

Merlien Institute and GreenBook present:

# Market Research *in the* Mobile World

Supported by Kantar, the Leader in Mobile Marketing Research

Leveraging cutting-edge mobile technologies for generating actionable customer insights

With leading speakers including:

Edward Appleton  
European Consumer Insights Manager  
**Avery Dennison**

Kay Schneemann  
Head of Online Research  
**Gruner + Jahr**

Imran Anwar  
CEO  
**iCloud.pk & Xash.net**

Surag Patel  
Director, Global Research  
**inMobi**

AJ Johnson  
Director of Innovation Technology  
**BrainJuicer**

Andrew Reid  
Founder and President  
**Vision Critical**

Robert Moran  
Partner  
**Brunswick Group**

Mark Beilby  
Co-Founder  
**Lumi Mobile**

Guy Rolfe  
Mobile Knowledge Leader  
**Kantar**

Vivek Bhaskaran  
CEO  
**Survey Analytics**

Rebecca West  
Vice President Business Development  
**Civicom**

Alistair Hill  
CEO  
**On Device Research**

Leslie Townsend  
CEO  
**Kinesis Survey Technologies**

Anne-Marie O'Sullivan  
Director of EMEA  
**Qualvu**

Aaron Pazurik  
Senior Vice President  
**Confirmit**

Jan Schöttelndreier  
Director  
**Cluetic**

# 2012

Join us in Amsterdam for engaging thought leadership on innovative mobile marketing research technologies.

Take part in our interactive activation sessions to build best practices and develop a working model of what global market research may look like in the near future. Incorporate learnings from the event and enact the bold vision co-created at the conference within your own organizations.

**...by far,** the most **informative** and **valuable** market research conference I've attended  
*Jaimie Korody, SusOpiniones, about MRMW 2011*

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- 7:00 Registration and welcome coffee
- 8:00 Opening remarks by [Merlien Institute](#) & Co-Chair Ray Poynter, Vice President, [Vision Critical](#) (UK)

## Module 1: Riding the Crest of the Innovation Wave

### 8:15 **How IKEA Transformed Consumer Feedback With Mobile**

- Capturing consumers' attention using mobile and mobile apps
- Integrating mobile technology into the way we conduct market research
- Learning how recall error is now reduced and question-to-response is now minimized – today's questions can have answers beginning tomorrow  
**Vivek Bhaskaran**, Chief Executive Officer, [Survey Analytics](#) (US)  
**Kenneth Peterson**, Chief Executive Officer, [Ipsos](#) (US)

### 8:40 **Unlocking the full potential of mobile devices as the ultimate user-centric data collection device**

- Demonstrating the full range of data collection tools that are possible through mobile devices
- Providing the audience a framework to develop new mobile services
- Using a fast-cycle learning process to reduce cost and risks while maximizing learning potential
- Providing examples on how clients have upgraded and enriched their methodologies through mobile  
**Mark Beilby**, Co-Founder, [Lumi Mobile](#) (UK)

### 9:05 **Measuring mobile: focusing on disintermediation, transitions and how always-on changes user behaviour and attitudes**

- Understanding mobile ecosystems, research drivers and inhibitors
- Focusing on disintermediation, transitions and how 'always-on' changes user behaviour and attitudes
- Discussing innovative methods to measure mobile consumer behaviour  
**Stefan Knecht**, Strategic Product Innovation Mobile, [GfK Nurago](#) (Germany)

### 9:30 **Understanding what Gamification is and looking at examples from around the world**

- What is Gamification and why it is a valid and needed methodology of research
- Providing examples of Gamification used in research around the world
- Discussing how Gamification can be used in mobile research and beyond  
**Betty Adamou**, CEO and Founder, [Research Through Gaming](#) (UK)

- 9:55 Networking Break sponsored by [On-Device Research](#)

- 10:10 **Client-side panel discussion**  
**How "SoLoMo" is impacting marketing and insight organizations and how it will be used in the future to drive business impact**  
Moderated by **Ray Poynter**, Vice President, [Vision Critical](#) (UK)

**Martin Lloyd**, Marketing Communications Manager, [Greenpeace](#) (The Netherlands)  
**Michael Oxfeldt**, Media Researcher, [Danish Broadcasting Corporation](#) (Denmark)  
**Reineke Reitsma**, VP Research Director, [Forrester](#) (The Netherlands)

- 10:35 **Understanding the consumer in the moment and tapping into their emotional and instinctive decision making processes**

- Overcoming the limitations of mobile research: extracting the benefits by thinking differently
- Discussing how a mobile phone is becoming an extension of the human brain
- How a combination of survey research and passive behavioural data can bring us closer to understanding the irrational consumer  
**AJ Johnson**, Director of Innovation Technology, [Brainjuicer](#) (UK)

- 11:00 **A market research client's wish list: what is the role for mobile?**

- Is mobile the next "Big Thing"? What is it in for client-side companies?
- What drives client-side decisions: what are the value propositions of mobile and why we should adopt it?
- Transforming market research: how mobile could fit into the client-side's research toolbox  
**Edward Appleton**, European Consumer Insights Manager, [Avery Dennison](#) (Germany)

- 11:25 **Activation Session:** Delegates to co-create actionable recommendations for the industry based on learnings from Module 1  
**Mark Michelson**, Executive Director, [Mobile Marketing Research Association \(MMRA\)](#)

- 11:45 Networking Lunch

Module 2: Best Practices in Emerging Research Methods

12:45 **Discussing a new approach to mobile ethnography that uses game mechanics to engage participants**

- Implementing an approach that actively encourages more honesty and openness in the capture of events and reporting of findings
- Facilitating naturalism through reflexive analysis and allows true quantitative scale with depth
- Developing a new recruitment methods that are better suited for mobile ethnography

**Siamack Salari**, Founding & Managing Director, [EverydayLives](#) & [EthOS](#) (Belgium)  
**Peter Harrison**, Creative Director, [BrainJuicer](#) (UK)

13:10 **“Glocalising” mobile research in the European region**

- Comparing and contrasting the predominant mobile research methodologies used in Europe with those used in other regions
- Evaluating the success of various mobile devices, communication options and technologies available for European mobile research
- Providing mobile research best practice recommendations from successful mobile market research professionals

**Tariq Mirza**, MD Europe, and **Leslie Townsend**, President, [Kinesis Survey Technologies](#) (UK)

13:35 **Applying mobile research to “old fashioned” research approaches**

- Discussing mobile devices and mobile technologies in the context of “old fashioned projects” such as face-to-face interviews, diary studies and pricing Examining the key challenges of integrating mobile into traditional research methods
- Showing successful mobile research case studies from different fields of application

**Jan Schöttelndreier**, Director of Marketing, [ClueteC](#) (Germany)

14:00 **Identifying the customer journey to purchase: using mobile to track consumer touch points with a brand**

- Using mobile research to track all consumer touch points with a brand
- Understanding the emotional reactions to brand encounters ‘in the moment’
- Assessing which communication process has the greatest brand impact

**Alistair Hill**, CoFounder, [On Device Research](#) (UK)

14:25 Networking Break sponsored by [On Device Research](#)

14:40 **Enterprise feedback management and mobile: what are the success factors?**

- Understanding the complexity of mobile MR – devices, standards, possibilities
- Unlocking the potential of Mobile MR - far beyond mobile surveys
- Seeing how digital data and reality converge into augmented reality & how this can be leveraged

**Ludger Kesting**, Consultant, [Questback](#) (Norway)  
**Edwin Michel Vlietman**, Managing Director, [Questback](#) (Netherlands)

15:05 **TVC advertisement & concept testing via mobile phones in India and Africa**

- Implementing a quantitative Ad test project using smartphones and ‘dumb’ phones
- Harnessing the efficiencies of digital delivery and mobile penetration in the developing world
- Discussing the results of the study and the implications for the future

**Pankaj Jha**, Director of Global Innovations, [Millward Brown](#) (India)

15:30 **Unravelling the mobile web: consumers and their media consumption habits**

Surag Patel, Director Global Research [InMobi](#) (US)

15:55 **Challenges on the way to a mobile panel: what are the limits and opportunities of a mobile panel?**

- Evaluating the prerequisites for a mobile panel
- Discussing the limits and opportunities of a mobile panel from a panelist’s point of view
- Discussing the challenges on the way to a mobile panel

**Florian Tress**, Manager R&D and Quality, [ODC Services](#) (Germany)

16:20 **Debunking (or not) mobile research myths: It’s not about the app. It’s about the panel**

- Comparing real-life studies to mobile research myths
- Evaluating Smartphone surveys on panels across multiple markets
- Examining findings from a series of studies run to understand best practices and mode effects

**Dominic Jarville**, Associate Director, Product Development & Innovation, [e-Rewards](#) (UK)

16:45 **Understanding the digital and mobile consumer**

**Martin Warmelink**, Director Technology & Media, [TNS NIPO](#) (UK)

17:10 **A leap of faith: mobile qualitative research with 4 year olds!**

- Discussing a study done for Kraft Foods: a mobile qualitative research study with 4 year olds
- Examining the technological challenges faced in utilising mobile qual
- Evaluating the success of this tool for use in qualitative research
- Discussing practical tips for undertaking mobile qualitative studies

**Dianne Gardiner**, Managing Director, [Latitude Insights](#) (Australia)

17:30 **Activation Session:** Delegates to co-create actionable recommendations for the industry based on learnings from Module 2

**Mark Michelson**, Executive Director, [Mobile Marketing Research Association \(MMRA\)](#)

18:00 Closing remarks by Chair and close of Day One

19:00 Networking Evening organised by [The Research Club](#) (RSVP Required: [TheResearchClub.com](#))

- 7:30 Morning coffee
- 8:00 Opening remarks by Merlien Institute &  
Chair: **Guy Rolfe**, Mobile Knowledge Leader, Kantar

## Module 3: Threats & Opportunities: The Research Industry Outlook

- 8:15 **Does it work? Yes! The impact of mobile advertising**
- How mobile advertising works well for established and unknown brands
  - Discussing how mobile-only advertising campaigns can generate huge impact on bottom-line
  - Evaluating how mobile offers new possibilities for targeting
- Kay Schneemann**, Head of Online Research, **Gruner + Jahr** (Germany)
- 8:40 **Web tracking and privacy: where do we go from here?**
- Looking into consumer trends and how this will influence data-collection methods
  - Understanding why clients are interested in researching persons, not cookies
  - How the stressing of privacy provides amazing opportunities
- Simon van Duivenvoorde**, Vice President of Business Development, **Wakoopa** (The Netherlands)
- 9:05 **Augmented reality and the new convergence**
- Leveraging longitudinal data in mobile research
  - A peek at using augmented reality for media consumption and brand awareness research
  - Instant qualitative group conversations spawned from mobile enabled communities
- Andrew Reid**, Founder & President, **Vision Critical** (US)
- 9:30 **Converting traditional research to mobile methods: tips, tricks and what's next**
- Providing an overview of mobile tools and techniques for new research methods
  - Gaining a clear understanding of mobile privacy issues and its impact on mobile research practices
  - Learning hands-on how to modify traditional surveys for a mobile environment
- Kristin Luck**, President, **Decipher** (US)
- 9:55 Networking Break

- 10:10 **Mobile as a means to greater relevance for market research**
- Showcasing the best mobile techniques from retail, pharma and academic research
  - Examining the differences how client-side and supplier-side researchers think about mobile research
  - Making a real difference using mobile: generating clear consumer insights and driving meaningful change
- Aaron Pazurik**, Senior Vice President of R&D Mobile Solutions, **Confirmit** (Canada)
- 10:35 **Where do mobile insights go? Capturing and analysing mobile data in the moment**
- Evaluating the strategic purpose of mobile research in driving better business strategy
  - Discussing how mobile research innovations beyond data collection create real value for businesses
  - Learning how the ability to not only capture the moment but also process insights in the moment is closer than you think
- Anne-Marie O'Sullivan**, Director of EMEA, **Qualvu** (US)
- 11:00 **The role of trade organisations in the new market research paradigm**
- Industry Association Round-Table with **MMRA**, **MOA**, **ESOMAR**, **BAQMaR**
- Guy Rolfe**, Mobile Knowledge Leader, **Kantar** (UK)  
**Tom De Ruyck**, President, **BAQMaR**  
**Mike Cooke**, ESOMAR Council Member / Director of Global Panel Management, **GfK**  
**Wim van Slooten**, Director General, **MOA**  
**Mark Michelson**, Executive Director, **Mobile Marketing Research Association (MMRA)**
- 11:45 **Activation Session:** Delegates to co-create actionable recommendations for the industry based on learnings from Module 3
- Reineke Reitsma**, VP Research Director, **Forrester** (The Netherlands)
- 12:00 Networking Lunch



Module 4: To Boldly Go Where No Researcher Has Gone Before

- 13:00 **Mobile goes parallel: exploring ways of integrating surveys into mobile landscape in Russia**
- Discovering the power of mobile: do results differ from traditional tools?
  - Revealing points for integrating traditional and mobile research methods
  - Sizing questionnaire: length does matter!
- Mikhail Zarin**, CEO, [Mobiety](#) (Russia)  
**Artem Tinchurin**, CEO, [Tiburon Research](#) (Russia)
- 13:25 **Delivering continuous brand reputation tracking in online dashboards: combining new modular survey design and 'big data'**
- Discussing a new online portal for delivery of live reputation metrics and Research-lead insights
  - Illustrating the successful use of syndicated 'big data' in a new modular survey design
  - Comparing this new methodology to traditional outcomes
- David C Brudenell**, Executive Vice President, [Pureprofile](#) (US)  
**Chris Lonergan**, Managing Director, [Lonergan Research](#) (Australia)
- 13:50 **Getting to "WHY?"- using mix and match mobile technologies to gain heuristic insights in the moment**
- Why audio, visual, and emotion tracking inputs tease out the most insightful questions to investigate
  - The holy grail of research: follow-up probes that yield the "whys"
  - Discussing a new framework that explains why mobile qualitative is elevating the art of research by deep-diving the synapses at moments of decision
- Rebecca West**, Vice President Business Development, [Civicom](#) (US)
- 14:15 **Developing a mobile platform tool for assessing consumer emotional states in target lifestyle moments**
- Introducing a new emotional measurement tool that lets researchers find out how consumers really feel, at critical moments in their lifestyles
  - Giving successful examples: consumers' emotional experience of clothes shopping in four very different venues
  - Discussing how this new tool offer promise of emotional data with new depth and immediacy
- David Forbes**, Chief Executive Officer, [The Forbes Consulting Group](#) (US)
- 14:40 Networking Break

- 15:00 **Reviewing core futuring and scenario construction tools that leaders can use to pressure-test their strategy**
- Investigating the 5 core challenges to the future of market research, and presenting a baseline forecast for the industry's evolution
  - Reviewing core futuring and scenario construction tools that leaders can use to pressure-test their strategy
  - Explore several alternative industry futures and their implications
- Robert Moran**, Partner, [Brunswick Group](#) (US)
- 15:25 **Think Big! - how global "Cloud & Crowd" computing of social & big data will impact your life, work and the world**
- Imran Anwar**, CEO, [iCloud.pk](#) & [Xash.net](#) (US), former head Vertical Cloud Solutions VCE (VMware/Cisco/EMC)
- 15:50 **'Always-on' mobile research communities: making research fun!**
- Showing how a mobile MROC application boosts responses and allows for observational tasks to be included in community research
  - Discussing how gamification in community research can and should be extended on the mobile platform
  - Evaluating in a broader sense how mobile and this type of qualitative research go together to create better insights
- Elias Veris**, Senior R&D Consultant, [Insites Consulting](#) (Belgium)
- 16:15 **MRMW Wrap Up: The global view of mobile market research**
- Guy Rolfe**, Mobile Knowledge Leader, [Kantar](#) (UK)
- 16:40 **Activation Session:** Delegates to co-create actionable recommendations for the industry based on learnings from module 4
- Reineke Reitsma**, VP Research Director, [Forrester](#) (The Netherlands)
- 17:10 Closing remarks by Chair and Merlien Institute

Friday 20 April: MMRA General Assembly

- 9:00- 17:00 Inaugural General Assembly of the Mobile Marketing Research Association (MMRA)
- MMRA Members and Non-Members can register to attend by visiting the MMRA website:  
<http://www.mmra-global.org>

## Who Should Attend

This program has been researched extensively and convened with the cooperation of senior executives from client and agency side companies responsible for consumer insights and market research. This conference is specifically designed for **CEOs, Vice Presidents, Directors, Heads, Managers, and Executives** of

- Consumer Insights
- Market Research
- Mobile Insights
- Market Intelligence
- Marketing and Branding
- Innovation & New Product Development

## Conference Rates

Professionals & Consultants	€ 895.00
Government, Public Sector & NGOs	€ 695.00
Academics & Students	€ 595.00

This conference is offered at affordable rates that won't break your budget and will help you to be fully prepared for the changes in the market research industry. This two-day international event includes refreshments and lunches on both days. Please note that accommodation, travel expenses and dinners are not included in the conference fee.

Register online: <http://www.mrmw.net>

## Testimonials

“What a great event! Loved learning about the challenges and opportunities of using mobile technologies for customer research. Was great to meet up with peers and make new friends and connections too.”

- Alison White, Managing Director, **Face Facts Research**

“I'm impressed not only by the quality of the presentations, but also the breadth of viewpoints; tech vendors, researchers, end-clients all have a place at the podium.”

- Isaac Rogers, **20|20 Research**

“It was non-stop info on the hot-button topic of how the mobile platform can fit into market research moving forward.”

- Adam Wexler, CEO, **Insightpool**

“The key differences were that MRMW assembled an audience of individuals who are being extremely collaborative and open, and see the need to move forward -- and that overall the conference offered far more in-depth content than other events.”

- Leslie Townsend, President, **Kinesis Survey Technologies**

Organised and produced by



## Business Opportunities

A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

**Diane Liebenson, Sponsorship Manager**

**Tel: +1 310 545 0918**

**Email: [dliebenson@nyama.org](mailto:dliebenson@nyama.org)**

## Venue and Accommodation

The event will be held at the **Dorint Amsterdam-Airport Hotel**, a modern business hotel, renowned not only for its accommodation but also for its excellent conference service. Situated near to the Amsterdam Woods and only 10 minute drive from the city centre as well as Schiphol international airport, this venue will be your gateway to Amsterdam's rich social and cultural life.

Hotel info:

We have reserved a block of hotel rooms during the conference period. Delegates can make their hotel room reservations directly through the website: [www.greenhotelschiphol.com](http://www.greenhotelschiphol.com)

When making the reservation, please use the following reservation code: **MRMW**. Delegates will be offered a special conference rate of 179 EUR per night inclusive American breakfast buffet and exclusive 6% city tax.

## MMRA General Assembly

On Friday 20 April, please join us for the Inaugural General Assembly of the Mobile Marketing Research Association (MMRA).

You can register for the MMRA general assembly by visiting: <http://www.mmra-global.org>

