 19:00

签到

09.00 – 11.00

免费* 上午 大师课 | 如何在亚洲做报告 **[名额已满]**

本环节会对如何在亚洲作报告提供丰富的实践建议，也会分享吸引观众的小贴士。来自 Future Place 的 Ray Poynter 以及来自 Concept M 的 Sami Wong 主讲（英语、普通话、广东话和日语）

*如果您想加入本次会议的候补名单，请通过电邮与 events@esomar.org 联系

13.30 – 16.30

免费* 下午 大师课 | 在线社区平台如何重塑业务 **[名额已满]**

这个全新的演讲由比利时 InSites Consulting 的 Tom De Ruyck 和 Answer Global Taiwan 的 Jen Liu 主持，将从新工具和新的可能性方面细述“在线研究社区平台”的前景和下一步发展。

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17.00 – 19.00

碰撞，火花 [用知识了解和启发客户]

讨论会在非正式和保护隐私的环境中进行，并仅限于调研客户方（买方）参与，旨在帮助认识彼此及分享经验。

如果您是参加会议的客户方但尚未收到邀请，请通过电邮与 events@esomar.org 联系

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19.00 – 21.00

20 周年欢迎招待会

加入招待会来拓宽您的人际关系网！这次 20 周年的特别纪念活动约请到了来自 30 多个国家的 300 多名参与者，并且都是我们的商业伙伴和 ESOMAR 朋友！

5月23日 星期四

开幕及欢迎致词

09:00 – 09:10

开幕

Finn Raben [ESOMAR 总干事]; Joaquim Bretcha [ESOMAR 总裁]

09:10 – 09:18

欢迎致词

Chris Farquhar [ESOMAR 香港代表 及 MRSHK 主席]; Cristina Quental [活动委员会主席]

09:18 – 09:26

YES! 竞赛时段! 由 THREE Group 赞助

Finn Raben [ESOMAR 总干事]; Chandrima Roy [Ipsos]; Constance Yu [Ipsos]; Tsahn Cherng [Lightspeed Research]

他们是本年度 YES (Young ESOMAR Society) 大奖决赛入围的年轻人, 每人只有 60 秒的时间展示, 赢家只有一个, 不要忘记投票!

09:26 – 09:35

议程及主题演讲介绍

Cristina Quental [中国金沙]

09:35 – 10:15

主题演讲 | 局内人带你探索澳门的成功秘诀

Kevin Clayton [CMO & Marketing Consultant]

Kevin 将会分享消费者调研, 数据和消费者深度洞悉在澳门的成功故事中起到的不可忽视的作用, 以及对未来的影响。

10:15 – 10:20

赞助商介绍

Finn Raben [ESOMAR 总干事]

10:20 – 11:00

中场休息 交流时段

ESOMAR 基础: 作出改变

11:00 – 11:10

引言

Finn Raben [ESOMAR 总干事]

11:10 – 11:30

成功个案参考 | 透过说故事激发行动

Empowering digital storytelling for good in Asia

Justine Lukas [Kantar]; Rebecca Lim [Singapore International Foundation]

Winner of the Best International Case Study at ESOMAR Foundation's 2018 'Making a Difference' Competition which the jury awarded with the motivation, "This simple and impactful case study is set for making a tremendous difference across all Not-For-Profits globally."

CELEBRATING HUMANITY

11:30 – 11:35

引言

Noriko Kishida [Cross Marketing Inc.]

11:35 – 11:55

摆脱性别不平等

解读日本性别不平等的矛盾心

Deanna Elstrom [Ipsos K.K.]; Emi Nishiyama [Unilever]

We aim to help shift Japan's course towards a brighter future -- economically, as a society and as individuals -- by illuminating the true cost of gender inequality. To tackle the issue Unilever has partnered with Ipsos to conduct quantitative research to try and identify the issues that Japanese women deem most relevant to themselves and seek support for. This understanding is felt to be key to providing meaningful support to women, as well as enabling brands to connect with consumers with messaging that resonates.

11:55 – 12:15

互联网 **Saathi**: 建立全面数码化的印度

印度农村及较落后地区数码化普及教育将会带来的长短期影响

Ashley Woods [Google Asia Pacific]; Matthew Beal [Kantar TNS]

The Internet Saathi program has transformed the lives of millions of women across rural India. By providing basic training on how to use a smartphone, it has provided inspiration for entrepreneurship, social change, and personal growth. Join the presenters to discover how researchers can apply a simple framework to measure the impact of wide-scale interventions seeking to enact socio-economic change.

12:15 – 12:35

垃圾填充区的真实故事

利用行为研究和深度探索，减少从澳大利亚发往太平洋地区的人道危机救援物资（非需求物资）

Crawford Hollingworth [The Behavioural Architects]

Unrequested and often unsuitable goods sent to humanitarian disaster zones, often classified as Unsolicited Bilateral Donations (UBDs), cause disruption. In June 2017, a project was launched to reduce the number of UBDs from Australia. At the time, there was no existing research on motivations for this phenomenon, and so the crucial first step was to gain an in-depth understanding of the behaviour. The unique and impactful findings from this study now offer new foundations for public messaging to effectively reduce the number of UBDs sent from Australia. Next steps are to raise global awareness of the findings and translate into communications to reduce the disruptive impact of UBDs sent to humanitarian crises zones.

12:35 – 12:50

讨论时段

12:50 – 13:00

下一步是什么？

Finn Raben [ESOMAR 总干事]

13:00 – 14:15

午餐时段

广告界| 机器激发人群参与

14:15 – 14:25

引言

Ramanathan Vythilingam [Unilever]

14:25 – 14:45

有效提升社交媒体的投资回报率及收获回报的清晰
晰度

Colin Ingram [NeedScope International]

Up to 85% of brand generated social media posts are wasted. With digital advertising approaching 50% of all advertising expenditure, we need to go beyond clicks and likes as a measure of ROI on social media expenditure. Through machine learning, a brand can now see how many posts support their intended position, how many are off target, and how many are simply ambiguous. This presentation demonstrates how the AI tool works, highlights the role of archetypal alignment across touchpoints, delivers a practical framework where brands can specifically identify the nature of their optimal social media imagery, and concludes that understanding archetypal codes is the key to optimising ROI in Social Media.

14:45 – 15:05

难以说明的真相

神经科学和人工智能可以更好地识别广告所引发
的情绪

Michael Underhill [Kantar Millward Brown]; Rupam Borthakur [Kantar Insights]; Whitney Xi [VF Asia Pacific]
Ads which trigger ANY emotion work better than those that don't. Ads which trigger the RIGHT emotion work even better. A problem, however, has always been detecting unspoken feelings; the real kinds of emotion that an ad generates. The aim of this study is to enable VF to know which emotions do their brands elicit, decide if these emotions are aligned with the brands, and to determine if emotional targeting was used earlier in the creative process – how much better would Ad performance be?

15:05 – 15:25

讨论时段

15:25 – 16:05

中场休息 交流时段

焦点走势 | 最新区域及全球趋势

14:15 – 14:50

关于市场调研行业趋势, 你必需要了解的 10 件事

Ray Poynter [The Future Place]

Ray Poynter draws on ESOMAR's global market research studies to highlight 10 things you need to know about the trends that are shaping market research globally, and with special reference to the Asia Pacific Region.

14:50 – 15:20

Dynata 的业务介绍

Dynata 年度全球趋势系列 2019

短暂的热潮还是社会大趋势?

Michael Fegan [Dynata]

Is your business destined to be Psy or the Beetles? Hear the latest consumer trends, use our insights to drive yours!

语音技术和人工智能 | 激发超级 定性调研的科技动力

16:05 – 16:15

引言

Karan Kumar [Fabindia]

16:15 – 16:35

让他们说吧!

用于定性研究的语音技术先锋试验

Anne-Marie Moir [Consumer Behaviour]

In qualitative research, much can be gained by starting with broad questions which allow the respondents to express an attitude, behaviour, or thought rather than leading them with more pointed questions. But groups and depths are limited by time and budget. So, can the process of qualitative exploration be applied at scale using AI and voice technology? Find out what happened when we tried.

16:35 – 16:55

重新定义积极聆听

通过机器学习算法洞悉消费者言语的和非言语的情绪

Mannon Wong [Ocean Park Corporation]; Mary Li [Datality Lab Ltd]; Roland Leung [Datality Lab Ltd]

We know that 70% of our communication is non-verbal, while verbal communication adds another 7%. Yet, interpreting non-verbal communication by humans is a time-consuming and highly subjective process. For this presentation, we show how machine learning is making qualitative concept testing more efficient, more scalable, and more objective. We demonstrate how the latest cloud computing and machine learning technologies of emotion analytics and text mining were applied in the process of qualitative in-depth interviewing. The combination of the two methods help observe nuanced consumer responses that never before were capable of being observed and compared by humans.

16:55 – 17:10

讨论时段

激发远见

16:05 – 16:50

提高深度分析的回报率

Tom De Ruyck [InSites Consulting]

If you are wondering what you could learn by attending ESOMAR's 2019 Summer Academy, then this masterclass is a must attend. Tom is one of the six trainers you can meet in June. Here he presents a shorter capsule from his Insight Activation Masterclass providing you with the communication tools and inspiration to deliver insights with impact.

16:50 – 17:10

SDS 的业务介绍

如何使用流动版图来了解客户真正的所需所想

Dr. Christian Lange [SDS]

Mobile ethnography takes advantage of the fact that almost 3 billion people all around the world have smartphones and are permanently connected to the internet. With mobile ethnography participants can use their smartphones to self-document their experiences, feelings and behaviors right in the moment of truth and in the situation. This presentation shows how Opiria market research platform enables researchers to discover firsthand what their participants are experiencing when using a product or service in its natural usage environment. This allows them to put themselves in the frame of mind of their participants what leads to an unprecedented understanding of their participants' feelings, needs and requirements along all touchpoints of the customer journey.

CELEBRATING IMPACT

17:10 – 17:15

引言

Finn Raben [ESOMAR 总干事]

17:15 – 17:40

成功案例分析 | 通过深入了解商家 **DNA** 推动业务增长

Ross Delaney [Paymark]; Shaun Fitzgibbon [TRA]

Gold Winner of the 2018 ESOMAR Research Effectiveness Awards 2018

Paymark was under threat from disruption and needed to future-proof. Together with their research partner TRA, they set out to build a data-driven customer segmentation based on Paymark's underutilised giant data set. They blended advanced big data analytics, third party data enrichment, and quantitative and qualitative research to produce the final segmentation of New Zealand's merchants.

Paymark's "Merchant DNA" has enabled the business to build tangible customer relationships and achieve a wide range of commercial objectives including an uplift in Net Promotor Scores and churn reduction. Paymark is now a truly 'customer obsessed' organisation, better equipped to face a new future.

17:40 – 18:05

来宾 | 中国的趋势，转型与创新

Lifeng Liu [Chairman & CEO, China Region, Ipsos, and awarded 2018 ECI Business Innovator of the Year in China]

In the last two years Ipsos in China has increased its revenue organically by more than 30 million euros, including 60% from research business and 40% from tech-driven digital marketing business. Ipsos in China and its invested affiliates have made disruptive innovations in data capture, insight generation and digital marketing, to establish a closed loop of 'data-insight-action'.

In this presentation Lifeng talks about leading the change with innovation.

Lifeng Liu, Chairman & CEO, China Region, Ipsos, and awarded "2018 ECI Business Innovator of the Year in China"; Linked in "Top Voices 2018" in China; Linked in "Power Profiles - CEO, 2018", in China ; and "The Innovator 25 in APAC" in 2018 by the Holmes report.

18:05 – 18:15

闭幕词

18:15 – 20:15

联谊晚会 - 由 **LUCID** 赞助

ESOMAR 赞助商 LUCID 诚邀所有出席者参加此联谊晚会

5月24日 星期五

亚洲远见 | 第一部分

09:00 – 09:10

引言

John Smurthwaite [ESOMAR 亚太区大使]

09:10 – 09:30

请不要让我考虑如何思考！

使用神经生理指标可以深入评估消费者对气味带来的情绪反应

Nasrin Shafeghat [Centan (Macromill Group)]; Siew Hoong Chan [Takasago International]

Typically, consumer flavor testing is conducted using a structured questionnaire. In general, Asian consumers tend to be relatively reserved and polite in their responses in some countries. We therefore collaborated in a neuro-physiological study making use of EEG, heart rate, and skin conductance, to evaluate consumers' flavor preferences more objectively for flavor development. The study was conducted among female consumers in Jakarta and physiological measurement has helped to reveal the underlying emotional responses of the consumers for two of the most preferred test flavors. This research demonstrates that we can further sensitively measure how different flavors elicit different emotions, providing further insights on how to optimize flavors to maximize consumer preference.

09:30 – 09:50

研究一个笑话，你在开玩笑吧！

这很有趣因为它真的可以

Prasunika Priyadarshini [Karvy Insights]; Radhika Venkatarayan [Karvy Insights]

When can a brand benefit from laughter and is it possible to research a joke?

Through a combination of consumer investigation and semiotic decoding, we were able to arrive at a framework that we believe will help brands navigate this complex space. While humour is very culture and space specific, we believe this approach will help researchers and brand custodians know when to use it, as well as other emotional devices for their brand's storytelling.

ESOMAR 核心 | 人才培养

09:00 – 10:00

MRSHK 与 AFTEC 的社区研究项目

Chris Farquhar [MRSHK 主席]; Pravin Shekar [President, MRSI], Razvan Bondalici [ESOMAR Foundation]

In 2018 the Marketing Research Society of Hong Kong (MRSHK) created a unique competition which brought together more than 30 young researchers from different agencies, academia and clients to work on a research solution for a worthy Hong Kong based charitable organisation. The selected NGO was the Absolutely Fabulous Theatre Connection (AFTEC), who does very important work in the community, using the power of the arts to inspire and enhance education and encourage learning, often for children in need. This is the story of what happened next...

09:50 – 10:10

家是一种感觉

探讨新兴市场中家庭概念的变化及其对商业的影响

Dave Rees [The Sound Exploration Strategy Innovation];
Sushma Panchawati [The Sound: Exploration Strategy Innovation]

Home isn't a place; it is a feeling. This presentation explores the pathos of home and how it's changing, how it differs across the diverse APAC region, and how the changing nature of 'HOME' has wide-ranging business implications for brands and categories (Media and Content, Personal Care and Food). The presenters will also share their knowledge on how they used film to not only gather the data on such an abstract concept, but to also communicate the findings in an engaging and effective way.

10:10 – 10:30

讨论时间

10:30 – 11:10

自由联谊

亚洲洞悉 | 第二部分

11:10 – 11:15

引言

Caryl Anne Marcelo [Prestige Market Research Services Asia]

11:15 – 11:35

通过研究消费者的潜意识

解读他们的消费习惯及行为

Maitreyee Patki [Brandscapes Worldwide]; Nirupama Kaushik [Brandscapes Worldwide]

We all dream of a 'tomorrow' when we'll 'wake up early and go for a run', 'drink enough water', 'stop eating junk'. Consumers too. But can a brand inspire behavioural change?

As researchers, we looked at the principles of ethnography and the Habit Loop framework by Charles Duhigg, and fused this with evolving camera technology to pilot a study on habit formation. We want to show that by fusing research principles, methods and frameworks, a brand can understand and influence the silent subconscious, shape behaviour, and orchestrate habits.

灵活亚洲

10:00 – 10:30

来自 Grail Insights 的商业报告

灵活研究亚洲市场 | Vivek Neb [Grail Insights]

The dynamic nature of Asian businesses requires an agile research approach to achieve flexibility, higher transparency, higher return on investment and higher productivity. We see and hear the need for fast and instant flux of insights, as business decision making is no longer isolated but rather a connected series of micro-decisions. This presentation focuses on understanding how Agile research powered by meta-analysis is fast becoming a preferred option to support business decisions in dynamic and demanding business environment.

大师课 | 深入分析

11:10 – 12:00

深入探讨驱动因素分析 | MRII & University of Georgia

Jeffrey Henning [Market Research Institute International]

This interactive how-to session will start with a simple example of how to do a basic driver analysis and will then introduce advanced analytics that can make it more powerful. This Principles Express Live session is derived from the University of Georgia course, Advanced Analytic Techniques

11:35 – 11:55

克服网上购物环境中的障碍
借鉴西方手机互联网标准并更好运用于亚洲电子
商务市场

Hyunwook Cho [Qoo10]; Paul Janssen [SKIM]

Over the past decade, eCommerce has grown exponentially, with two massive markets, the US and China, ahead of the curve. Within each market, major CPG companies have tried to optimize their product offer but selling online is different than selling offline, and tactics need to be adjusted to be successful. Sales on E-commerce platforms like Alibaba (T-Mall) and Amazon are affected by product findability and the inability to taste, feel or smell the product. Here we demonstrate how, with the sophisticated use of imagery, these challenges can be overcome.

11:55 – 12:05

讨论时间

12:05 – 12:15

YES! 宣布本年度 YES (Young ESOMAR Society) 获奖者!

Finn Raben [ESOMAR 主理事]

12:15 – 12:30

ESOMAR 影响

Finn Raben [ESOMAR 主理事]

12:30 – 14.00

午餐讨论会

Join ESOMAR at the expo stage for a discussion lunch on Data Science and share your views on how you believe the Market Research community can strengthen the connection with Data Scientists.

拥抱科技时代

14:00 – 14:05

引言

Lynn Zhang [Kantar TNS]

14:05 – 14:25

建立一流的洞悉能力

从建立“战略伙伴”到“竞争优势”

Charisma de Jesus [Philip Morris International]; Tony Li [Philip Morris International]

Inspired by Boston Consulting Group's 2016 report on 'Rewiring Customer Insight to Generate Growth', the Philip Morris International team in The Philippines took a journey to amplify the value of the insights function.

14:25 – 14:45

Alexa 和 Siri 将带领我们研究探讨

探索科技敏感型消费者如何在他们的生活中创新，以及市场研究活动可以如何跟随他们的引领

Young Ham [Kantar]

As researchers, providing us access to data from new sources like customer data platforms, voice control, and all corners of the internet could be considered the equivalent of sticking a kid in a candy store! But are we leveraging this?

14:45 – 15:05

亚特兰蒂斯重建：开启人工智能之旅

Devesh Sharma, Technical Lead, Absolutdata, India

Soumya Kanti Sarkar, Engagement Manager, Market Research, Absolutdata, India

Awarded Best Paper MRSI 2019 | What happens when research expertise meets Artificial Intelligence to create a platform for anytime, anywhere insights? How can years of past knowledge lost in nameless archives become readily available to enable informed decision making? As we look into the future, are we integrated with the past?

15:05 – 15:20

讨论时间

15:20 – 15:50

自由联谊

畅谈客户与科技

15:50 – 16:40

塑造市场研究技术未来的六大趋势

了解顶尖亚洲客户和科研专家将在哪些方面投资未来研究技术

Peter Harris [Vision Critical]; Amy Lee [银河娱乐集团]; Cristiane Ross [Pure Group International]; Mike Stevens [What

Next Strategy & Planning]; Scott Lee [ABN Impact]

随着研究技术的不断拓展，国内外技术及客户专家（如国泰航空和汇丰银行）将齐聚一堂，共同探讨市场研究技术的未来趋势，了解他们对未来六大市场研究技术的投资方向。如果您想了解更多关于区块链，人工智能和其他 2019 年的新兴科技趋势，敬请所有出席者参与，共同见证！

16:40 – 17:20

主题演讲 | 人类意味着什么？

Matt Armitage [Consultant, Futurist and Broadcaster]

The convergence of consciousness in the age of the machine, and the rise of the cybernetic consumer

17:20 – 17:30

闭幕及颁奖

Cristina Quental [金沙中国]; Finn Raben [ESOMAR 主理事]; Joaquim Bretcha [ESOMAR 主席]

17:30 – 18:00

闭幕酒会

最新议程 www.esomar.org/apac