



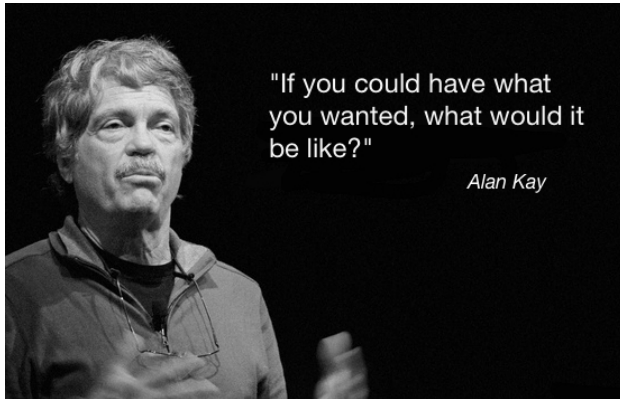
CASRO Technology Event Commentary





Background

The CASRO Technology and Innovation Event is an influential conference for market research technology and innovation. Arborwood Partners was there to observe and report on the latest trends that are driving business success in market research.



Key Themes

From Kristin Luck conference co-chair and first day speaker on "How Technology is Driving Research"

- Simplification
- Social/passive data
- Agile Research
- Privacy



Dyan Boen from TrueSample opened day two by touching on three themes: mobile, video, and personalization. She pointed out that those can be combined in a number of ways to create new solutions for research needs.

Agile Research

A lively and informative panel discussion about agile research included John Migaleddi from Campbell Soup Company, Alexandra Cohn from Google Consumer Surveys, Heath Greenfield from Millward Brown, and Ryan Barry from ZappiStore.

The goal of agile research is to create a fast feedback loop by executing smaller, iterative pieces of research throughout the business process being examined. This is often done using techniques borrowed from agile software development like stand-ups/scrum, face-to-face communication, and a focus on incremental deliverables rather than one huge project.

Migaleddi noted that Campbell is using agile techniques by doing research throughout their product development process by bringing all aspects in along the way — packaging, taste tests, marketing - but keeping the consumer at the center of their thinking.

Google, according to Cohn, is operating at speed and at scale using agile research.

By researching what research buyers wanted, Millward Brown's Greenfield felt comfortable launching self-service research products which are the heart of their agile offer.

Privacy and Security

Privacy and security continue to be significant issues for market research practitioners. CASRO in conjunction with experts like Arborwood Partners are helping research companies look at their security needs through the lens of ISO 27001 standards.



Interesting Websites

Hopscotch - game programming for kids. Lets children (and adults) learn programming concepts while having fun. www.gethopscotch.com

Ever wonder what all those paint lines in city streets mean? Here's a field guide to all the street markings in New York City streets. seeingnetworks.in/nyc



Need a high-quality image of product that is only sold 3000 miles away? Jump over to The Brand Bank www.brandbank.com where over 250,000 products are represented.

Mind Blower

A full description and demonstration of the concept for a device that looks eerily like the iPad is no big deal until you see that the demo is from 1968!!!!

Alan Kay is visionary computer scientist who dreamed up an educational computer much like the iPad only 45 years earlier. Kay has gone on to become an award-winning scientist who has worked at Atari, HP, Apple, Xerox as well as teaching at UCLA and MIT.

Watch the video from 1968 and hear Kay demonstrate his original idea in his own words.

<https://www.youtube.com/watch?v=r36NNGzNvjo>

"If you could have what you wanted, what should it be like?"

Spotlight on Virtual Reality

Two sessions on virtual reality (VR) for market research highlighted its growing acceptance and importance in the market research world.

Jason Brooks from LRW told the audience that their AppliedVR subsidiary has been working with virtual reality for four years. Jason mentioned some key benefits to market researchers who use VR:

- Take consumers anywhere - including places that don't yet exist
- The immersive nature of VR increases the authenticity of responses
- Respondents are engaged (they like doing this)
- New data types like eye gaze, walking path, and body posture can be measured

Brendan Light from Incontext Solutions provided an inspiring vision of the future where VR can be integrated in real time with external data like inventory, sales, and weather to create a real-time shopper activation platform.

Light noted that issues with VR sample size, setup time, and respondent drop-out rates can be addressed through use of online VR, better technology, and the growing public interest in VR.

Today, VR can be used for package testing, store layouts, shelf arrays, QSR menu optimization, and customer service models. Your options are only limited by your imagination.



Clients Speak

Steven Blixt of Bank of America, Eric Smuda from the Avis Budget Group, and Jessica Irwin from Nestle Infant Nutrition (Gerber) talked about how technology is impacting their research and about the key issues they face as research buyers.

These clients are investing their time and research dollars into:

- Real-time feedback loops
- Text analytics
- Linking attitudinal and behavioral data
- Insights curation
- Emotional research
- Data visualization

What are you investing in?

Want to know more about how to apply technology to market research?

Call Christian at Arborwood Partners +1-513-238-3562