Community Circles

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

Follow up – Tips and Findings
Insights from the Italian Research Community

Insights from the Client perspective

The Client/Agency relationship – what have we learned?
“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

• 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?

• 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;

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

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