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Community Circles

**10th session | Clients and researchers:
where do we go from here?**

Follow up – Tips and Findings





Key Takeaways



Insights from the Italian Research Community



Insights from the Client perspective



The Client/Agency relationship – what have we learned?



Insights from the Italian Research Community

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“We, as human beings, are able to remember those who are authentically there for us in difficult times”

- This is not an unprecedented crisis in Italy as we have had to deal with difficulties before, but we will come out of this either destroyed or fortified;
- We have seen a demonstration of solidarity, creativity, and adaptability
- Thinking of Italian brands such as Gucci and Armani, they changed their approach to be close to people in a difficult moment;
- As market researchers, we are the experts in analysing how people are feeling and behaving;
- E-commerce is booming with 32% registered increase in the use of the internet to purchase goods and groceries – before the crisis, this was only 22%;
- 55% of agency-side respondents said they expect the situation will worsen significantly at the end of 2020 compared to the end of 2019;
- Quantitative researchers continue to work online, but qualitative researchers are the most challenged because they have to develop new tools to move from offline to online;

“We can’t go outside but we can take this opportunity to go inside; we will be different after this emergency, as persons, communities and researchers”



Insights from the Client perspective

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- The ability for researchers and agencies to be agile and equip the organisation to pivot in this time is extremely important;
- Clients are interested in learning what consumer centricity means during this 'new normal' where individuals are operating in a different world;
- 'Crisis' means both danger and opportunity;
- A data-driven mindset needs to be adopted but to different degrees: in today's world we can't get by whilst ignoring it completely – it's time to humanise data!
- For everyone in the industry, we need to keep reinventing ourselves to keep up with the ever-changing times in a way that is true to ourselves;
- Now more than ever, clients will need a better understanding of the relevance of their messaging – what is the right tone of the brand during this difficult time and as we emerge from the crisis?



The Client/Agency relationship – what have we learned?

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“It’s the moment more than ever for agencies to become strategic partners for clients.”

- Some clients now more than ever are looking to enhance their relationship with agencies they have already worked with in the past;
- There is also a trend to stop long-term research as clients look for optimization;
- It’s important for agencies to be confident that they can assure a high quality of research, high-quality panels, and high-quality platforms;
- Some clients have opted not to stop their learning plans and have not cancelled research, although they have had to adapt and postpone some of the strategic pieces;
- Whilst we live in a moment where everyone has had to shift, clients are very Impressed with the partnerships that have emerged during this time;
- Clients are in an unknown situation, not knowing how to navigate forwards, and it has been thanks to researchers that their business could pivot quickly and better understand the consumer;
- Strategic guidance is very highly valued, particularly as the use of Big Data and AI continue to grow and there is a risk that certain companies may lose some of the human side due to budgets and the need for efficiency;

“This is the moment for our profession to shine!”