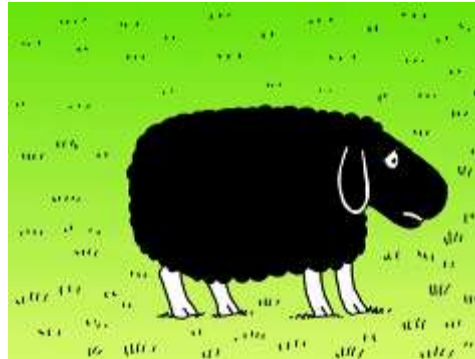


Don't Fence Me In



Jude Rutherford
Director, Juice



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Next 20 Minutes



- A Quick Intro
- 5 Themes
- 3 Opportunities
- A Final Word



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If Market Research Was An Animal What Would It Be?



Think about our characteristics and how we behave.....



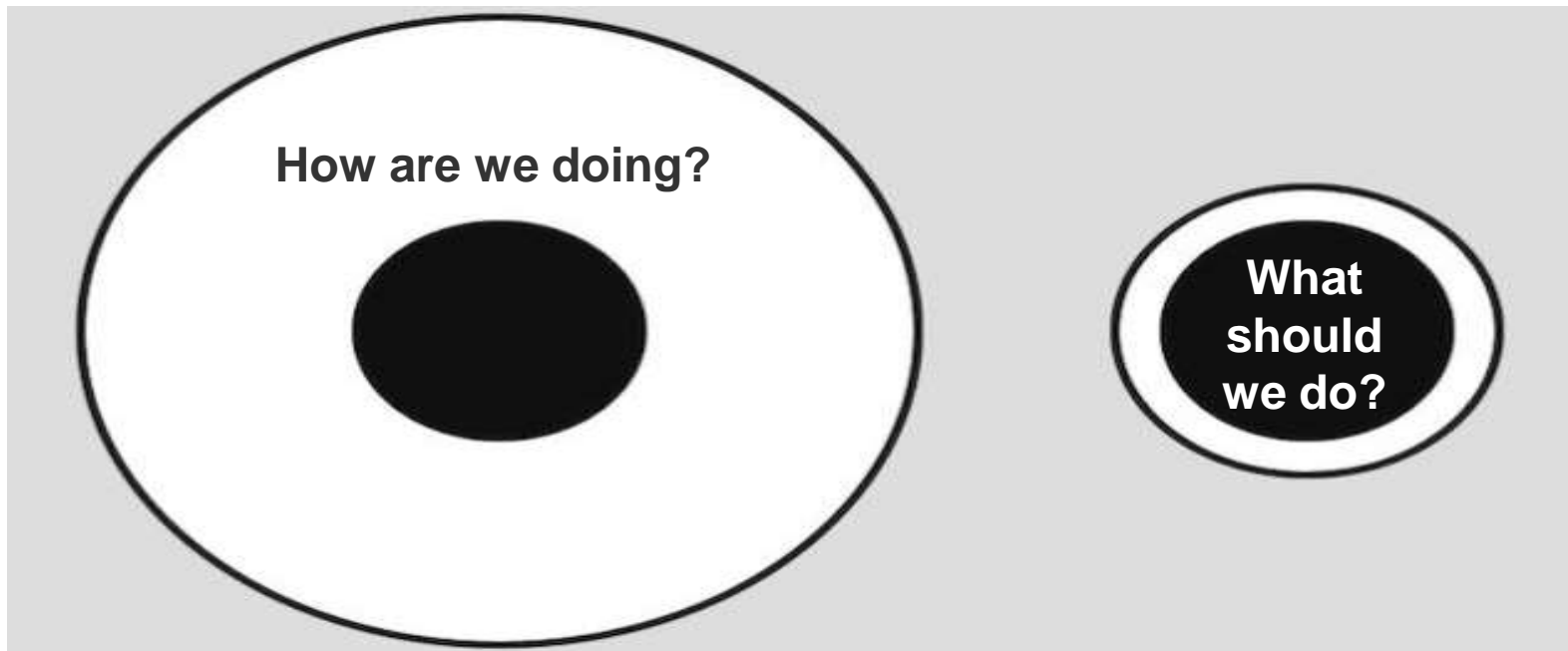
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1. Everyone else is doing it, why can't we?



2. The 80:20 Rule



3. The Project



4. The Cardigan



5.The Lamppost



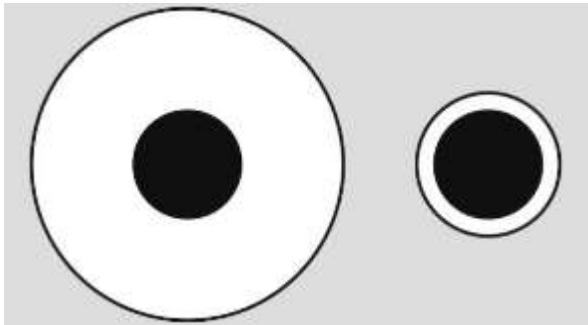
With apologies to David Ogilvy



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So The 5 Themes....



There is an underlying respect for the smarts in our industry, but we are not delivering to our potential.



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A close-up photograph of a hand squeezing a lemon against a black background. The lemon is bright yellow and its juice is being squeezed out, with some juice splashing into the air. The word 'OPPORTUNITIES' is overlaid in white, bold, uppercase letters.

OPPORTUNITIES

1. GET OUT OF OUR PADDOCK



2. PLAY



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3.

$$- = +$$

A Final Word...



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If Market Research Was An Animal What Would It Be?



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Belief Trumps Fear



Credits



Thanks to everyone who helped out with this presentation...giving their time and point of view



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