

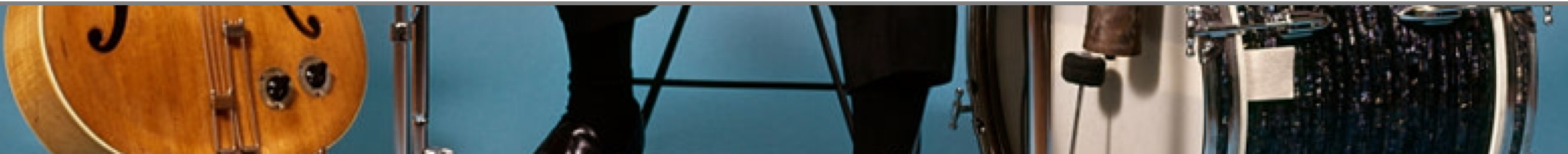


Steve Seiferheld
Director, Market Research

Swedish Match.

Getting To Know You

Alternate Stakeholders In Your Organization



2018

10:45 – 11:15 Descriptions on page 46				
	Take Me Out To the Research	A New Golden Age for Japan: Opportunities and Pitfalls for U.S. Brands	Legal Cannabis is a Brand Innovation Game Changer	Practical Marketing
11:30 – 12:00 Descriptions on page 47				
	Goodbye Einstein, Hello da Vinci: Artisan Research to Solve Business Issues	Building Brand Love with Millennials and Gen Z: Cultivating Awareness, Consideration, Purchase and Loyalty with Young Consumers	How do Insights Get a Seat in the C-Suite? What Holds Insights Back and How do We Change? A Panel Discussion (45-minute session)	Brand Activation
12:00 – 1:30 LIGHT FOOD FARE IN THE EXPO HALL OR LUNCH ON YOUR OWN (SEE RESTAURANT GUIDE)				
SESSIONS	ROOM 1	ROOM 2	ROOM 3	ROOM 4

MRE

OCTOBER 16-18, 2018 | SCOTTSDALE, AZ

CRC

CORPORATE RESEARCHERS CONFERENCE, OCTOBER 8-10 IN ORLANDO

Only 1 in 5 Insights teams are perceived to be strategic partners in their organizations.*
That needs to change.

What is the greatest challenge facing your department?

- ☒ Not enough influence on the business
- ☐ Budget
- ☐ Hiring the right skill set
- ☐ Speed to deliver insights
- ☐ Working across departments
- ☐ Data quality
- ☐ Developing talent
- ☐ Other



Thinking of times when internal stakeholders have not included the research or insights function in important business decisions, why do you think this has happened? (Check all that apply)

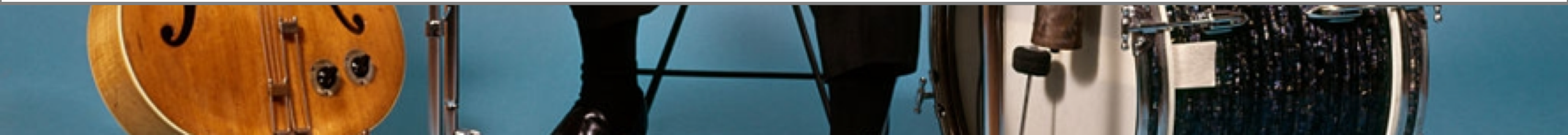
- ☐ Lack of awareness of insights function's capabilities
- ☐ Bad past experiences with insights function
- ☐ Insights function viewed as too slow
- ☐ Insights function viewed as outmoded or not cutting-edge
- ☐ Stakeholders preferred to use DIY methods
- ☐ Stakeholders used other internal data to understand the issue
- ☐ Stakeholders do not see value in gathering customer feedback
- ☐ Other (elaborate below)

What are the biggest barriers to your organization improving its understanding of its customers?

- ☐ Lack of C-level support for doing so
- ☐ Lack of resources (money, time, personnel) for doing so
- ☐ Lack of provable ROI for doing so
- ☒ Lack of internal faith in the insights department
- ☐ Available tools for understanding customers are not effective for us
- ☐ Low response rates to our customer research
- ☐ Other



Versatility → Influence



Engineering
Finance
Human Resources
IT
Legal
Marketing & Brand Management

Manufacturing
Operations
Public Relations
Regulatory
Research & Development
Sales



Research & Development



Commercial Application

- Cost reduction
- Competitive assessment
- Ingredient modifications
- Packaging change.
- Etc.



Sensory Testing Applications

Triangle	A, A, B. Identify B.
Duo-Trio.	Reference, A, B. Determine if ref. is A or B.
Paired Comparison.	A, B. Which is more ____?
Same/Different.	A, B. Same, or different?
Paired Preference.	A, B. Forced choice preference.



Regulatory (and/or Legal)



**#1 DENTIST RECOMMENDED
DENTURE ADHESIVE BRAND**

Regulatory (and/or Legal)



Commercial Application

- Competitive claims
- FDA compliance
- Litigation
- Patent protection

What differentiates market research from social science research?

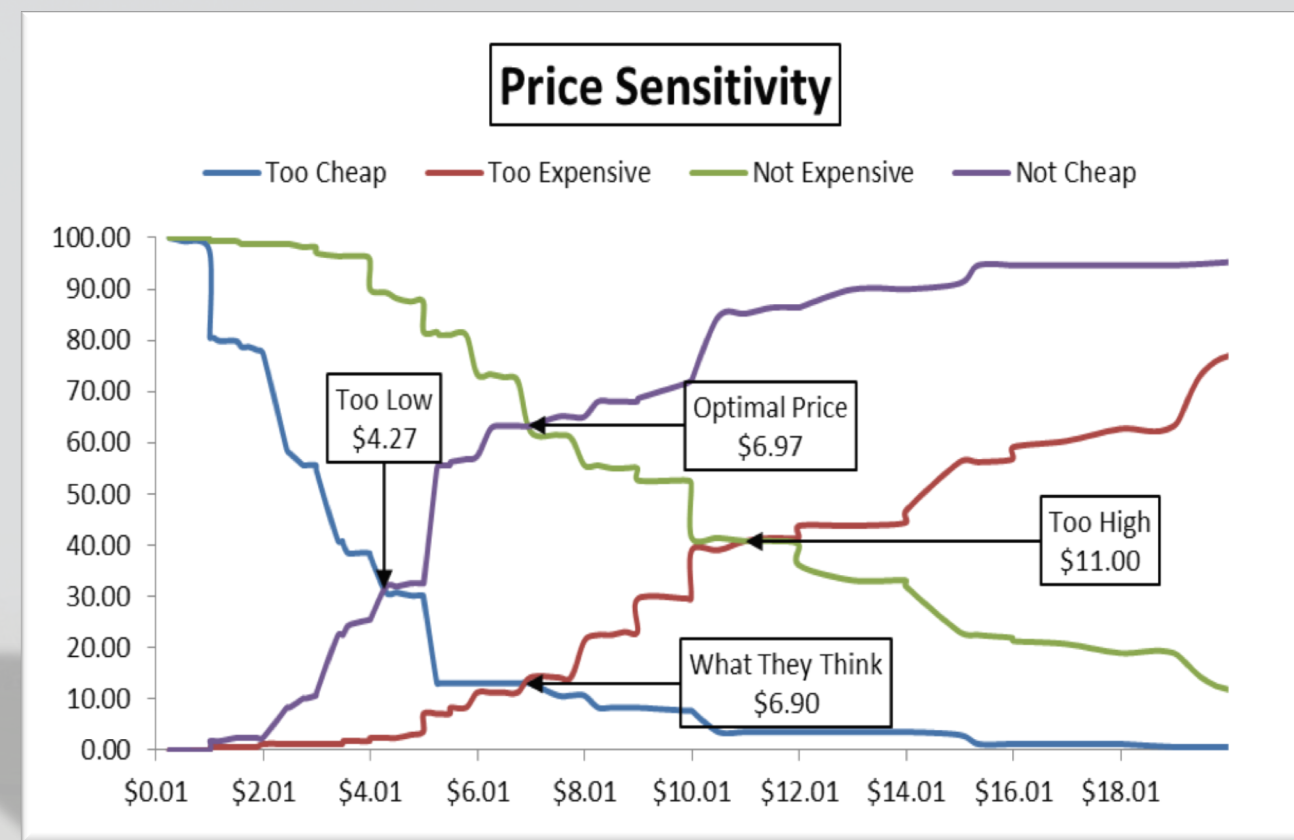
Topic	Market Research	Social Science
Sample size	What can I afford?	N=XXX per cohort to ensure enough statistical power.
Sample type	Cheapest bid?	Probabilistic sample, census balanced.
Statistical significance	Test everything v. 0.05.	Multiple comparisons? Tukey or Holm adjustment?
Statistical analysis plan	Let's see what the data says.	Pre-determined set of analyses to be run.
Study protocol	Figure it out as we go...	Pre-determined methodology.
Protection of human subjects	What's that?	Institutional review board to ensure all is appropriate.

Pricing

Finance Applications (with a twist of sales)

- Pricing
- Pricing
- Pricing
- Pricing
- (you get the idea)

Von Westendorp Pricing Model
Conjoint Analysis
Gabor-Granger
Etc.





YOU'RE THE PR EXPERTS - HOW DO WE SAY "UNMITIGATED DISASTER" IN A WAY THAT SOUNDS LIKE "NO BIG DEAL"?

Public Relations

- Crisis management
- Influencer marketing
- Community relations

Human Resources

- Employee satisfaction
- Group moderation
- Workforce management





Thank You!