

ESOMAR
WORLD RESEARCH

EUREKA'S

OF MARKET RESEARCH

Success stories illustrating the impact of research on business, public policies, and society.



FOREWORD



Finn Raben
Director General,
ESOMAR

‘Eureka’s of Market Research’ has been designed to give those within the sector a new platform to share and showcase the good work and tangible outcomes of market research to the wider world.

At ESOMAR, it has always been our mission statement to promote and elevate market research, and it’s given us great joy to look through the numerous case studies sent in from agencies and companies that really give value to our sector.

Within this booklet, we have highlighted and summarised just some of the 25 plus case studies we received, to give you a taster of what’s to come when we launch the full report later in the year.

As always, we encourage you to share your thoughts, share this study and shout loudly about our industry’s great work, to the general public!

A handwritten signature in black ink, appearing to read 'Finn Raben', with a long horizontal line extending to the right.

Finn Raben
Director General, ESOMAR

HOW CAN A RAIL COMPANY IMPROVE TRAVELLERS' EXPERIENCE ON-BOARD THEIR TRAINS?

How Deutsche Bahn used market research to improve their passengers' journeys.

By Deutsche Bahn, Germany's national rail company, and Ipsos

WHY?

Understand needs of passengers and customers

Deutsche Bahn used Ipsos to help evaluate the comfort, tidiness, safety and communications on their trains, to better understand the needs of passengers, in order to optimise their services.

HOW?

Focus groups and ethnographic interviews

A combination of focus groups and ethnographic interviews were used. Ipsos wanted to create a real life setting to get spontaneous and authentic feedback in order to gain deeper insights. They used a train carriage as a location for the study and used role-play for various scenarios, such as a real life train attendee, actors posing as drunken hooligans and the presence of an untidy environment often found on trains.

In parallel, passengers of Deutsche Bahn were encouraged to use the 'streetspotr' mobile app to collect pictures inside the trains and to share their experience on the app. This was then used as discussion points for the ethnographic interviews.

SO WHAT?

New train designs and passenger policies

The unconventional methodologies and on-site interviews lead to a much higher level of engagement and much richer feedback from participants than had previously been observed in such studies. Deutsche Bahn gained unprecedented insight into the overall travel experience of their customers, and were able to incorporate this knowledge into updating their employee-training and passenger policies.

Furthermore, elements of train design were tweaked according to respondents' feedback, with the inclusion, for example, of armrests between seats. Deutsche Bahn travellers now benefit from a more comfortable and improved train journey.



WHAT SETS MILLENNIALS APART WITH REGARDS TO THEIR RELATIONSHIP TO EYEWEAR?

How market research helped Luxottica understand and collaborate with their target audience.

By Luxottica, world's leader in eyewear, owner of brands such as Ray-Ban.

WHY?

Reach a new consumer group

Luxottica decided to focus on Millennials, the generation of people born between 1980 and the mid-2000s, to shape and inform its vision for the future, due to their rising purchasing power.

HOW?

Qual Survey; Ethnographic interviews

Luxottica conducted research in 7 countries: USA, Brazil, France, Italy, Turkey, India and China, using a number of complementary research methods, in order to provide a 360° vision on the subject group.

A Quant research survey was used, with 10,500 respondents, including millennials, but also generation X and baby boomers. Alongside this, ethnographic interviews were carried out, including digital diaries to screen-out respondents, shop-alongs, and accompanied eye-exam visits. The objective: to go in-depth into the millennials' feelings and motivations, shopping habits and attitudes towards eyewear.

SO WHAT?

Understanding of consumer motivation and shopper journey; redefining of brand strategy

The results demonstrated millennials' relationship to brands and their own appearance, and the journey that millennials go through with their prescription glasses, from seeing them as a hindrance to becoming a part of their visual identity and an accessory.

The results redefined Luxottica's strategy, resulting in the creation of a more holistic and personalised experience. The research also inspired the creation of a follow-up online platform, the Ray-Ban Envisionner Community, made up of 'cool-hunters' from 10 mega-cities who spot new trends and give quick feedback on new ideas.

More than anything else, this research has highlighted the status - and importance - of millennials as a new segment of consumers who expect more proximity and openness from brands, and demand interaction and engaging experiences when purchasing.



IS CREDIT SCORING BASED ON BIG DATA ANALYTICS FAIR AND ACCURATE?

How market research sparked debate in Germany on the effectiveness of credit scoring.

By GP Forschungsgruppe

WHY?

Assess the reliability of data collection and profiling

In Germany, credit registration offices use big data as part of their analysis to determine individuals' financial situation - this information is then communicated to banks to inform their decisions about credit applications. GP Forschungsgruppe, a social market research agency, conducted a number of studies to determine whether that information was reliable.

HOW?

Online survey and in-depth interviews

This issue has been studied for nearly a decade, starting with a study carried out in 2005 - a mystery shopping study with 40 participants at 4 different banks asking for credit of 10,000 Euros and comparing the interest rates given. This was followed by a study in 2008, when the four major credit registration offices were asked for the credit score values of 100 participants to compare the information stored about them.

In 2014, an online survey with 2,000 participants and in-depth interviews with stakeholders was conducted to gauge the impact of new legislation and assess the new situation of the financial market.

SO WHAT?

New credit protection legislation

The first two surveys showed the weakness of credit scoring practices: in some cases, one bank would deny credit to a participant, while others would have no problem lending it to them. It was also found that between 24% and 51% of the data stored about each customer by the registration offices was either incomplete or wrong.

The results of the original studies prompted public debate in Germany, and were eventually used to inform new legislation rolled out in 2009. The 2014 study tracked the results of that legislation as well as recommended new measures to further improve the current regime and respond to rising issues, such as profiling.

These studies were a very powerful tool to allow government services and regulators to have empirical data about the scope and reach of an important societal issue, and the effectiveness of their public policy, whilst providing suggestions for the way forward.



HOW CAN GOVERNMENTS ENCOURAGE PEOPLE TO SUBMIT THEIR TAXES ONLINE?

How market research helped the French government increase online tax submissions.

By The French government and BVA

WHY?

Government E-service offering for citizens

The French government wanted to increase the number of people submitting online tax returns. Their aim was to simplify citizens' access to public services and increase the number of e-services to save time, paper and government resources.

HOW?

Behavioural economics ethnography

Together with research agency BVA, the French government used behaviour economics ethnography (the study of how people make decisions), to review three key factors of behaviour influence: personal mind-set, physical context and social environment. In addition, they used 'Nudgelab' - a one-day co-working session which included clients and some lead users, to discover insights into the user journey. Each idea was evaluated and ordered in priority, with the top ones being pre-tested before they were rolled-out.

During the government tax return communications campaign, seven different messages were sent to internet users that didn't use online tax returns - resulting in a huge sample of 2.5 million people.

SO WHAT?

Increase in citizen awareness

The research showed the lack of awareness about online tax returns was due to paper tax returns being presented as the default, identifying this as a key issue in increasing citizen usage of the platform. As a result, a communication campaign was launched to present online as the new default.

This study helped save 400 tonnes of paper and led to a 10% increase in online tax returns, compared with the previous year.





ESOMAR is the essential organisation for encouraging, advancing and elevating market research worldwide.

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