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CASRO Technology Event Commentary



Technology & Innovation Event

May 28-29, 2014 • Chicago

CASRO
The Voice and Values of Research

CROSS-PLATFORM SOLUTIONS

NEW QUAL

Game-Changers

Novel Approaches

FRESH IDEAS

REPURPOSED TECHNOLOGY

DATA VISUALIZATION

Ethnographic Animation



New Venue and Keynote

A fresh new venue, a fun approach, and an impressive list of speakers made this year's CASRO Technology and Innovation Conference a big hit with attendees.

A challenge to the assembled MR audience was issued by Gary Vaynerchuk in his keynote address. Gary warned that traditional MR risks becoming irrelevant in a world where behavior can be measured directly. He cautioned that MR data only gets to "third and half base" without storytelling, answering the "so what", and determining what makes the sale.



Gary detailed his use of Facebook and Twitter to create sales directly not just to research who might buy. Targeting specific users that are likely B2B buyers has become simple to execute. Gary postulated that B2B marketing in social media is a "green field" and that the time to get started is now.

As part of his caution to the MR industry, Gary suggested that brands and marketers stop accepting stupid things. Examples he cited are:

- Magazines issues don't get read five times by different people
- Brands underestimate the impact/time spent by consumers on the internet
- People don't really watch commercials during DVR playback

Gary's NSFW delivery brought a spark to the crowd that led to some great interaction and thoughtful discussion. Nothing like a few F-bombs in the morning to get everyone going!

Best Talks

During the Rapid Fire sessions, Rich Scamehorn from Incontext Solutions demonstrated a fantastically detailed and rich virtual shopping environment. Key to this is a new offer from their company that will let marketers and research practitioners design and modify their own virtual stores and shelves, disrupting one of the key barriers to using virtual shopping — setup time.

John Carroll from Ipsos Loyalty did a spirited, engaging talk on getting started with big data. Working with wearables data and analyzing unstructured data were two concrete suggestions John made to get started today.

A great story of disruption via social data analysis was told by Nick Drewe. Nick used freely

available social media APIs to correctly predict



Australia's Top 100 songs and in the process created a national firestorm. Nick suggested that everyone try to use the Twitter, Facebook, and Instagram public APIs as they are free and are

relatively easy to learn. He proposed that the best way to learn what can be done with this data is to get your hands dirty and experiment. I have taken his advice and you should, too.

Best of the Rest

- Blackshades - \$40 hacker app that captures cameras
- Facebook mobile app now asks for your permission to record everything on your phone — even when you aren't using Facebook.



- Tyler Vigen's "Spurious Correlations" web site — funny!
- Rescue Time — free online service which tracks your time on the intertubes and helps you spend your time more productively
- Feastly the meal sharing app
- Facebook "dark posts" - advertising imbedded as posts instead of right-side display

Final Thoughts

Fun was easily accessible throughout the two days of the conference. Beyond the usual cocktail parties, this year CASRO added dinner and a night of entertainment including a live karaoke band and a variety of games. As true testimony to the spirit of the attendees, several people went out afterwards to "research" some heretofore unknown Chicago after-hours clubs. Now that's dedication to our profession!

The only thing missing for me was Tim Macer's annual survey on MR technology. Tim did execute the survey and he and his team at Meaning, Ltd. have created a marvelous report detailing a decade of innovation and disruption in MR through technology. [Download the report here.](#)

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