

GLOBAL NEWS

MARKET RESEARCH

September 2018

Welcome to our ESOMAR edition. Global is an active network of great companies, and we hope this newsletter will give you a flavour of who we are and what we do.



About Us

Global was founded in 1986 and we are very proud of our achievements over the years.

Global's principals and directors are committed to the concept of internationalisation, and meet frequently to exchange information, share techniques and experiences and ensure that the myriad cultural and technical issues are taken into account and resolved as appropriate in our research projects. Global provides key information where you need it.

Why not ask for a quote on your next project? Either contact your local partner or info@agmr.com

Further details appear on our website:
www.agmr.com

For more information contact:
info@agmr.com

IMR



Institute for Marketing Research

Welcome to ESOMAR from IMR Institute for Marketing Research, our partner here in Germany. IMR has a wealth of services at its fingertips to support you throughout Germany and world-wide through its membership of Global.

Our main services include advanced qualitative and quantitative fieldwork ...we can support you at whatever level you need.

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Making Data Work

Providing insight
into consumers'
opinions

idea thought
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side outlook
angle thought slant
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WORLD WIDE COVERAGE BY INDEPENDENT PARTNERS



In each Newsletter we aim to feature examples of specialist products and services from our members. This edition features services from rsg in Canada and Majestic in India.



The Power of VR in Qualitative Market Research



Striking the right balance between 'realism' and 'control' – between capturing natural unbiased behaviours, and exerting the necessary level of environmental or experimental control – can be a challenge in research. Passive ethnography, or 'shadowing', for example, allows us to capture real life behaviours, but does not allow us to manipulate variables or ask questions. In-depth-interviews (because they rely more on recall or simulation) on the other hand, cannot give us the same level of accuracy or nuance in behaviours, but can support the exploration of multiple competing ideas, across a variety of possible scenarios.

Now, with all the amazing advancements in immersive VR technology, we are realizing a future where this trade-off does not need to exist.

- Today's VR systems support such high levels of sensory fidelity, they truly instill that sense of 'presence', that sense of really 'being there', which are critical to eliciting the responses you would get in real life.
- At the same time, because the stimuli are actually digital, they can exist as multiple alternate concepts that are easily created, managed, modified as necessary over the course of a project.

- Then of course, because the research sessions are held in a lab setting, as opposed to out in the field, in-depth discussions, data collection techniques, and analytics are supported.

VR is an incredibly powerful tool, uniquely positioned to answer important questions in both marketing and design research.

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Introducing our new segment - Social Media Insights

A solid social commerce is never complete without holistic social media intelligence & insights. At MRSS India, our expertise lies in harnessing the power of Social Media through strong understanding of social platforms and in-depth knowledge of tools and proprietary databases.

We create social media listening/monitoring strategy and configure social media solutions. By analysing data, we help the brand learn a lot about their customers, their potential customers and their business by examining social insights.

Our - Social Media Segments



Brand Listening & Analysis



Hashtag Monitoring



Competitor Analysis



Campaign Monitoring



Influencer Analysis



Content Analysis



Online Reputation Management



Sentiment Analysis

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Providing insight into consumers' emotions

love rage
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Healthy Eating

Last year, a number of partners participated in a project to examine the concept of Healthy Eating, and how this differs between countries.



A summary of the main findings is included below, but please look at our web site to view a more detailed document.

GLOBAL KEY FINDINGS

Good health is all about balance and mental health is a key component of this. Trying to eat healthily all the time (without snacks or treats, particularly in social occasions) is actually counter productive and unrealistic.

Hydration is seen as critically important to good health.

In all the countries that took part in this research, participants are turning away from the convenience of processed foods and prepared meals and recognising that home cooked food using fresh ingredients is better for them and their families.

In most markets, there is also a move away from artificial sweeteners back to healthier, more natural sugars (although some struggle with diet drinks / sodas in this regard). Also, there is a general move away from margarine and back to butter as a healthier choice.

Perceptions of foreign cuisines (particularly Chinese and Italian) are based on perceptions of how participants see these presented locally. For example, where Italian is thought of as pasta, cheese and pizza it is considered unhealthy; where Italian is linked with the Mediterranean diet

of fruit, vegetables and light oils it is considered healthy.

Few differences are perceived between the terms Bio and Organic and the term, 'Functional Food' has little or no currency / meaning. Organic is the more widely understood term, taken broadly to mean free of chemicals and fertilisers.

When functional food is explained, participants are fine with highlighting health giving properties of foods which occur naturally, but are suspicious about foods which are 'engineered' to provide health benefits: this appears unnatural.

Overall, participants were willing to pay marginally (but not substantially) more for healthier foods (including bio / organic products), but have concerns around paying for what's on the label rather than a higher quality product with more nutritional benefits.

Global Media Study

This year, Global members have been conducting a major investigation in to the similarities and differences in Media Usage in different countries, covering all aspects of ownership and time spent on various platforms.



For further details please contact your local partner or info@agmr.com

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Making Data Work

Providing insight into consumers' experiences

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We are always on the lookout for new members in those countries where we do not already have representation. We are an active group in regular contact with each other. We are especially keen to find new partners in Europe, South America and Asia. Membership available from as little as 2000 Euros.

If you would like to know more about becoming a member, please contact us at:

info@agmr.com



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