

ARAŞTIRMADA YENİLİKLER 2012



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THE FUTURE OF RESEARCH

Shelley Zalis, CEO and Chief Disruptor

WELCOME TO THE NEW NORMAL

Where consumers are
constantly connected
and “always on” is their
default setting



WELCOME TO THE NEW NORMAL

Where we are accelerating
towards a **new singularity**
where the storing of a
consumer's life
information will be
in a single portable
digital device



WELCOME TO THE NEW NORMAL

Where we will need to learn to cope with **super abundance** - tools, choices, apps will move to one touch actions combined with the visualization of information



WELCOME TO THE NEW NORMAL

Where we are moving towards
a culture where information
about most things becomes
freely available



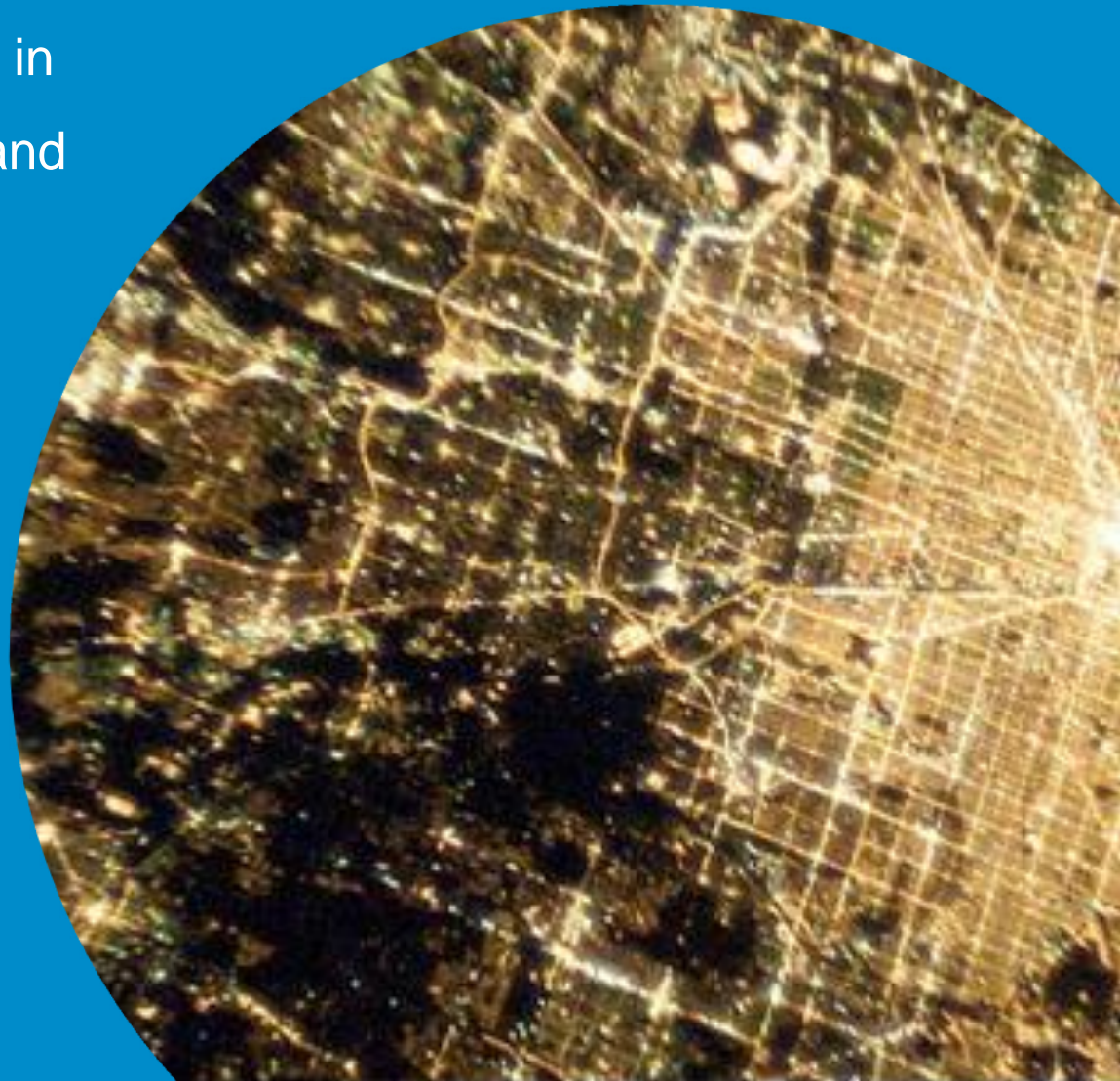
WELCOME TO THE NEW NORMAL

And where **personalization** via devices and apps will continue to quickly grow



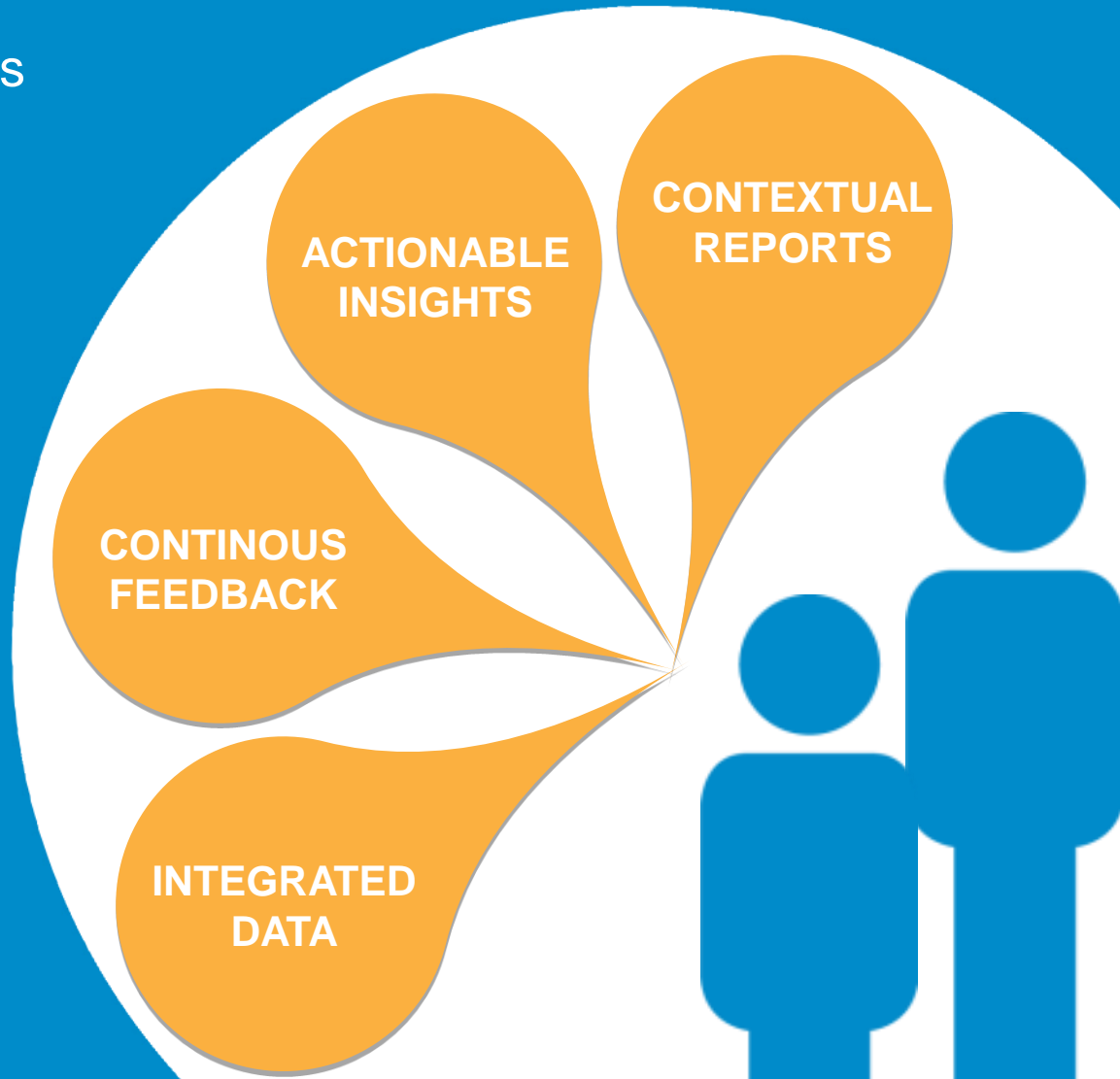
TODAY'S CONSUMERS ARE DIFFERENT

We have to engage them in ways that **capitalize on** and **mimic** their expectations in a digital world



GLOBAL BRANDS ARE DEMANDING MORE

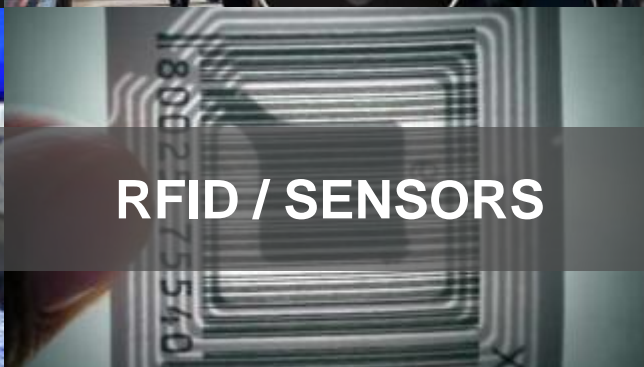
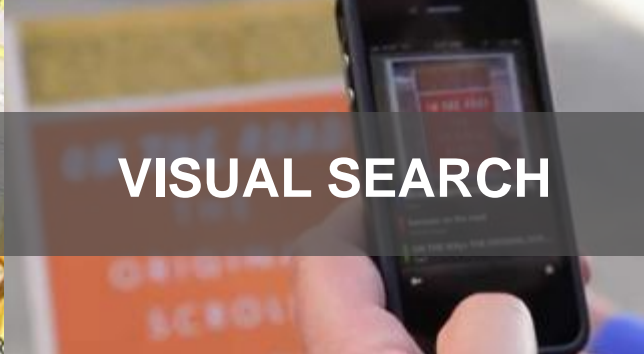
Disruptive market realities are stimulating needs for more **agile processes**.



BRANDS **CAN'T BUY THEIR WAY TO GREATNESS** ANYMORE...
BUT BRANDS CAN FOLLOW TCCC'S 'LIQUID AND LINKED'
APPROACH TO MARKETING: '**LIQUID**' BECAUSE THE MARKET
LANDSCAPE IS CONSTANTLY CHANGING, AND '**LINKED**' BECAUSE
NO MATTER WHICH MEDIA ARE USED, ALL BRAND MESSAGES
SHOULD ADHERE TO THE OVERALL STRATEGY

Wendy Clark, Coca-Cola
2011 Ad Age Article

we need to
think different



“THE MORE PEOPLE SEE TWO-WAY ENGAGEMENT AND BEING ABLE TO INTERACT WITH PEOPLE ALL OVER THE WORLD, I THINK THE LESS THEY WANT TO BE INVOLVED IN STRUCTURED RESEARCH.”

Structured

RESEARCH

Socialized

RESEARCH

Targets People

Fosters Communities of People

Demographics

Social and Behaviorgraphics

Monologue

Dialogue

Linear

Immersive

Pre-Determined

Dynamic

Creating

Co-Creating

Long-Time

Right-Time

Siloed Results

Layered Results

Data Reporting

Storytelling



OUR CHARTER, TO SOCIALIZE RESEARCH™

BLEND ADVANCEMENTS IN TECHNOLOGY AND A
CULTURAL SHIFT TOWARD SOCIAL INTERACTION
TO CREATE MORE ENGAGING, RELEVANT AND
TIMELY INSIGHT

SOCIALIZING RESEARCH



Socializing
SAMPLE



Socializing
SURVEY



Socializing
MEASURES



Socializing
REPORTING

RELEVANT & FLEXIBLE PLATFORM

**MEASURE
WHAT MATTERS**

MODULAR

MULTI-MODAL

SOCIAL INTELLIGENCE PLATFORM

OUR BEST-IN-CLASS PLATFORM provides the ability to conduct both qualitative and quantitative activities in a dynamic online environment where our clients can interact with audiences and cultivate deep insights in fresh, immersive ways



FINAL THOUGHTS



1. Social Media is changing consumer behaviors and expectations – welcome to the ‘new normal’
2. We need to move on from the idea that traditional research is the only robust solution
3. Contextualized market research will be the norm
4. We should always be in experimental mode
5. And, there are no rules



“ They say that
time changes
things ... but you
actually have to
change them
for **yourself.** ”

- Andy Warhol



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