



Nueva Junta Directiva

El lunes 3 de diciembre del 2012 se realizó la asamblea general y cena de fin de año de APEIM en el restaurant EDO de Magdalena, queremos agradecer a todos los asociados por la gran acogida a esta invitación. Aprovechamos esta nota para agradecer la gestión realizada a la Sra. Urpi Torrado, quien con gran liderazgo presidió durante 4 años el gremio. En dicha asamblea se procedió a votación para elegir a la nueva Junta Directiva

Presidente:	Hernán Chaparro	GFK
Vicepresidente:	Rolando Arellano B.	Arellano Marketing
Secretaria:	Silvia Díaz	Invera
Tesorero:	Iván Alvarez	Lumini Interpretación de Mercados

Nuevo Representante de Esomar

Nos es muy grato compartir con ustedes una nota de ESOMAR en la que se nos informa que la Sra. Urpi Torrado ha sido designada como representante de ESOMAR en el Perú.



Dear APEIM,
It is with great pleasure that I inform you that Urpi Torrado, General Manager for Datum Internacional S.A has now been appointed as the new ESOMAR Representatives for Peru.

Urpi has been very active in the industry and is very keen ESOMAR member and supporter of the organisation. We are delighted to welcome Urpi on board in the capacity of national Representative and look forward to working together to develop ESOMAR's activity in Peru. Urpi's contact details can be found below and on the Representatives section of our website.

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We would also like to take this opportunity to sincerely thank our outgoing Representative, Rolando Arellano Cueva, who has been helped in growing and motivating the Peru ESOMAR member community. His excellent work and support has been greatly appreciated.

We ask that you join ESOMAR in thanking the Representative's for their service and in wishing them the best in their future roles and endeavours.

With best regards from ESOMAR,

Helen Parker

Estudio Buenas Prácticas De Marketing

La continua preocupación de APEIM por contribuir al desarrollo de la investigación de mercados en el Perú y por ende al marketing, confluyó con los objetivos de la Universidad del Pacífico, materializándose en este estudio, presentado el 11 de diciembre del 2012.

Hoy el consumidor se encuentra expuesto a un mayor número de marcas, publicidad y estímulos, de modo que su percepción es la realidad y aunque coincidamos o no, escuchar la opinión del consumidor resulta clave para el éxito y las buenas prácticas del marketing.

Esperamos continuar con esta iniciativa y enriquecerla con futuras mediciones, pues además de la opinión de expertos no debemos dejar de escuchar la opinión del consumidor. Pretendemos que los resultados de este estudio permitan identificar oportunidades de mejora de las prácticas de marketing en general y del marketing de las marcas en particular.

Apeim les desea unas Felices Fiestas

Aprovechamos el último boletín del año para desear a todos unas Felices Fiestas al calor de sus seres queridos y que esos momentos de felicidad perduren por siempre. Asimismo, esperamos que el 2013 sea un año exitoso para todos, con mucha salud y alegría.

ARTÍCULO: ESOMAR – Research World No35 Setiembre 2012

WORLD IN MOTION by Jo Bowman

A puertas de empezar un nuevo año lleno de retos, a continuación compartimos con ustedes un artículo de la revista de ESOMAR que consideramos puede ser de ayuda para generar discusión sobre el probable futuro de la investigación en el mundo como en Perú.

RESEARCH CHALLENGE

JO BOWMAN

World in motion

The business of research is being buffeted by everything from the ascent of entrepreneurialism to Justin Bieber. At the annual MRS Conference in London, Jo Bowman heard how researchers and clients are adapting to the surge in information and consumer power.

Technology, world markets, consumer demands and client needs are all in the throes of transformation; at the Market Research Society's annual meeting, delegates heard that the only real constant now is change.

Keynote speaker Magnus Lindkvist, founder of the trend-forecasting agency Pattern Recognition, pointed out the extent to which many of us are gorging on information. "Infobesity" is, therefore, the modern affliction of many businesses, which struggle to pick out what's valuable to them in a sea of data and commentary. Individuals, too, are binging on information, and not necessarily in a healthy way. While consumers are never more than a few clicks away from the world's biggest library, the most Googled phenomenon of last year was Justin Bieber. Trent Reznor has 12 million Twitter followers; Stephen Hawking has 107,000. People don't necessarily seek out the information that's good for them, nor do they find comfort in the fact that they have access to so much information. Faced with contradictions, they start to feel insecure about what's going on around them, and begin to suffer from what Lindkvist calls "futuroxia" – a distorted view of what's ahead. It could well be, he said, that the next transformational consumer idea is being imagined by some teenager taking a shower right now. How can researchers account for that?

Lindkvist said researchers had to expand clients' minds, and remind them of their own mortality – helping clients take informed risks, take a longer-term view of their business than many currently do, and be mindful of what threatens to derail success. Challenging clients is not always a comfortable role to play, but frustration and friction lead to innovation, he said.

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REVOLUTION IN THE AIR

Clients certainly don't expect to be doing today's style of research for much longer. Cambiar managing partner Simon Chadwick said that a quarter of clients think their lead agency in 2020 doesn't even exist yet, and a fifth expect their lead agency to be either Google or Facebook. They're expecting not evolution but revolution, and they expect to start seeing evidence of it soon – 70 percent by 2015.

With change driven by shifts in the economic power base, technology, new media and connected, empowered consumers, Coca-Cola marketing chief Joe Tripodi has said: "If you don't like change, you'll like irrelevance a whole lot less." Chadwick said research suppliers will need to become integrated insight consultancies, delivering more for less, using new methods and processes, and taming the river of information. Unprompted research, co-creation, and data mining and synthesis will become increasingly important.

The kind of talent the future industry needs must also change. Chadwick's session heard there would be roles for management consultants, polymaths who can manipulate big data, and specialists in niche areas. Training would be required in consulting and the art of storytelling, with researchers becoming synthesizers of information for business, embracing techniques and companies that are on the fringes of what we currently call research.

Kantar CEO Eric Salama pointed out that clients sometimes have 200-plus streams of data; they don't always want insight, they want to know what to do next. "The years' research companies recruiting people with a diversity of talent, from operations ability to creativity, and everything in between." It's

the most brilliant time to be in our industry; we can do stuff that we never dreamt of three years ago."

Entrepreneurial clients talked about their need to marry a strong sense of their own brand and customers, and their "gut feel," with fast and affordable research. Paul Lindley, founder of the baby food company Ella's Kitchen, said researchers had to join in with entrepreneurs' "just do it" spirit, and offer services that demonstrate value and complement what businesses could easily find out for themselves via either "cheap and dirty" SurveyMonkey-style work or their own analysis. "We need to see where the return will be, that it's going to make a difference to how we market to our customers," said Rebecca Mayhew, co-founder of adventure parks Go Ape. Jonathan Quin, managing director of foreign exchange service World First, said smaller businesses needed access to a broad palette of research services, from social listening to more traditional approaches. "The smaller the company, the wider the interpretation of market research you need."

In addition, the conference heard, Google doesn't actually want research from its research partners – something more like logistical services that allow them to do the research themselves. Belinda Brown, operations director at River Research, explained how the agency needed to adapt its role as Google researchers' global concierge, arranging recruitment, fieldwork and personal security. The agency provided local knowledge – buy Nigerian village elders a round of Diet Cokes before interviewing – along with multi-lingual maps and instructions. The challenge, she said, was to tailor the agency's skills to what the client wanted. As Lidia Oshyarsky of Google said: "We trust each other to do our jobs, and do them well."

But in this newly competitive world of cheap and DIY research options, all is not lost for more traditional researchers. There were tips on how to "future-proof" research, and evidence that research is inspiring innovation for brands like easyJet and McDonald's. At McDonald's Europa, a combination of qual and quant work with TNS – getting a child's-eye view of the dining experience – helped inform designers of a new store format that better suited families. Paul Child, research director at Join the Dots, explained how its research for easyJet was evolving from tactical, reactive work to more structured research at the heart of the airline's "knowledge hub."

NO QUESTIONS ASKED

Other researchers are preparing themselves for what they see as a "post-research" world – one in which question-free techniques are the norm – as a way of overcoming concern about respondents' ability to accurately self-report and predict their own behaviours. In response to a hypothetical problem for a Procter & Gamble cleaning brand, three service providers set out how they'd elicit consumer insight without asking

questions. Siamack Salari, using ethnography, found that many people's frustration with clearing comes from not being able to see the germs they're out to kill. Semiotician Greg Rowland said householders needed reassuring that good was good enough when it came to cleaning. Stephen Phillips of Spring Research suggested an experiment in which people were asked to clean a room and have their enjoyment tracked as products, music, feedback and deadlines were changed.

Making research more playful was one area in which the industry can stimulate more useful responses, the conference heard, and the games don't have to be especially clever. Jon Puleston, vice president of GMI Interactive, explained that Sony Music had doubled the volume of feedback it generated by simply rewording a question to include "Imagine you're being interviewed by a journalist..." "There's a really strong underlying relationship between the entertainment value of a survey and the quality of feedback you get from that survey," he said.

"The moment they start getting bored, they'll get distracted and won't give fulfilling answers."

There's a huge opportunity to use social media gaming in research, but to work, it must be more creative than sticking a thumbs-up or an avatar into a still-dull survey. Giving respondents feedback about how they're doing during an exercise helped spur their enthusiasm for carrying on, Puleston said. Interbrand had reduced its survey dropout rate by 50 percent by injecting a bit of game theory into their work.

H.J. Heinz senior consumer insight manager Lisa Hunt demonstrated how making research more fun for participants helped her deal with pressure from internal clients to get a deeper understanding of consumers. Adapting known party games, the company was able to keep participants' focus on their task and generate pitiful results fast. In one game, people were asked to imagine someone was going to take away their soup unless they could guess one secret to Heinz's soup.

Engage Research director Andy Barker cautioned against allowing delight with the process to overwhelm the fundamentals of research, and Hunt agreed that while play gave research groups energy and felt more creative, it was not a tool to be used in isolation.

"Often researchers look in the places that we can, rather than the places we should look," said Martyn Richards, director of Martyn Richards Research. "It's time for research to catch up with some of the recent progress that therapists have made, using music, playing, brainstorming and storytelling and drama – blurring the line between the entertainer and the entertained." RW.

Jo Bowman
is a freelance journalist working out of the UK

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