

Welcome to our Spring Newsletter.

Global is an active network of great companies, and we hope this update will give you an insight into some of our activities.



**Budapest is a fascinating city to visit, so we hope to meet you there in May**

Our next Marketing Seminar will take place on **Thursday May 5th 2016** and we hope to see you there to find out more about our innovative approaches to marketing research issues. We plan to have an interesting range of papers given by senior members of Global on the subject of Innovation in Marketing Research.

Further details appear on our website:

[www.agmr.com](http://www.agmr.com)

For more information contact:

[info@agmr.com](mailto:info@agmr.com) or

**Krisztina Toth**

([Toth.Krisztina@szinapszis.hu](mailto:Toth.Krisztina@szinapszis.hu))

## Global Link is 26!



Our Greek partner, Global Link held a well-attended party in Athens in February to celebrate 26 years of marketing research.

Our first photo shows, Costas Sigalos, owner of Global Link, Marianna Politopoulou, CEO of NN and Professor Costas Fotakis, Alternate Minister of Research and Innovation.



Our second photo shows Ivor Stocker, Chairman of Global Market Research welcoming guests to the event.



## GLOBAL TOURISM INTENTION MONITOR



**If you are interested in international tourism, read on ....**

In 2014 and 2015 Global Market Research conducted a worldwide study into Tourism Intentions. These studies provide a wealth of fascinating data, and should you wish to find out more, please contact your Global partner, or contact us at:

[info@agmr.com](mailto:info@agmr.com)

Summary information is available on our website at

[www.agmr.com](http://www.agmr.com)

## PRODUCT FOCUS

Across our network we have a number of specialities, and it is our intention to focus on a few of these each time we produce a newsletter. This month, we are featuring products from the UK and Turkey:



### ESA Retail launches a new solution to simple audit and mystery shopping jobs

**Youreyes** is the latest addition to the suite of in store data collection services offered in the UK by ESA Retail – part of the BDRG Group. Designed to provide an audit solution for fast, non-complex in store or on street intelligence, **youreyes** provides data collection from a ‘consumer’ perspective rather than ‘trained specialist’ auditors.

Using the established ESA Mobile platform, the ‘eyes’ are notified of tasks on their smartphone as they become available and conduct the assignment as soon as they can (typically while they are out and about). Data/images are immediately entered in store via the app and transmitted to the ESA data quality team for verification before being made instantly available on the **youreyes** results portal.

The service allows ESA to have a presence in the developing ‘crowdsource’ data collection space and provides an opportunity to compete for more simple auditing and mystery shopping jobs. It puts us in a strong position to take a greater share of the existing market for simple jobs and to develop a new market amongst those clients who previously dismissed such audits (and mystery shops) on the grounds of cost.

For further information contact us via:

[info@esa-retail.co.uk](mailto:info@esa-retail.co.uk)



## ETIK RESEARCH

### Innovation in Market Research

Market research can be counted as one of the crucial inputs for creating successful business strategy that will help businesses to be more effective in communicating and reaching their target audiences. Market research allows businesses to get precise insights about attitudes and behaviours of their potential customers, to understand opinions and motivations of customers and the target audience and to understand what is driving decisions when they purchase any product or service. Regardless of the business type it is always important to know the target audience well in order to be able to retain and grow market share.

It is an undeniable fact that technology has an irreplaceable place in all kinds of industries and in the ordinary lives of people. It is mandatory to be able to follow technological innovations for businesses to be closer to their existing customers and to their potential customers. As in other industries, in the market research industry too, it is crucial to be up to date in technological innovations for more creative solutions for future success. As emotions are mediators of processing and comprehension, it has always been a challenge for market researchers to find the best suitable methodology for understanding emotions. There was a rational notion that the decision making process of human beings was a conscious process however this notion recently shifted to a totally different viewpoint.

### NeuroMarketing

NeuroMarketing - the innovation in market research and in marketing that declares that the decision making process is not a conscious process as it was assumed for many years; rather it is an emotional process whereby the brain uses shortcuts to expedite the decision making process. NeuroMarketing is seen as a recent innovative trend in the market research industry that helps researchers to understand and evaluate participants’ reactions and behaviours in the scope of neuroscience by “entering their minds”. With the help of developed technology it is now easy to understand why consumers/participants act in a certain way, how long does it take them to decide to do so and many other issues.

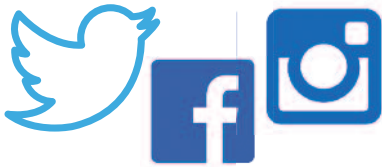


Eye tracking is one of the pioneer techniques of NeuroMarketing. It is mostly used for visual researches, for packaging tests, customer experience tests, shelf tests and in advertising tests. Using sensor technology, Eye tracking allows researchers to collect data by monitoring the gaze of the participants and get the detailed results of how long and in which row they look at target, what mostly attracts them and many other issues. However, it is not always considered innovative as further innovative technologies appeared in the industry.

## ETIK RESEARCH

### ...Innovation in Market Research

Facial Coding, EEG, Biometric and Implicit Test are more recent innovative techniques that steer the fortune of the market research industry. These techniques of NeuroMarketing allow researchers to understand and examine the effects of emotional reactions on the decision process even without asking a question.



Social Media Monitoring and Business Intelligence that are used efficiently to monitor what is said on the internet about an issue, a product or a service are newcomers to the research world. Social Media Monitoring may appear in different names to the researchers; such as Social Listening, Online Analytics, Buzz Analysis, Social Media Measurement, Social Media Intelligence etc. Social Media Monitoring covers everything publicly shared on the social platforms such as twitter, Facebook, Instagram, YouTube, and forum websites and so on. In order to reach the results of social media monitoring, a number of complex monitoring tools are used.

Web crawling sites search the social media information and index them in real time or on a scheduled time. With the help of this technology any mentions of keywords and phrases can be searched through the

monitoring tool and the results can be obtained through the tool's interface.

In order to analyze the data coming from the internet, categorization and interpretation by the monitoring tool is needed. Monitoring or Social Business Intelligence tools present businesses the results in terms of "who" said "what" about particular products or services; how the advertising message is perceived; how many people talk about the product and service within a particular time interval; who are the most valuable professionals (MVPs) talking about product and services; and whether or not your customers are satisfied. To sum up, Social Media Intelligence has been taking the place of ordinary qualitative and quantitative research methods gradually in this fastest growing online environment.



In today's age of technology, smartphones have a significant impact on people's lives. People buy products and services, compare their prices, and share everything they buy through the smartphones. Therefore the passive data collected from those high technology devices reveals information about mobile consumer behaviour. Passive data collection techniques require a mobile application that runs with the consent of consumers, then the application collects information from smartphones by measuring data usage, the number of running applications, battery life, location, operation system and so on. Thus, by integrating

available consumer information through other data collection methods, businesses can acquire information such as what applications are running in the consumers' smartphones, where they are while shopping or having dinner.

Another important term in the modern research technique repertoire is Big Data. Big Data is a term used for larger and complex data sets

**BIG DATA** obtained from any kind of online platform and stored in cloud systems and servers. Rather than gigabytes, big data can be

expressed in petabytes and exabytes which are almost impossible to analyze through traditional data processing applications. In order to pick up and obtain meaningful data from the big data, advanced data mining tools are run by various technology and research companies. Through big data management and analysis, manufacturers, retailers, healthcare services, media companies, banks, R&D companies etc can obtain any kind of insight about the consumers of their products and services.

**In short, following innovations in technology is essential for success in the market research industry. Only by following innovations can research companies serve their clients in the fastest and accurate way.**

For further information, please contact: Cem Ugur

[cemugur@etikarastirma.com](mailto:cemugur@etikarastirma.com)  
at ETIK Market Research, Turkey  
[www.etikarastirma.com](http://www.etikarastirma.com)

## New Members

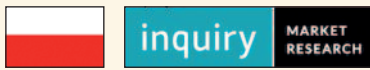
Global is delighted to announce that we have four new members, all of whom will bring a variety of strengths to our group:



AMR in Germany



GMO Research Inc in Japan



Inquiry in Poland



AMRC Global Egypt

## Global at Esomar

Thank you to everyone who came and visited our stand at ESOMAR. Many Global members attended the Congress, and holding our AGM and General Meeting in Dublin gave us a great opportunity to catch up with news and developments. We also enjoyed meeting friends old and new, and if you were lucky enough to win one of our bottles of champagne, we hope that you enjoyed it!

**We shall look forward to seeing you in New Orleans this year!**



## Global Partners



**Belgium**  
Listen

**Brazil**  
Demanda

**China**  
Hycon

**Croatia**  
Hendal

**Egypt**  
AMRC

**France**  
MV2 Conseil

**Germany**  
AMR (Advanced Market Research)

**Greece**  
Global Link International

**Hungary**  
Szinapszis

**Indonesia**  
MRI

**Italy**  
MPS Marketing Research

**Japan**  
GMO Research, Inc.

**Mexico**  
More Market and Opinion Research

**Netherlands**  
Morph Research

**Philippines**  
PSRC

**Poland**  
Inquiry

**Romania**  
Mercury Research

**Russia**  
Validata Market Research

**Singapore**  
BDRC Asia PTE Ltd

**Spain**  
C23 Research (Castello Veintitres, S.L.)

**Thailand**  
Custom Asia Co., Ltd

**Turkey**  
ETIK Research

**UK**  
BDRC Group

**Ukraine**  
Research & Branding

**USA**  
Lieberman Research Worldwide

## GLOBAL MARKET RESEARCH

Founded in 1986, Global is an international partnership of accredited independent national market research companies. Global Market Research has the industry experience and local resource to help clients understand and develop their marketing, providing added-value market research and consultancy services throughout the world. Global partners all work to agreed and tested international standards for qualitative and quantitative research.

For further information, please contact your local partner or [info@agmr.com](mailto:info@agmr.com)