Automation Ninja:

How to Optimize MR Technology for Stealth Quant Research and Reusable Data

Nice to Meet You!

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Main Takeaways

Integration of solutions for quant innovation / creative research

Technology that solves a problem

Value from your Insights, improving quality, usability, and speed

Window Into the Dojo

- **White Belt:**
  - Awareness/Need
  - Tipping point for usage
- **Yellow Belt:**
  - Use case: creative testing
  - Main takeaways for Creative testing
- **Orange Belt:**
  - Use cases: innovation testing
  - Main takeaways for Creative testing
- **Brown Belt:**
  - Use case: platform
- **Black Belt:**
  - Internal behavior changes
    - Explorations, reporting, expectations
- **Considerations for you own journey into automation excellence**
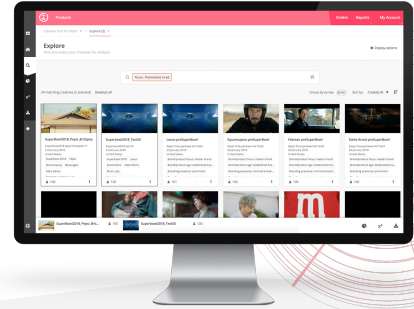
Love at First Sight?
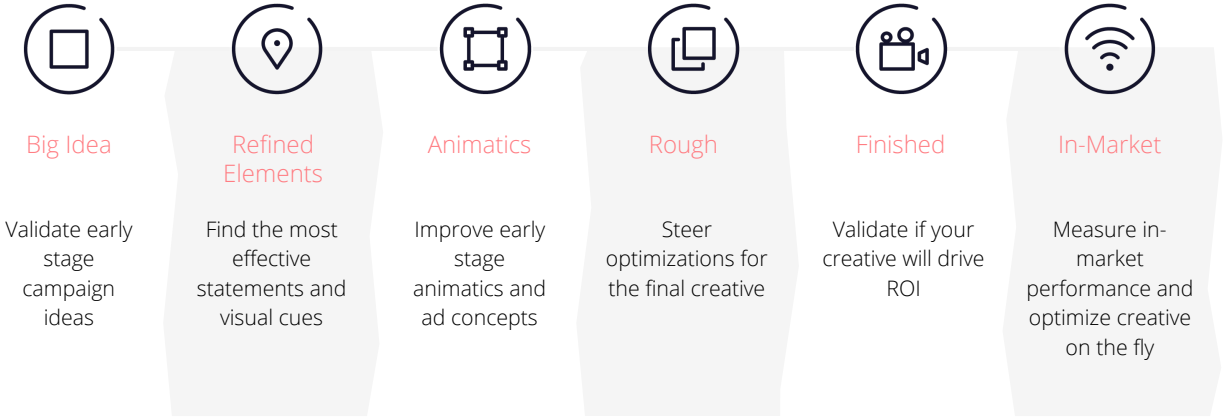

2016 Conference

Initial Exposure

January 2017

First Meeting

July 2017

First Use

Advertising

Big Idea

Validate early stage campaign ideas

Refined Elements

Find the most effective statements and visual cues

Animatics

Improve early stage animatics and ad concepts

Rough

Steer optimizations for the final creative

Finished

Validate if your creative will drive ROI

In-Market

Measure in-market performance and optimize creative on the fly

Early Use Case:

Yes to the music!

At Johnsonville, our people are responsible for everything.

Even the commercials.

Advertising Research: Ongoing Benefits

- **Speed and cost** allowed for testing versus instances where no testing was previously done

- **Test early and often**
    - Better relationship with agency and marketing

- **Fast + right level** of insights

- **More confidence** for media production and buys

Product Development

White Space

Identify gaps in the market, find opportunities and predict future trends

Idea Screening

Use a validated framework to screen ideas

Pricing

Determine optimal product pricing

Positioning

Optimize your product's positioning to match consumer sentiment

Naming

Use implicit associations to determine names

Packaging

Evaluate and optimise product packaging

Logo

Find out which logos are impactful and why audiences are drawn to them

Validation

Estimate the success potential of your product in market

Optimization

Find strengths, weaknesses and new approaches

Early Use Case:

Consumer feedback between lunch and dinner

Early Use Cases:

Everyone hates it but leadership loves it

Innovation Research: Ongoing Benefits

- **Rapid development stage** - get feedback in time to make the right decisions

- **Whittle down the list** of options early in the process/funnel

    - With the option to test the "weird stuff"

- **Iterative:** Not having to skip consumer feedback throughout for the sake of time/cost

- **Range of approaches:** simple to complex methods/analysis available

- **Long-term learnings**: norms, advanced analytics (not quite there yet)

Level Up:

Platform Upscale

Early Use Cases:
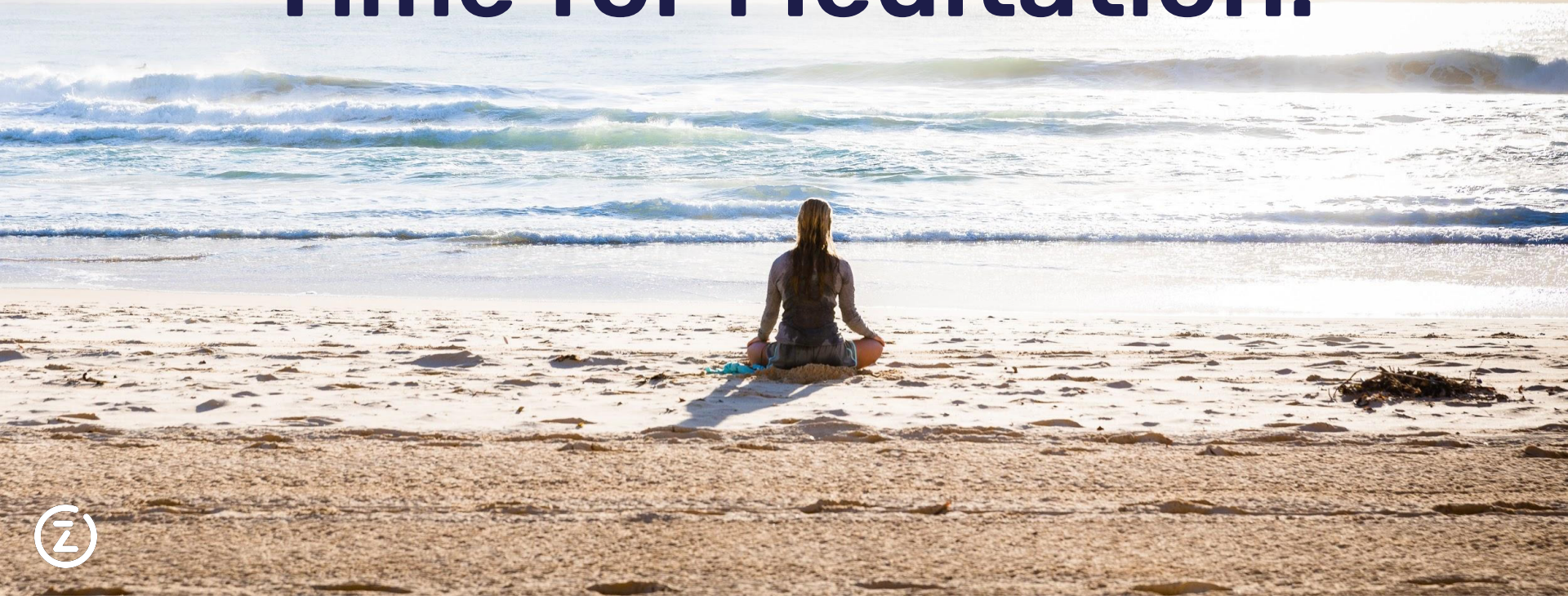
Quickly analyzing sub-groups

Advanced Training

- **Slicing and Dicing:**
  - Instant access to data cuts and further investigations via filters
- **Quick Sizing Up:**
  - Comparison between "round 1 and round 2"
- **Confidence:**
  - Regardless of department size
  - Easier to go in and rip vs. explaining need to others
  - Ease of using survey templates and pre-existing report visuals
- **Usability:**
  - Avoid redundant research and use similar learnings for reference

Training Complete.
Time for Meditation.

What are you waiting for?

- Explore sooner than later
  - Low risk pilot

Think about where does automation fit in?

- Lean / repeatable research
- Speed
- Norms

How long are you willing to wait to hear from consumers?

- No excuse to bypass consumer learning

Starting Your Own Automation Journey

Thank you!

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