



Market research in communications

Guest lecture

25 November 2020

Presented by [Tamara Cortoos](#), Business Director



Tamara.Cortoos@haystack-consulting.com



OUR ROADMAP FOR TODAY

- 1** The brand & advertising timeline
And how it helped to shape market research for communications

- 2** Strategic, creative & executional ideas
Understanding the building blocks of a campaign

- 3** Advertising & market research
Overview of approaches and techniques

- 4** Beyond traditional research
Implicit approaches



1 The brand & advertising timeline

And how it helped to shape market research for communications



Claude Hopkins wrote ads
press ads
in black and white
inviting response by post
for products

“ We now know 90% of how advertising works, and very soon we shall know the other 10% ”

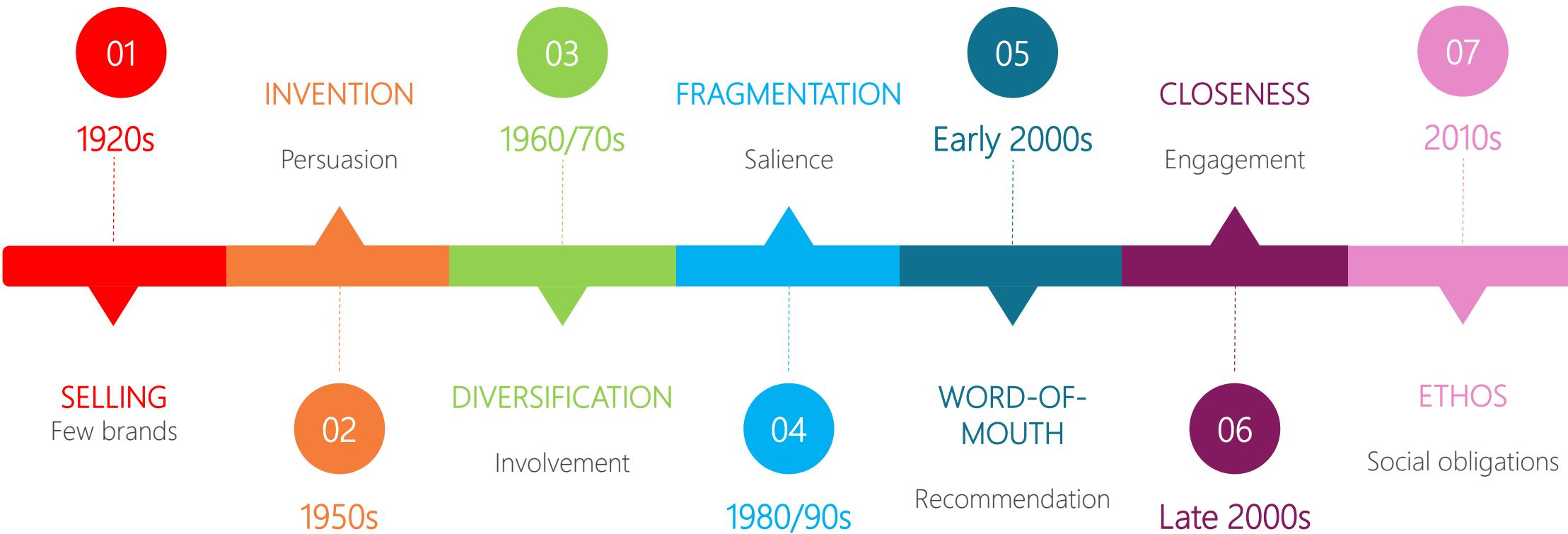
A theory about how advertising works

is a working hypothesis

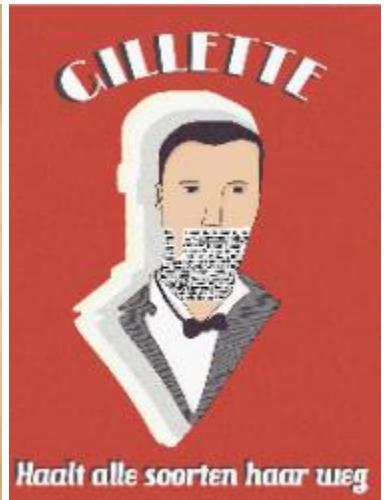
based on a set of assumptions

about what will be the primary drivers of desired brand effects

THE BRAND & ADVERTISING TIMELINE



1920s: WHAT 'SELLING' LOOKED LIKE BACK THEN



WHAT 'SELLING' LOOKS LIKE NOW



The Body Shop
Sponsored - 18

Stock up on 3 of your Favorites and Try 2 Different Products FOR FREE!

BEST SELLERS

BUY 3 GET 2 FREE
OR BUY 2 GET 1 FREE

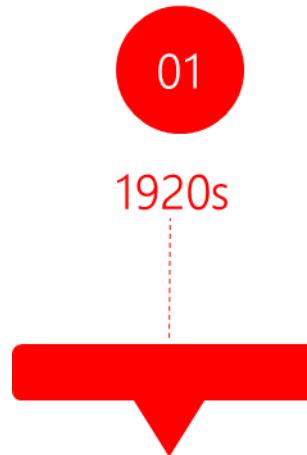
We Recommend Tea Tree Oil for Battling Blemishes and the Vitamin C Skin Boost Instant Smoother for a Youthful Glow!

[THEBODYSHOP-USA.COM](#)

[Shop Now](#)



1920s: IN SUMMARY



SELLING
Few brands

Awareness
Purchase intent

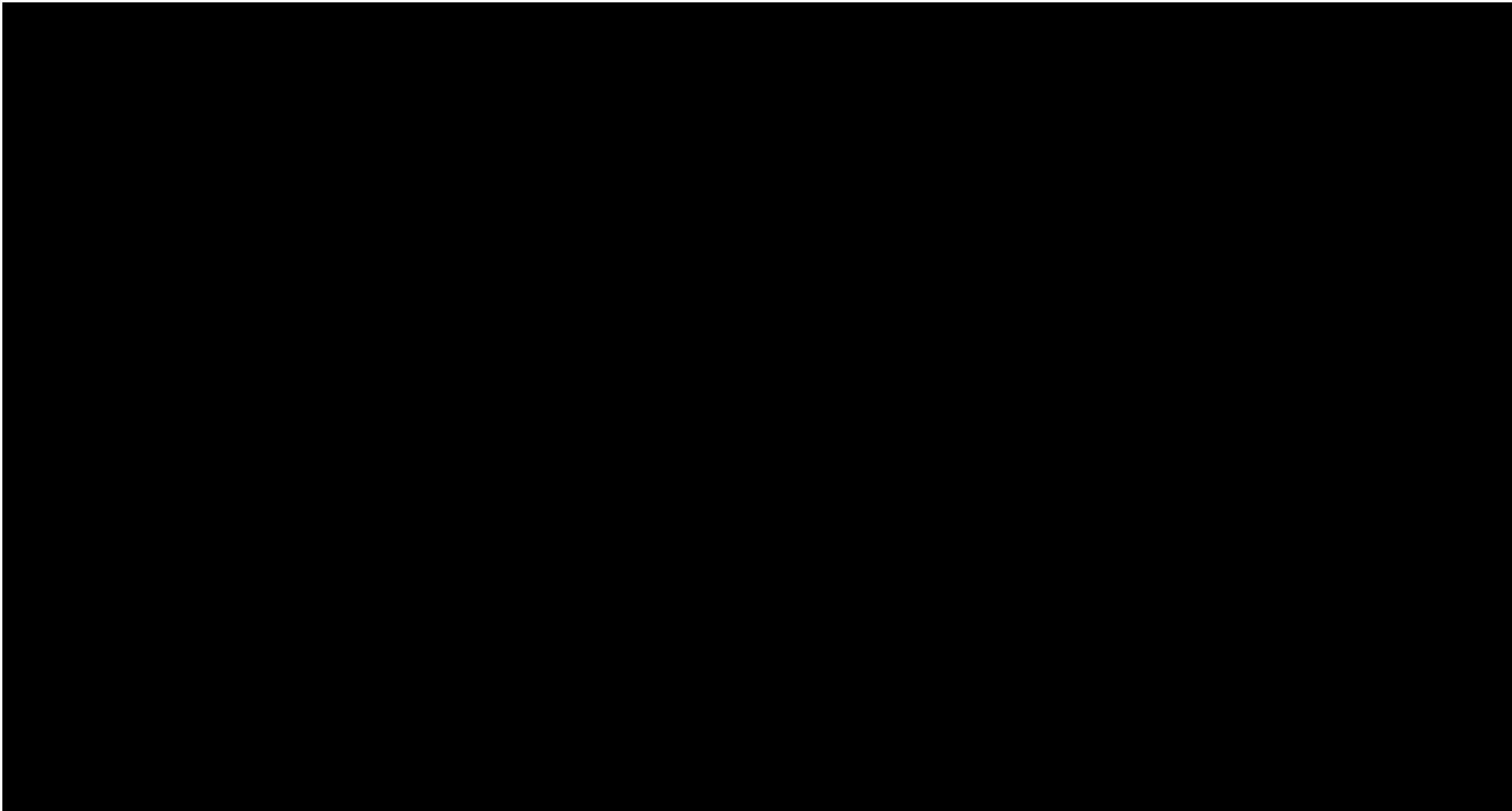
Advertising

Brand

Sales response model: The ad makes me want to buy / do

- Behavioural response:
- Buy now: one-off promotions
 - Do something: call-to-action

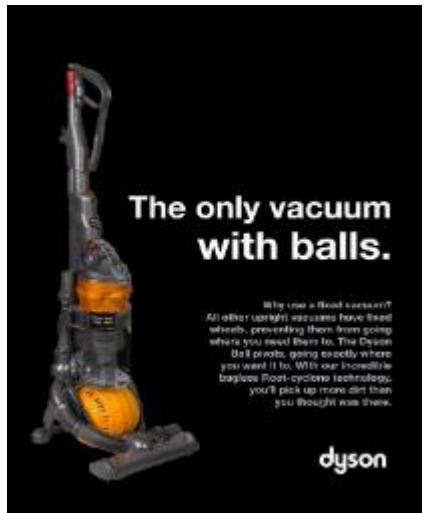
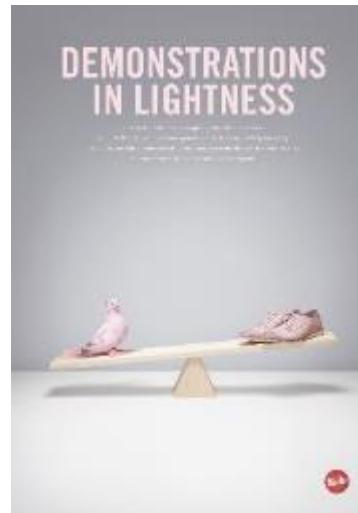
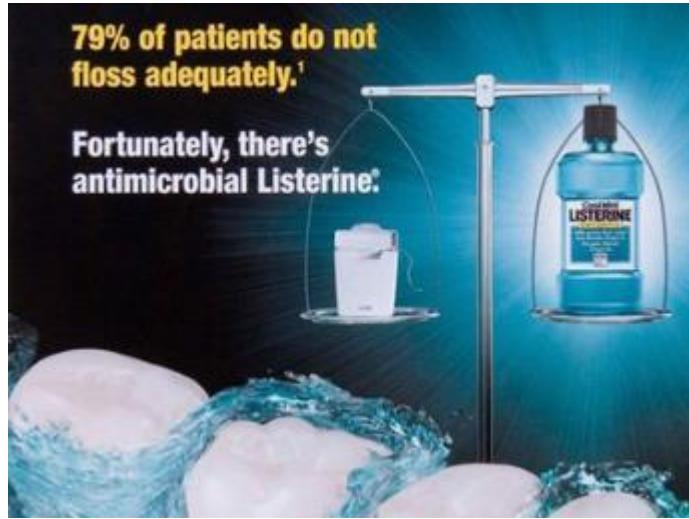
DO SOMETHING: BEHAVIOUR INTENT – DUMB WAYS TO DIE



1950s: THE AGE OF INVENTION



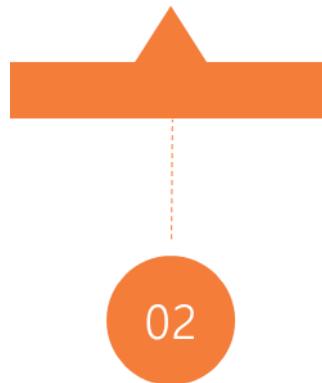
WHAT 'PERSUASION' AND 'FUNCTIONAL BENEFITS' LOOK LIKE NOW



1950s: IN SUMMARY

INVENTION
USP

Persuasion
Functional benefits



1950s

Advertising

Brand

Persuasion model: I believe what the ad is saying

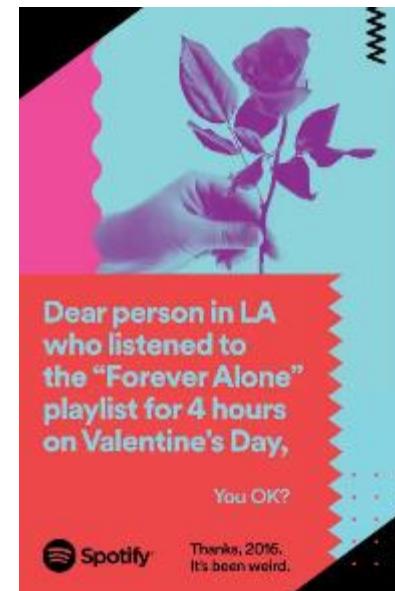
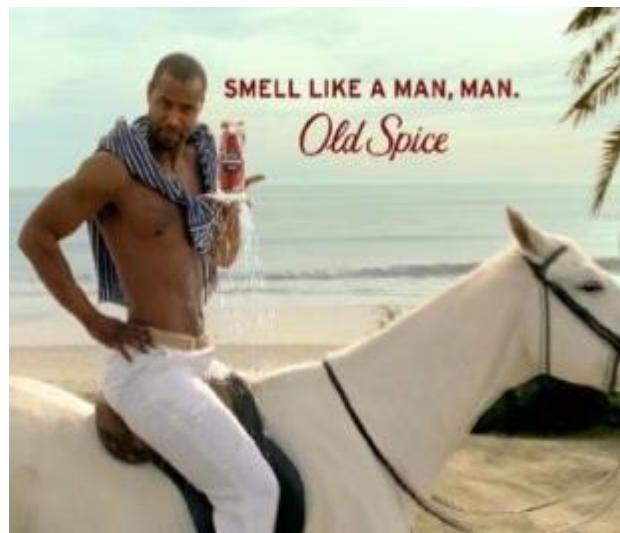
Making a brand 'work more for you'

- Difference that makes a difference
- Rational stories and news
- Encouraging me to understand and discover something new through research and exploration

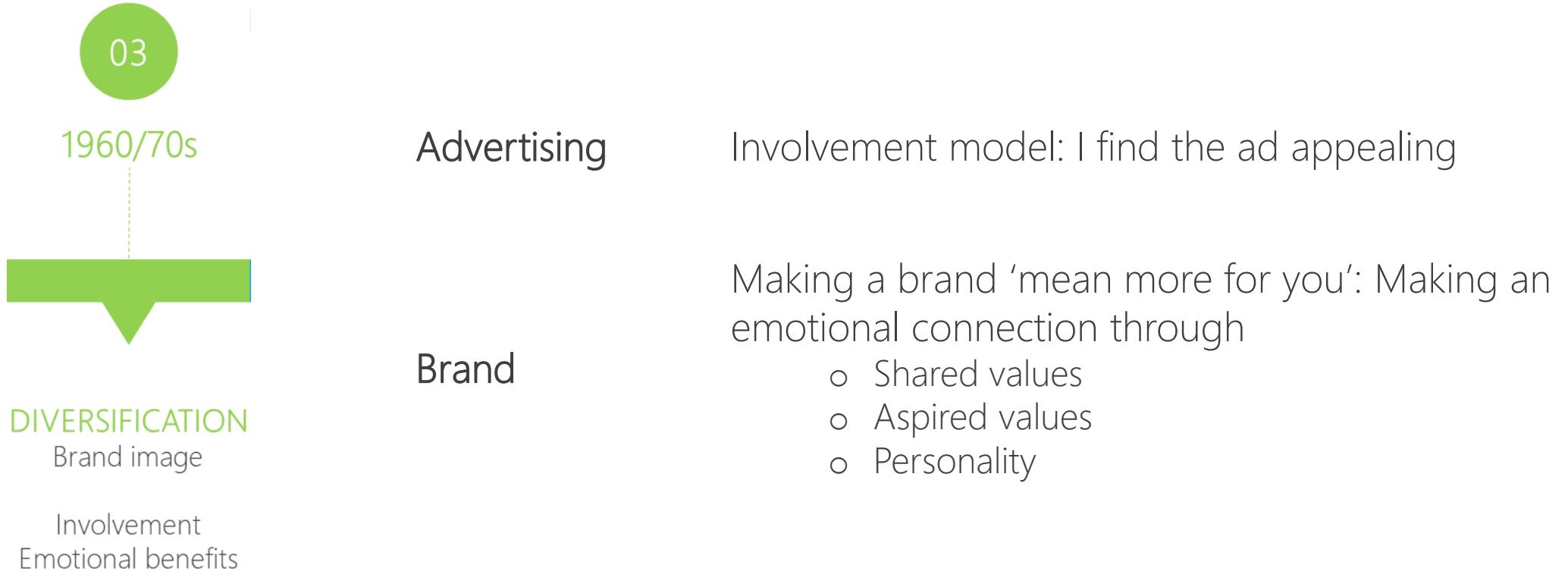
1960/70s: THE AGE OF DIVERSIFICATION



WHAT 'INVOLVEMENT' AND 'EMOTIONAL BENEFITS' LOOK LIKE NOW



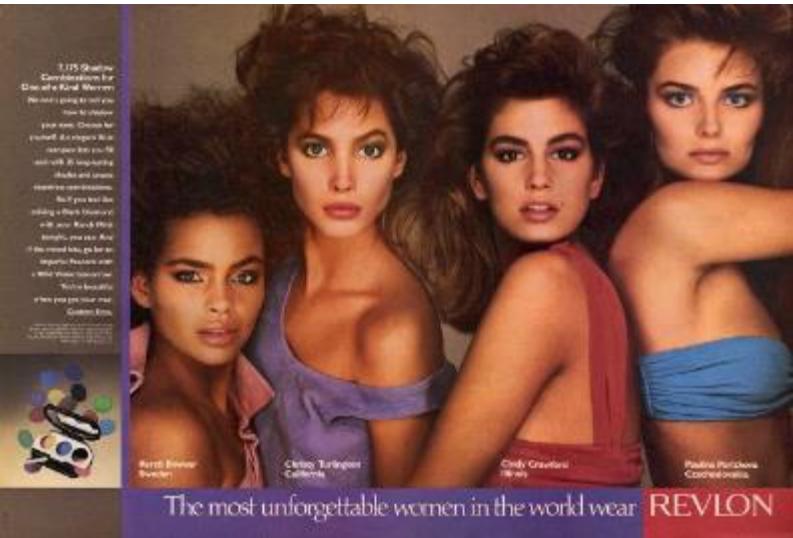
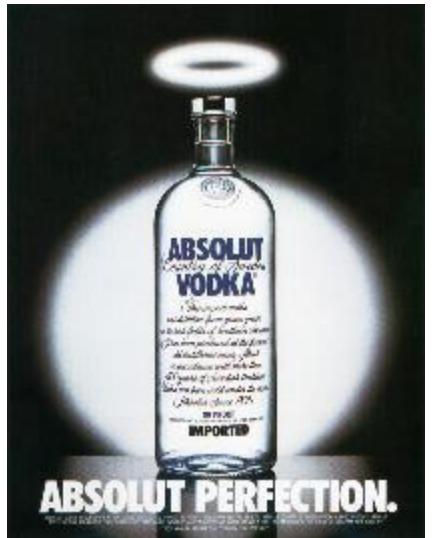
1960/70s: IN SUMMARY



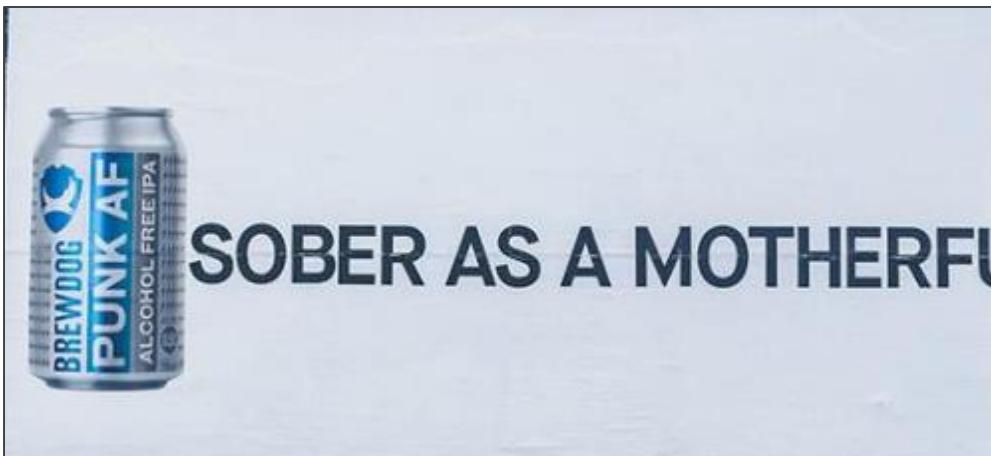
INVOLVEMENT-LED CAMPAIGN: THAI GOOD STORIES



1980/90s: THE AGE OF FRAGMENTATION



WHAT 'SALIENCE' LOOKS LIKE NOW



1980/90s: IN SUMMARY

FRAGMENTATION

Impact

Salience
Commitment



Advertising

Brand

04

1980/90s

Salience model: I find the ad different in some way

Making you 'think of' a brand more

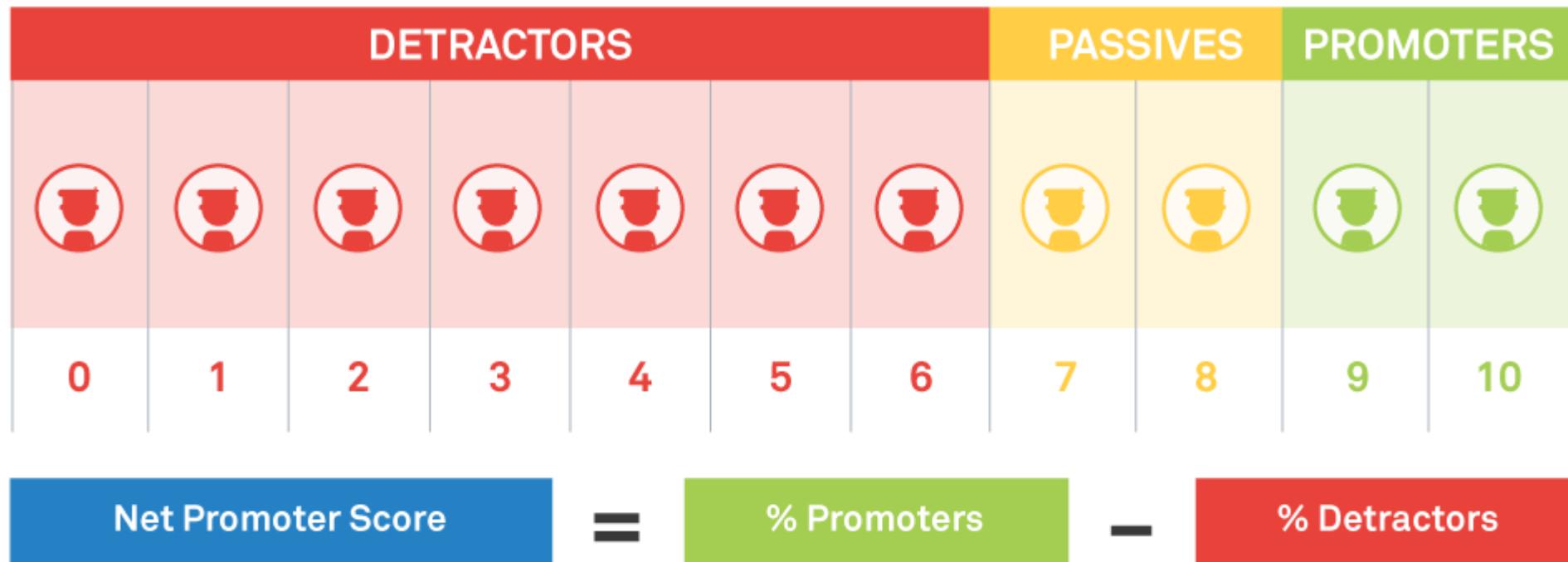
- Stand out
- Stature
- Momentum
- Zig (not zag)

BRAND SALIENCE: SONY BRAVIA ('COLOURED BALLS' LAUNCH CAMPAIGN)

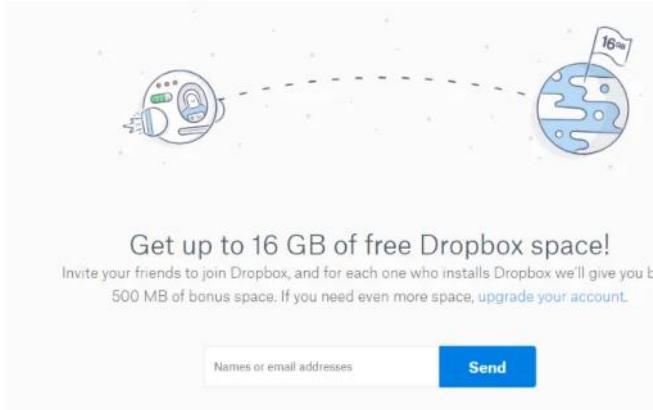


EARLY 2000s: THE AGE OF WORD-OF-MOUTH

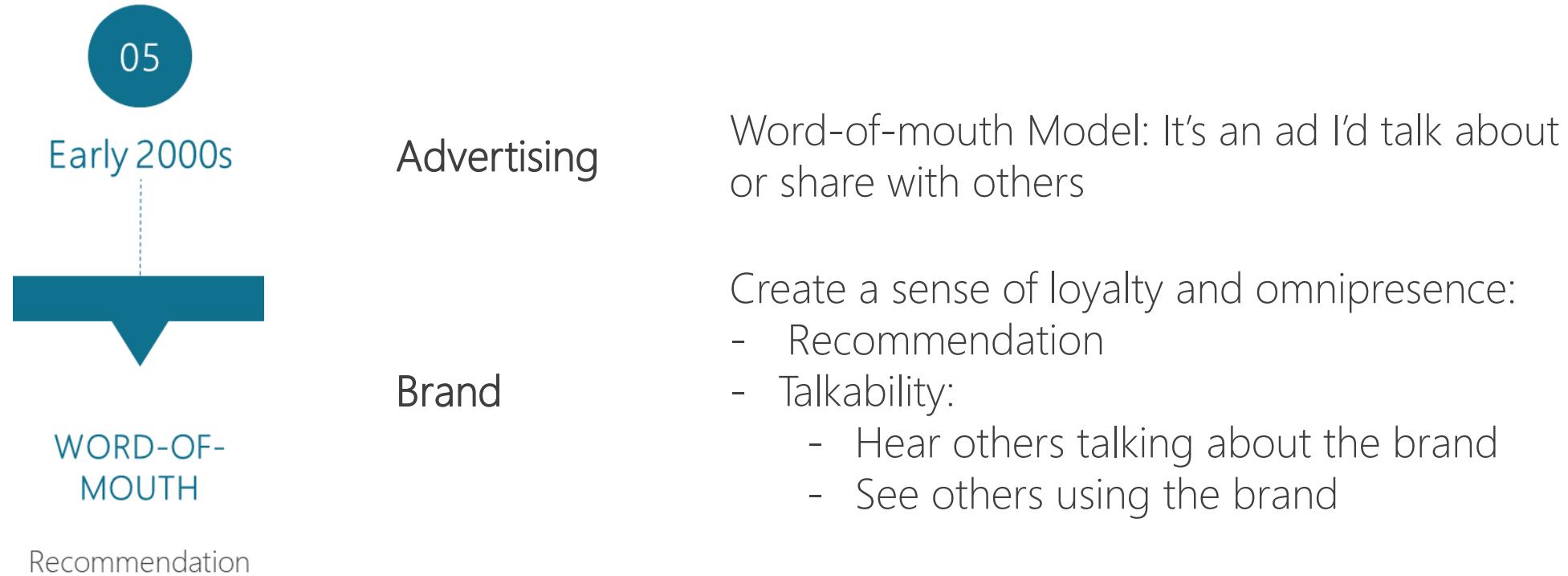
On a scale of zero to ten, how likely are you to recommend this brand to a friend or colleague?



WOM: ENGAGE, EQUIP, EMPOWER



EARLY 2000s: IN SUMMARY



LATE 2000s: THE AGE OF CLOSENESS



Edna Mederes @babyeliana · Nov 20
I used to wear only @Nike until I stepped into the @UnderArmour section.
LOVE!!! ❤

...

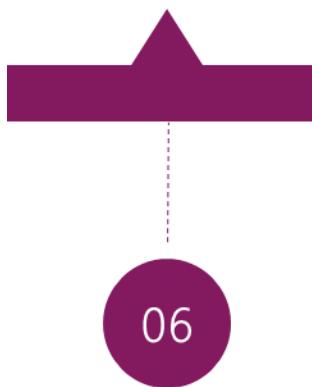
Under Armour @UnderArmour

@**babyeliana** The feeling is mutual.
Welcome to #TeamUA!

...

LATE 2000s: IN SUMMARY

CLOSENESS
CRM
Engagement



Advertising

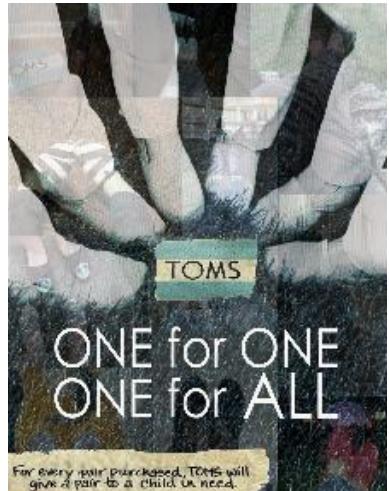
Closeness Model: The ad made me feel part of it

Brand

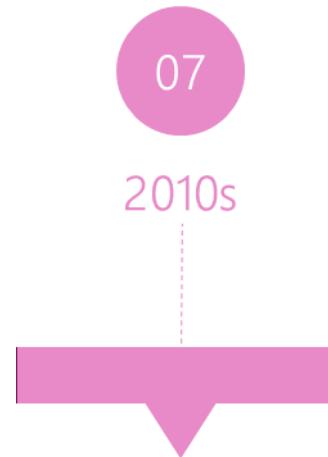
Encouraging me to experience the brand through playing, creating or personalisation

Late 2000s

2010s: THE AGE OF ETHOS



2010s: IN SUMMARY



Social obligations

Integrity and purpose

Purpose Model: The ad demonstrates why the brand exists

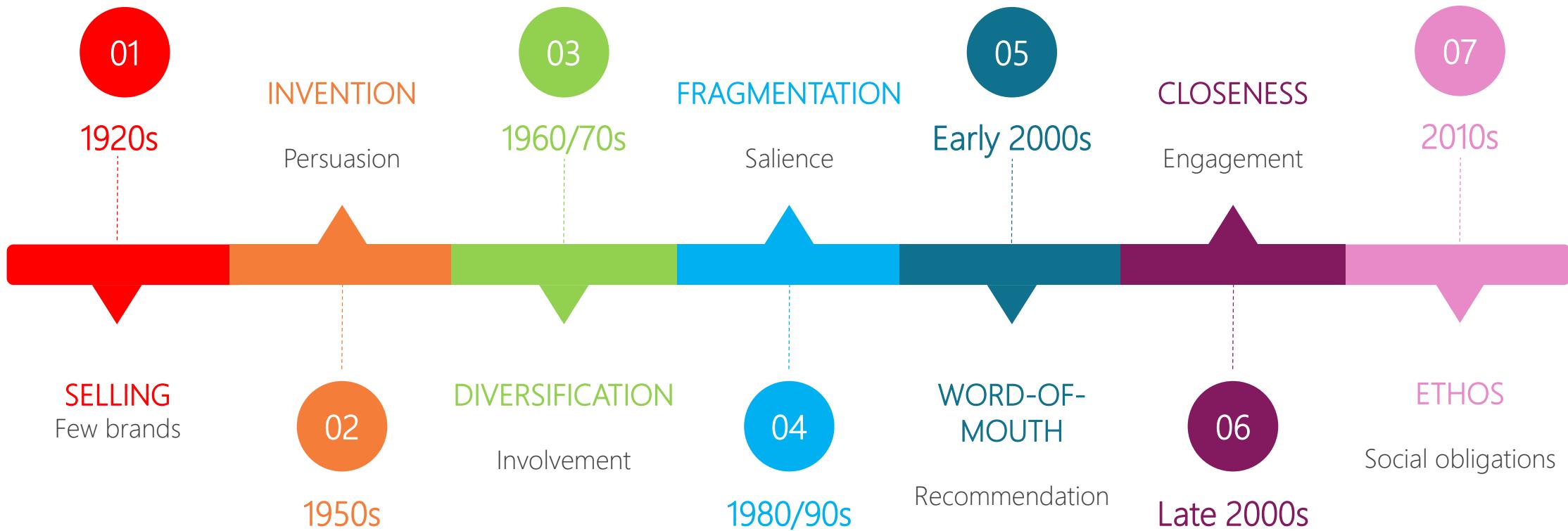
Demonstrate a sense of integrity around the brand:

- Telling the truth
- Delivering on promises
- Acting with the interests of others in mind
- Doing what is right for many people

BRAND PURPOSE: HOW TO BRING 'INTEGRITY' TO LIFE



THE BRAND & ADVERTISING TIMELINE



PROOF POINT



- Analysis of 996 IPA cases over 30 years
- Covers 700 brands in 83 categories
- Identifies the ingredients for effectiveness, over the short and long term
- 'effectiveness' measured in hard business terms: sales

SOME KEY FINDINGS:

- A single long-term brand building campaign is more successful than a succession of short-term promotionally driven campaigns, i.e. **don't focus solely on creating sales response campaigns**
- Emotional campaigns create more powerful long-term business effects than rational campaigns, i.e. **engagement and involvement work better than persuasion**
- The most successful approach is to develop highly creative fame campaigns supported by powerful activation, i.e. **a combination of salience and sales response works best**



When you watch an ad:

- Think: what is it meant to do for the brand?
- Be critical: do you believe it works?



2 Strategic, creative and executional ideas

Understanding the building blocks of
a campaign

BEHIND EVERY ADVERTISING CAMPAIGN THERE ARE 3 IDEAS

- 1** The strategic idea

- 2** The creative idea

- 3** The executional idea



THE STRATEGIC IDEA

= the **golden nugget**, the core consumer insight

Comprises both:

- **Strategic focus**: what the advertising is about
- **Strategic direction**: how the advertising should be used



THE CREATIVE IDEA

- = the **Big Idea**, how the strategic idea is conveyed in advertising
- = what the advertising *says*
- = the common element in a series of executions
- = the idea that ties a multi-media campaign together

Checklist:

- Legs? Brand consistency?
- Stretchy?
- Channels?
- Differentiated?
- Gives 'feeling'?
- Support strategic brand idea? Long-term storytelling?



THE EXECUTIONAL IDEA

- = a visual expression of the creative idea
- = how the advertising makes its point about the Big Idea

Each execution in a campaign has a slightly different 'take' on the creative idea and consumers can respond to them differently

Executional elements can get in the way of an ad working properly, but they're the easiest things to change



ILLUSTRATION: ARALDITE

°1982



Strategic idea
demonstration of superior strength of adhesiveness

Creative idea
live illustration of sticking something up

Executional idea
a car

ILLUSTRATION: GUINNESS SURFER

°1999

What you should know before watching the ad:



ILLUSTRATION: GUINNESS SURFER

°1999



ILLUSTRATION: GUINNESS SURFER

°1999



Strategic idea

Dramatise the fact that it takes time to pour a Guinness: good things come to those who wait

Creative idea

Play on the concepts of 'waiting' and 'time'

Executional idea

- Likening the act of waiting for a slow-poured pint of Guinness to waiting for the perfect wave
- Use music (Leftfield's Phat Planet) to replicate the sound of the blood in the surfer's head when he's on the waves and he knows he could die
- Refer to history (Moby Dick: the story of Captain Ahab's hunt for the great white whale) and mythology (Neptune's sea-born transport was drawn by white horses)
- Shot in black & white

ILLUSTRATION: CADBURY'S GORILLA

°2007



ILLUSTRATION: CADBURY'S GORILLA

°2007



Strategic idea

Eating Cadbury's chocolate makes you feel good. (build brand relevance and emotional connection)

Creative idea

An ad that is as enjoyable to consume as a bar of Cadbury's chocolate

Executional idea

A dramatic ad featuring a gorilla playing the drums to Phil Collins' 'In The Air Tonight'

WHAT RESEARCH TEACHES US ABOUT THE 3 IDEAS



- Analysis of 996 IPA cases over 30 years
- Covers 700 brands in 83 categories
- Identifies the ingredients for effectiveness, over the short and long term
- 'effectiveness' measured in hard business terms: sales

KEY FINDING:

- The ideal campaign is designed from the start around an idea that can elastically accommodate brand and activation ideas (= a brand response campaign), i.e. **the creative idea is absolutely core to the long-term success of the campaign**

3 Advertising & market research

Overview of approaches and techniques



A photograph of two people working at a desk covered with marketing documents, graphs, and sticky notes. One person is writing in a notebook.

“

The process that links producers, customers and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

”

Market research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications

(thank you, Wikipedia!)

The key is **consumer-centricity**

Start from consumer needs and develop brands, new products, experiences, retail environments and communications around what they want! Instead of designing something and hoping it will be relevant to the consumer.



TYPES OF MARKET RESEARCH



Primary

done by the company itself to gather information on how to improve its brand, products, services, and marketing functions

expensive and slow, but very specific to the challenge or issue at hand



Secondary

relies on already available information from multiple sources such as the internet, government data, reports (trends, industry-related, etc), newspapers, magazines, etc.

quick and cheap, but very generic and unfocused

FOCUS ON PRIMARY RESEARCH

Qualitative research

= explore

- Gain deep understanding of underlying reasons, opinions and motivations.
- Provides insight into problem or helps develop ideas/hypotheses for quantitative research
- Uncovers trends in thought & opinions, and dives deeper into the problem
- Common techniques: focus groups, individual interviews, online communities and participation/observations
- Sample size is typically small
- Respondents are selected to fulfil a given quota

Quantitative research

= evaluate or measure

- Quantify attitudes, opinions and behaviours by generating numerical data
- Uses measurable data to formulate facts and uncover patterns in research
- Common techniques: surveys – online, paper, telephone, face-to-face
- Quantitative data collection methods are much more structured than qualitative methods
- Takes a representative sample from a larger population and extrapolates findings

QUALITATIVE RESEARCH: MAIN METHODS

FOCUS GROUPS

- = placing a group of people in a room and asking them insightful questions regarding a product/pack/brand/advertisement/etc., its development, their preferences and feedback, etc.
- = face-to-face or online (~ video conferencing or discussion forum)

IN-DEPTH INTERVIEWS

- = involve interaction between one moderator and one participant. Can be interview with set pattern of questions, or conversation
- = face-to-face, online or telephone

ONLINE COMMUNITY

- = Private, invitation-only group of customers or target consumers who exchange ideas and discuss issues with each other. Community is always on-hand to answer questions, test hypotheses, observe, ideate and co-create
- = used for internal development : constant feedback loop to check new ideas and contribute to product development – from inception to launch

ETHNOGRAPHY (OBSERVATION)

- = Moderator spends time in people's homes (in-situ) or asks them to post video and photos about a certain topic online, in order to understand their behaviour
- = very time-consuming, but gets over the common problem in research that people are often not aware of what they do or why, and often post-rationalize their decisions



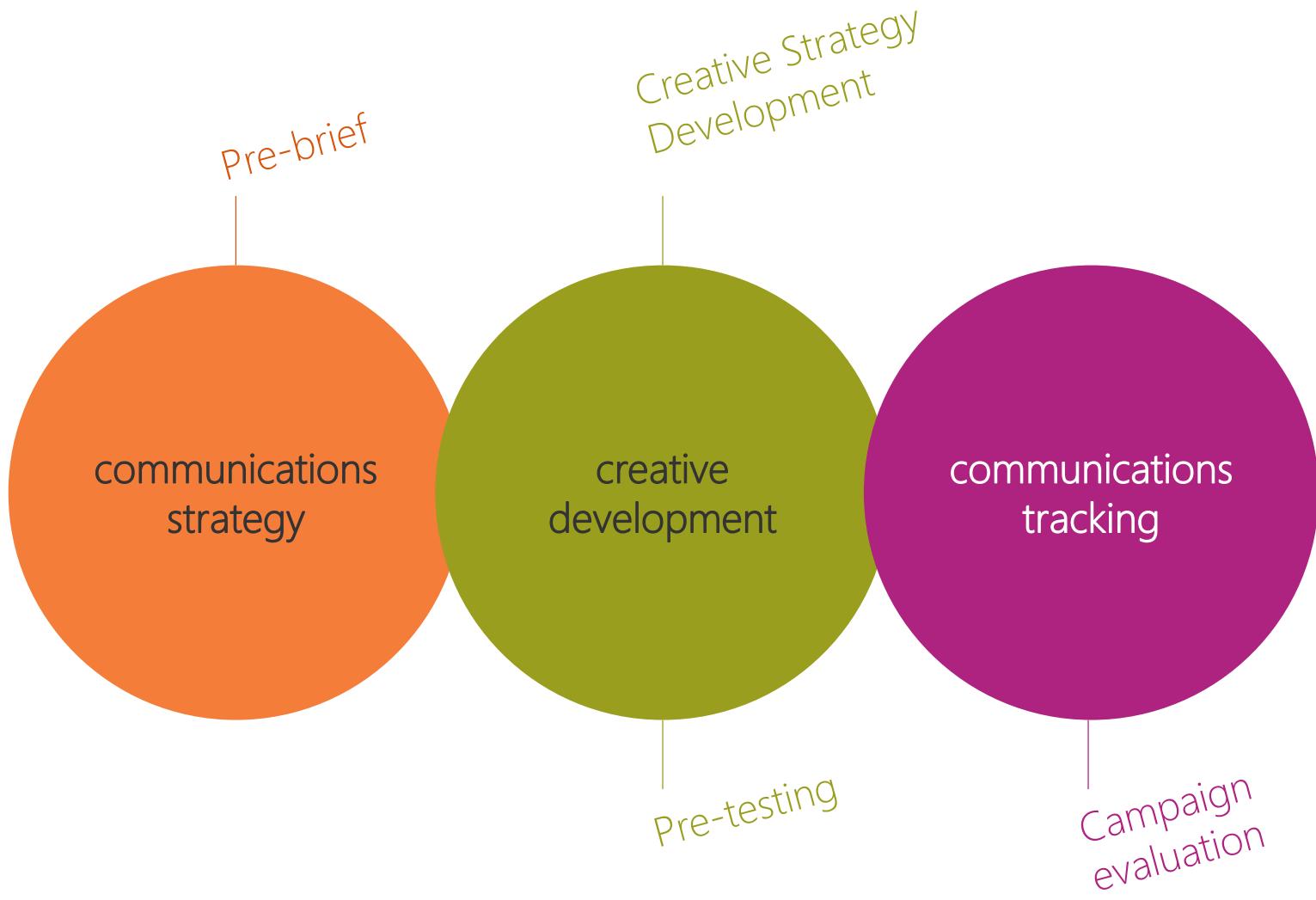
QUANTITATIVE RESEARCH

- The main method (by far) is a survey or questionnaire
- The survey can be taken online, face-to-face, via whatsapp (chatbots) or by telephone



SIMPLE OVERVIEW OF COMMUNICATIONS MARKET RESEARCH

quantitative research | qualitative research



RESEARCH AROUND COMMUNICATIONS STRATEGY



= research to decide best advertising strategy

= decide what advert has to say or do to consumers, and which consumers to talk to

Since this is an Ad Planner's job, this type of research doesn't happen often

How a **Pre-brief** project is run:

- Ad agency produces written expressions (*propositions*) of the various routes being investigated, often together with pictures (*mood boards*) to bring the expressions to life
- Qualitative focus group discussions where moderator probes for reaction to propositions and mood boards
- Aim = find out which proposition has most potential to connect with consumers and change their view of the brand in the desired direction

RESEARCH AROUND CREATIVE DEVELOPMENT



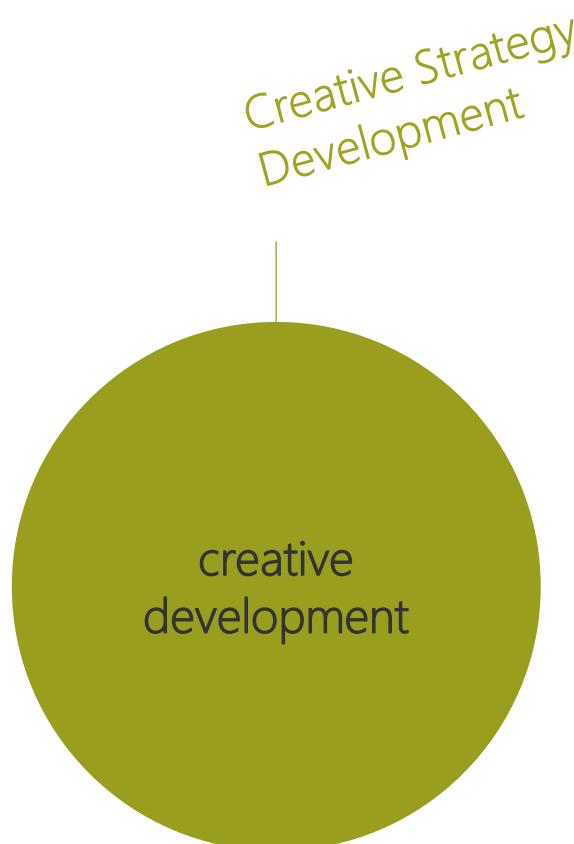
= research to find the best way to bring the strategic idea to life in a relevant and interesting way

Can take place at any time between the very early stages of development until the ads are nearly finished

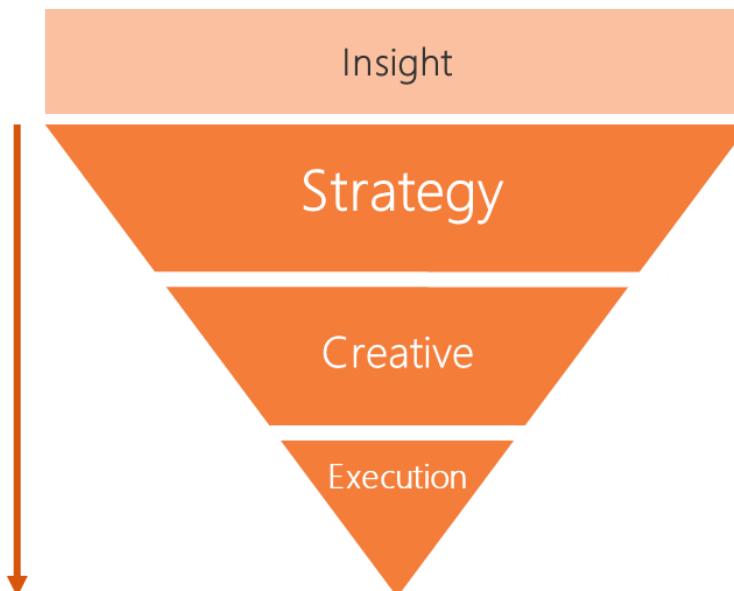
How a **Creative Strategy Development** project is run:

- Typically at least 4 qualitative focus groups
- Rough, unfinished advertising ideas are presented to relevant consumers to gauge their potential
 - Moderator reads scripts
 - Storyboards
 - Animated storyboards (usually animatics, sometimes photomatics)
 - Rough cut of the advert
- The discussion will ladder up and down between the strategic idea, creative idea and executional idea, so it is very important that the moderator understands them well

RESEARCH AROUND CREATIVE DEVELOPMENT

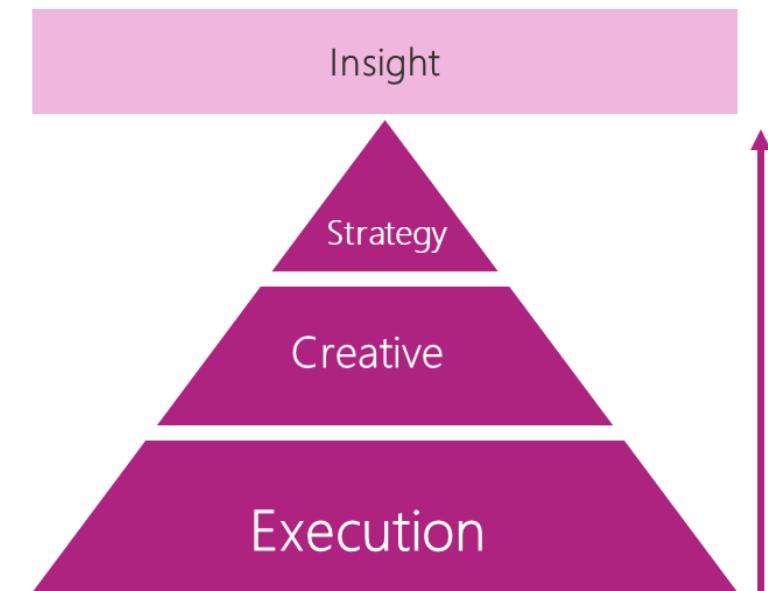


- All good strategy needs solid insight to anchor the thinking
- Most creative research processes assess the idea first to see if it ladders to strategy and then test the execution. However, you need to combine a top-down and a bottom-up approach to ensure strategy, creative idea and executional routes are linked and anchored in insight



Focus:

Understand whether brand insight articulates strategy and resonates with audience.
Evaluate proposed and develop new creative propositions



Focus:

Identify whether execution(s) bring strategic and creative idea to life

RESEARCH AROUND CREATIVE DEVELOPMENT

= research to find the best way to bring the creative idea to life in a relevant and interesting way

Most likely to take place when only the final touches to the ad need to be made – although it can take place earlier in ad development

Aim = maximize ad effectiveness by understanding how the ad works, diagnosing problems and suggesting changes

How a **Pre-testing** project is run:

- Quantitative survey where (nearly) finished ad is shown to a representative sample of consumers. Ideally shown within context
- Questions will be asked relating to how the ad works, who it is aimed at, creative idea, executional detail, etc.
- Brand questions are asked before and after exposure to advert. Brand shifts are looked at together with diagnostics from the ad questions to measure the potential of the ad



- Ad agencies strongly dislike pre-testing: they believe it stifles creativity
- Good pre-testing is not a judge of creativity, but an evaluation of the potential to have the desired effect



RESEARCH AROUND COMMUNICATIONS TRACKING



Campaign
evaluation

A thin vertical line extends downwards from the bottom center of the purple circle. At the bottom of this line, the text "Campaign evaluation" is written in a pink, sans-serif font, oriented vertically.

= once the ad or campaign has run, research is used to evaluate the effect it has had
– whether it achieved its objectives, and how

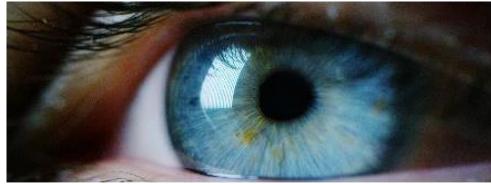
Ideally, KPIs will have been set *before* the ad has run – so the right measurement tools have been put into place

How a **Campaign evaluation** project is run:

- Quantitative survey to measure changes in the consumer's mind and behaviour that we think would occur if the advertising were working as intended

RESEARCH AROUND COMMUNICATIONS TRACKING

What a **Campaign evaluation survey** usually covers:



Ad cut-through: # people have seen ad



Communication takeout: messages or impressions taken out



Branding: correct brand association



Ad response: how did people respond to ad



Ad diagnostics: what was it about ad that produced that response

communications tracking

Campaign evaluation

Brand response: effect on beliefs/impressions of brand, on commitment or purchase intent



communications
tracking

Campaign
evaluation

Things to know:

- Measures *residual* recall
→ for TV ad, only show stills not full advert
- Try to disguise your interest in one particular brand or ad
→ best to include questions about competitive brands and a competitive ad





4 Beyond traditional research

Implicit approaches

A photograph of a man in a dark suit and hat standing at the entrance of a large, modern parking garage. The garage has multiple levels visible, with white structural beams and shadows. The man is positioned on a bright, open platform, looking towards the interior of the dark structure.

Issue = consumers:

- Don't always say what they really think, feel or believe
- Don't know what they don't know
- Lie
- Can be lazy
- Don't pay attention
- Can't express themselves fully

This has implications for all market research

'A lifetime's worth of wisdom'
Steven D. Levitt, co-author of *Freakonomics*

The International Bestseller

Thinking, Fast and Slow



Daniel Kahneman
Winner of the Nobel Prize



95% of consumer buying decisions rely on **System 1**:

- Intuitive
- Unconscious
- Effortless
- Fast
- Emotional

5% of consumer buying decisions rely on **System 2**:

- Deliberate
- Conscious reasoning
- Slow
- Effortful

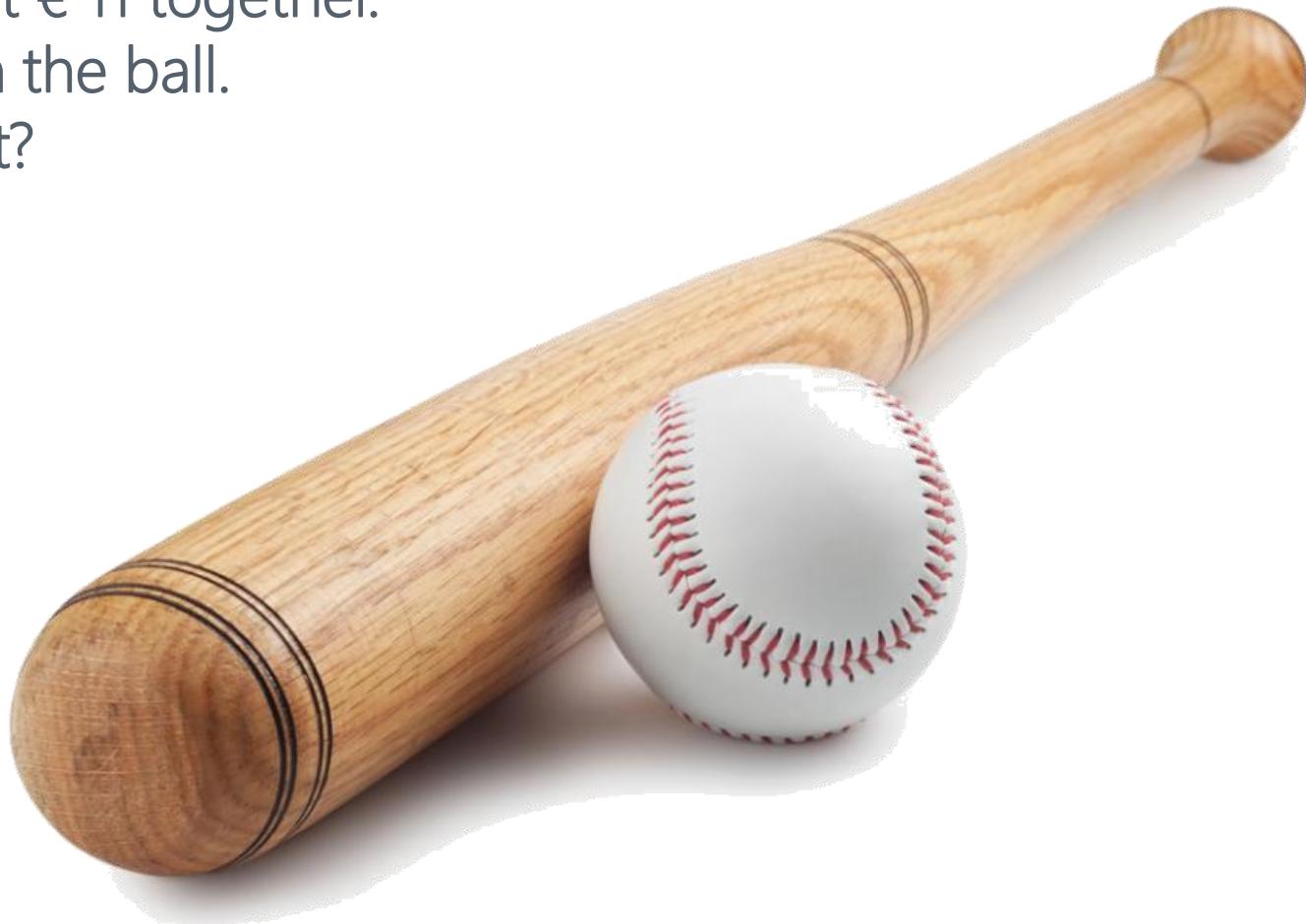


Thinking is to humans as
swimming is to cats

they can do it but they'd
prefer not to

EXERCISE #1

A baseball bat and a ball cost € 11 together.
The bat costs € 10 more than the ball.
How much does the ball cost?



EXERCISE #2

purple yellow red
black red green
red yellow orange
blue purple black
red green orange

EXERCISE #3: SANDY HOOK PROMISE – GUN VIOLENCE EARLY WARNING SIGNS



We use implicit and indirect measures in market research because verbal measures alone are often not enough

- Unique, extra layer of insight
- Emotional responses = hard to articulate
- No bias: objective behavioural data
- Memory = bad measure for attention





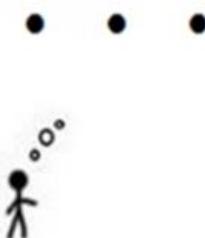
What's in your head

IMPLICIT -
BEHAVIOURAL
MEASUREMENTS



What you tell

QUALITATIVE RESEARCH



What you answer

QUANTITATIVE
RESEARCH

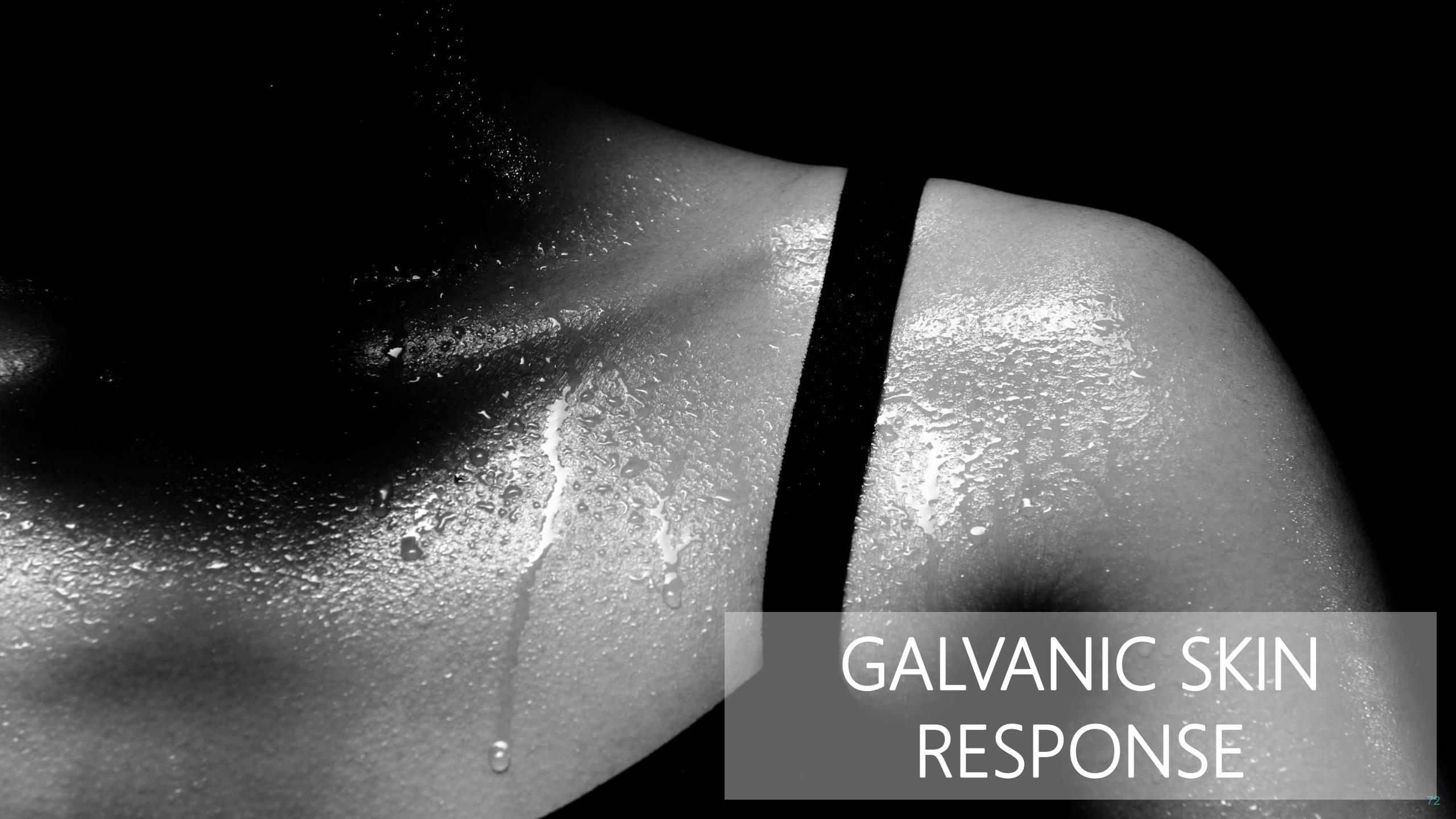


EYE TRACKING

EYE TRACKING

- Eye tracking = process of measuring where we look (**point of gaze**).
 - Maintained gaze point = **fixation** (period in which eyes are locked towards object). Typically between 120 and 1000 milliseconds.
 - Eye tracker records gaze, fixation and movements of eyes.
-
- Some **questions** that can be answered by eye tracking:
 - Was advert noticed? Which area(s) stand out most?
 - Does advert have sufficient on-screen presence to get noticed in competitive reel?
 - Does anyone read small print at bottom of print advert? Which information from text is re-read?
 - Which message generates most attention for advert's endline?





GALVANIC SKIN RESPONSE

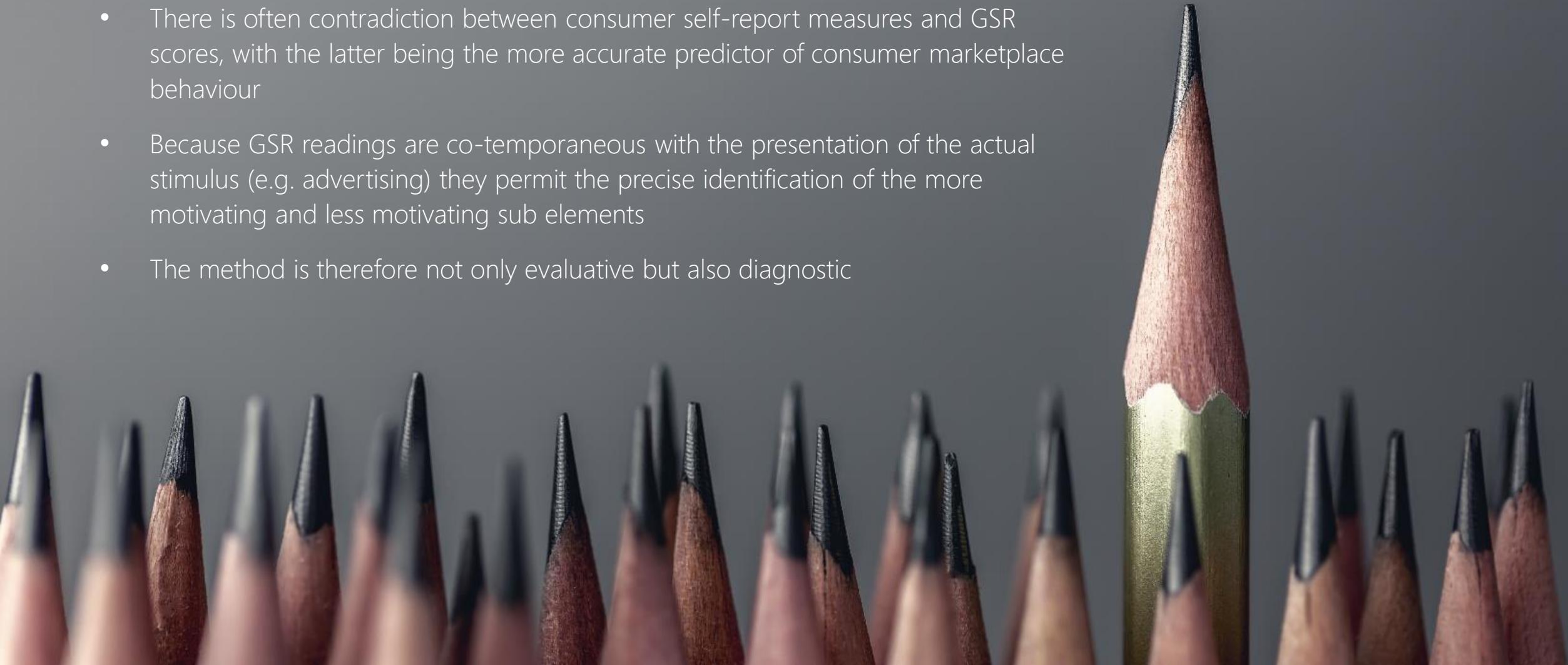
GALVANIC SKIN RESPONSE (GSR)

- Measures **level of arousal ("micro goose-bumps")** by registering variations in galvanic skin responses.
- Records electrical activity of sweat glands throughout the skin which are regulated by autonomic nervous subsystems.
- Because consumers have little voluntary control over autonomic nervous systems, changes in bodily functions can be used to indicate the actual, unbiased amount of activation or arousal resulting from marketing stimuli
- Some **questions** than can be answered by GSR:
 - Did experience with ad create emotional engagement?
 - Was experience positive or negative?
 - Was it cognitively demanding? Did stimulus require a lot of effort to navigate?
 - Is ad memorable?



Scientific literature and cases about GSR supports the assumptions that:

- GSR scores are correlated with marketplace performance
- GSR scores can identify stimuli that are not sufficiently motivating
- There is often contradiction between consumer self-report measures and GSR scores, with the latter being the more accurate predictor of consumer marketplace behaviour
- Because GSR readings are co-temporaneous with the presentation of the actual stimulus (e.g. advertising) they permit the precise identification of the more motivating and less motivating sub elements
- The method is therefore not only evaluative but also diagnostic





VICKREY AUCTIONS

VICKREY AUCTIONS

- Quantitative approach to measure consumers' true preferences in a smart way (through an auction) by applying behavioural economics
- No incentive to lie: real market where people bid for real products. Highest bidder purchases product at second highest price
 - When you face no consequences, it is easy to say that you like something. What happens when you have to bear the consequences of your choices?
- A solid approach to align true preferences with (claimed) beliefs:
 - Do you like something so much to buy it (you actually receive the product once ready)? How much are you willing to pay for something you want?
- Best indicator for future purchase of product





WHAT WE COVERED TODAY

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And how it helped to shape market research for communications

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Implicit approaches