

How to market, Research?



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ASIA
PACIFIC
RESEARCH
COMMITTEE





**THE PAST 5 YEARS
INNOVATIVE METHODS RULED
THE #MRX INDUSTRY**



THE BATTLE OF #MRX METHODS



CONSUMER CONSULTING BOARDS

WHO

CARES...?



BECAUSE ALL WE WANT IS

**RESEARCH ON THE IMPACT
OF RESEARCH**

**MR Impact
Research survey
with 185
marketers and
insights
managers**

GREENBOOK.



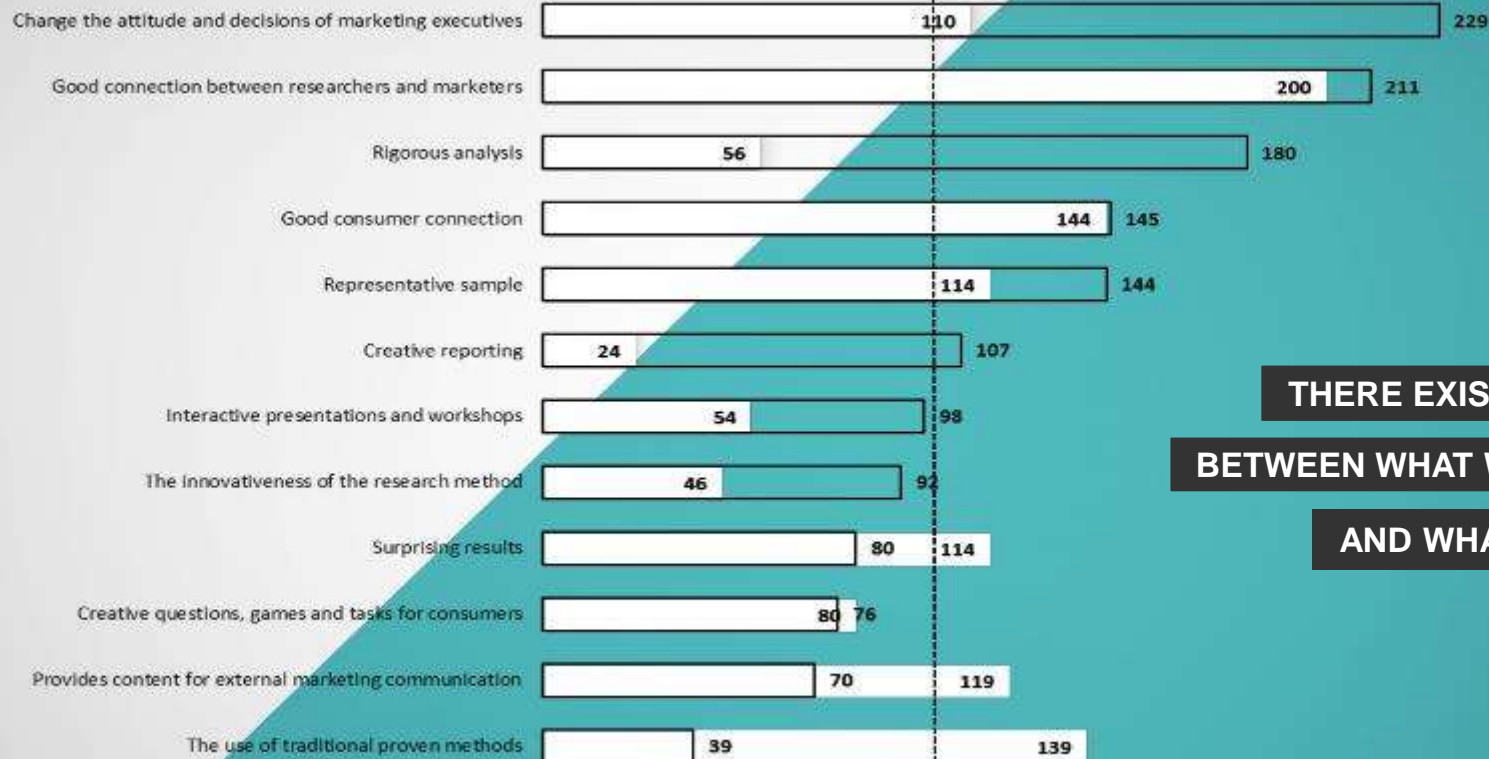
RESEARCH ON THE IMPACT OF RESEARCH

20 talks with
marketers and
insights
managers

MR Impact
Research survey
with 185
marketers and
insights
managers

GREENBOOK.





**THERE EXISTS A GAP
BETWEEN WHAT WE WANT
AND WHAT WE DO**

#1

WE BRING INSIGHTS
TO LIFE



86%

WORKS WITH

POWERPOINT REPORTS

LESS THAN

10%

USES CREATIVE

REPORTING FORMATS

“Interesting findings...but how will these insights change my business?”

#UNDERAPPRECIATED



“I’m so tired of getting reams of data from research work...I need to know the key learnings, and a high level recommendation on what I should do next”

#DATAOVERLOAD

LET'S RETHINK HOW WE SHARE *RESULTS*



#2

**WE CONNECT &
EMPOWER**



**92% BELIEVES RESEARCH
GENERATES INSIGHT WORTH
SHARING WITH COLLEAGUES**

**YET 65% SHARES RESEARCH RESULTS
EXTENSIVELY WITHIN
THE ORGANISATION**



ONLY

1 in 5

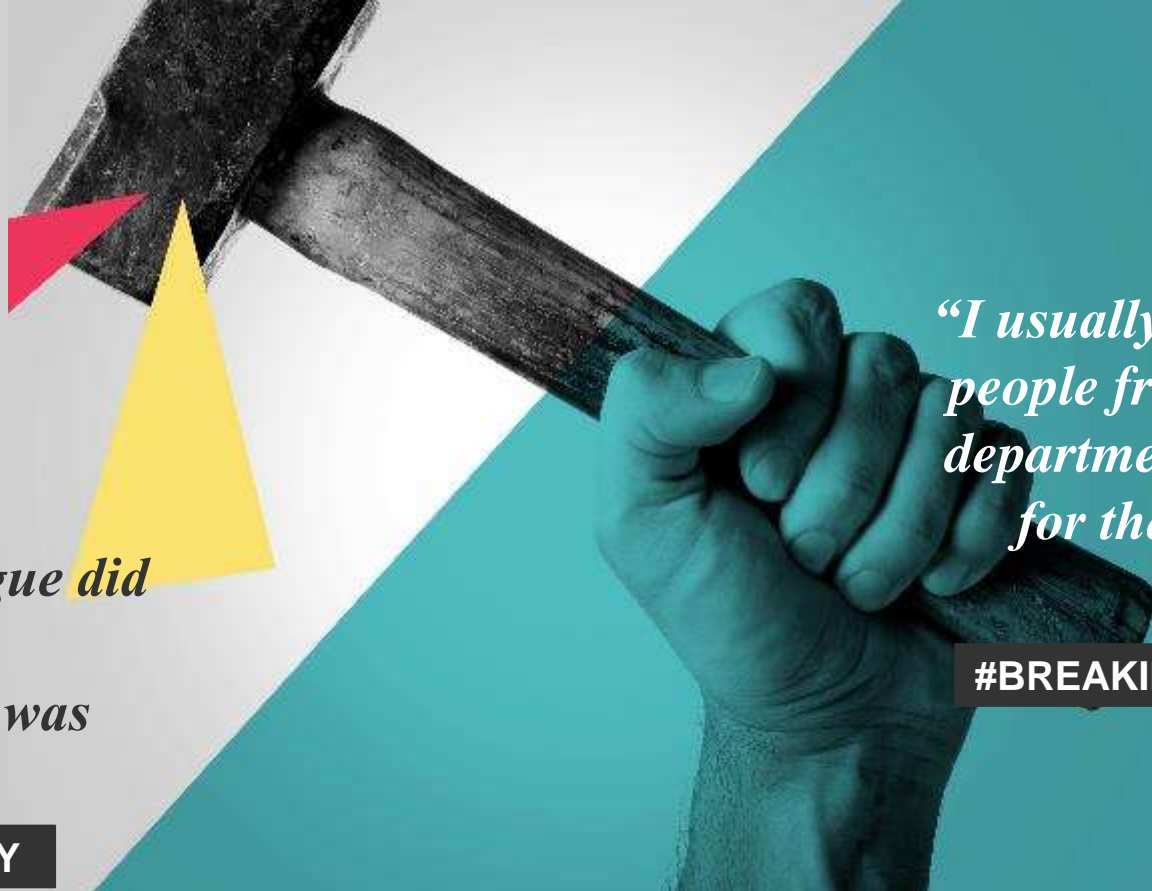
HAS AN INTERACTIVE

WORKSHOP TO

DISCUSS THE

RESULTS

#INDIVIDUALISTIC



“I think my colleague did research about this 2 years ago...what was that again”

#COLLECTIVEMEMORY

“I usually only invite people from my own department, because for them it’s most relevant”

#BREAKINGTHESILO



*“The inspirations from
consumers are
great...but what about
my own ideas?”*

#EMPLOYEEIDEATION

LET'S RETHINK HOW WE *COLLABORATE* WITH INTERNAL STAKEHOLDERS



#3

WE REALLY MAKE A
DIFFERENCE



45%

**BELIEVES RESEARCH
SUCCEEDS IN CHANGING
THE ATTITUDES AND
DECISIONS OF MARKETERS**

**LESS THAN 1 IN 2
BELIEVES RESEARCH
LEADS TO SURPRISING RESULTS**



“The insights are so rich, but many of us don’t know where to begin”

#DO1THING



“These insights are great, but we tend to forget them when we are brainstorming or having a discussion...it’s not in our routines”

#HABITCREATION

**LET'S THINK
HARDER HOW
WE CAN HAVE
BUSINESS
IMPACT**



WE NEED A SHIFT OF ATTENTION: FROM METHOD TO IMPACT

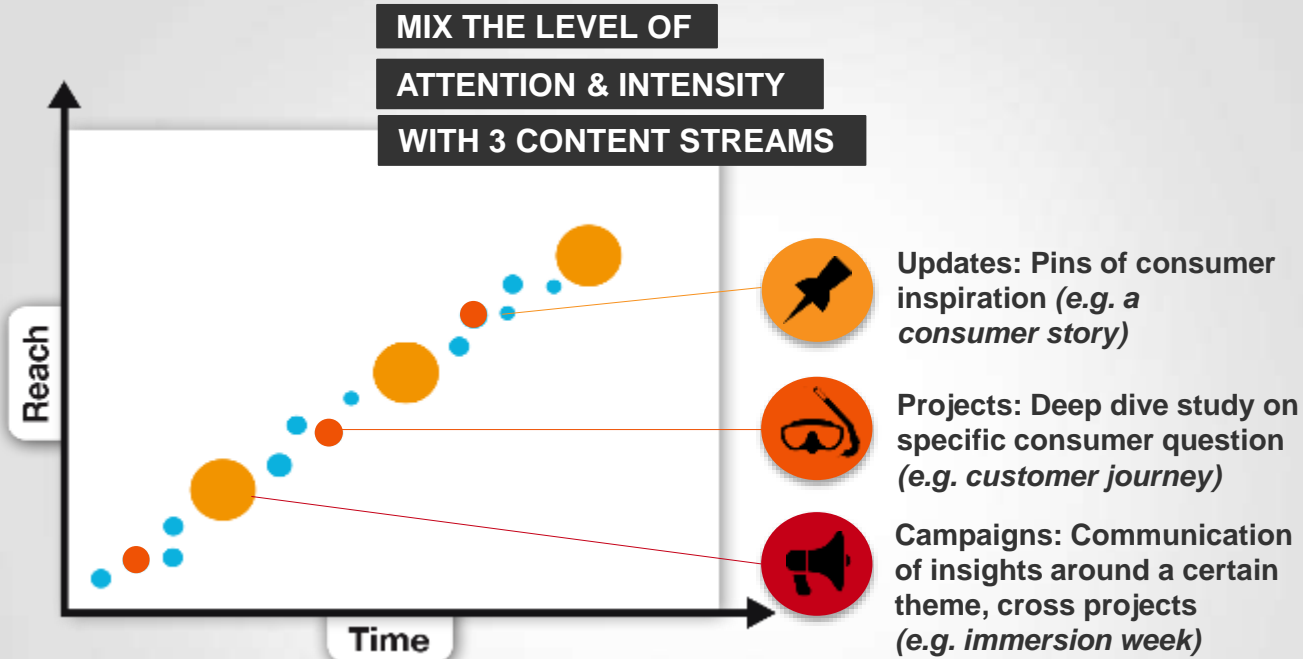




STRATEGIZE AS A CONTENT MARKETER

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



“A Six Step Content Marketing Model” (2012)
By Van Belleghem & De Ruyck

WHAT'S NEXT?

FROM KNOWING RESULTS

TO EXPERIENCING IT





**WHAT'S
NEXT?
FROM PROJECTS
TO HABIT CREATION**

PRIVATE BETA*

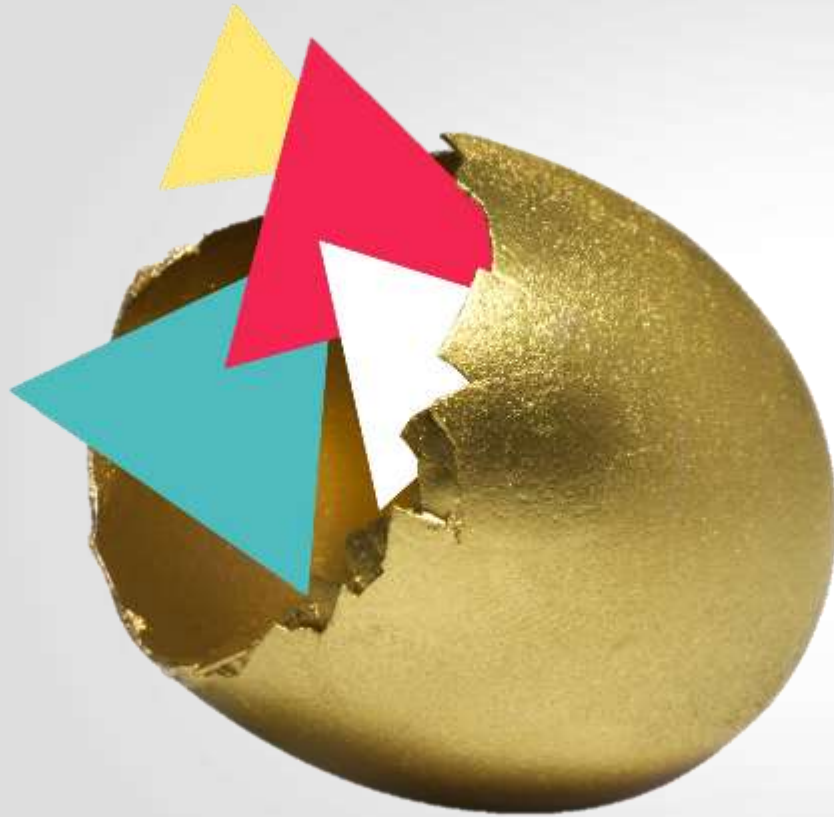
COLLABORATING THROUGH THE CONSUMER ACTIVATION STUDIO*

WWW.INSITES-CONSULTING.COM/STUDIO



LET'S TURN INSIGHTS INTO *memes**

**[MEEM] a meme is an idea, behavior, or style that spreads from person to person within a culture (Wikipedia.com)*



THANK YOU!

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