ESOMAR BEST OF – RUSSIA 2015

МОСКВА / 22 Мая

RESEARCH IS FUN...RESEARCH IS FUNDAMENTAL...

Все презентации на русском и английском языках без синхронного перевода

ПРОГРАММА	
22 МАЯ – 08:00 – 18:00	
08.00 – 09.00	**Регистрация участников**
	Открытие *Олег Дембо, О+К, Россия, представитель ESOMAR в России*
	ОСНОВНОЙ СПИКЕР Big Changes Will Deliver a Big Future Что ожидают ведущие маркетологи от специалистов по работе с потребителем *David Smith, DVL Smith, Великобритания, вице-президент ESOMAR*
	RESEARCH IS FUN... *От инсайтов к действию*
	Введение *Татьяна Баракшина, Bazis Group, Россия*
	ПРИГЛАШЁННЫЙ СПИКЕР Goodbye Big Data, Hello Big Stories *Martin Lee, Acacia Avenue, Великобритания*
	Новости от ассоциаций ОИРОМ и Группы 7/89
	RESEARCH IS FUNDAMENTAL... *Покажите результаты!*
	Введение *Олег Дембо, О+К, Россия, представитель ESOMAR в России*
	Проект Leroy Merlin Кейс-стади *Татьяна Сидоренко, Leroy Merlin Vostok, Россия*
	Использование поведенческих онлайн данных в маркетинге *Артём Литваковский, Online Market Intelligence (OMI), Россия*

RESEARCH IS FUN…
Инсайты через игру

Введение
Александр Шашкин, Online Market Intelligence (OMI), Россия

Интерактивная сессия

ПРИГЛАШЁННЫЙ СПИКЕР
Treasure Hunt
Игры - это не только развлечение, но и инсайты
Sebastian Prassek, Happy Thinking People, Германия

Панель-сессия клиентов
Напрямую с клиентом
Как соответствовать запросам клиента

Модератор
Татьяна Баракшина, Bazis Group, Россия

Участники
Полина Раздобреева, Eli Lilly, Россия
Ольга Цехоня, Hyundai Motor CIS, Россия

RESEARCH IS FUNDAMENTAL…
ACTIVE VS PASSIVE: в чём будущее?

Введение
Александр Шашкин, Online Market Intelligence (OMI), Россия

Наука данных и рыночные исследования
Проклятие или нет худа без добра?
Андрей Себрант, Yandex, Россия

Нейроисследования и традиционные методы
Развитие и примеры
Анастасия Колонских, Nielsen NeuroLab, Россия

Панель-сессия
Подготовка нового поколения исследователей рынка
Срочный призыв к действию!
Как преодолеть разрыв между теорией и практикой?

Модератор

Татьяна Баракшина, Bazis Group, Россия

Участники

Асхат Кутлаев, GfK RUS, Банковский институт - Национальный исследовательский университет "Высшая школа экономики", Россия
Лудмила Богомолова, O+K, Россия
Татьяна Сидоренко, Leroy Merlin Vostok, Россия

RESEARCH IS FUNDAMENTAL...
Наука прогнозирования

Введение
Александр Шашкин, Online Market Intelligence (OMI), Россия

ПРИГЛАШЁННЫЙ СПИКЕР
Predicting the Future
Первичные исследования изучают науку прогнозирования
Hubertus Hofkirchner, Prediki, Австрия

Закрытие
Олег Дембо, O+K, Россия, представитель ESOMAR в России

SPEAKER PROFILES

Anastasiya Kolonskikh

Anastasiya Kolonskikh is Head of Nielsen NeuroLab, Russian Federation

Andrey Sebrant

Andrey Sebrant is Director, Product Marketing at Yandex, Russian Federation

Artem Litvakovsky

Artem Litvakovsky is Data Analysis and Processing Specialist at Online Market Intelligence (OMI), Russian Federation. Artem came to OMI from advertising, where his primary occupation was strategic planning of ad campaigns. Having graduated as a mathematician and programmer, he currently works with big data on the online behaviour obtained through user-centric panel and other sources of information. Artem will definitely find a solution to a complex research problem.

Askhat Kutlaiev

Askhat Kutlaiev is Director of the Innovation and Development Center at GfK RUS and Assistant Professor at the Banking Institute of the State University - Higher School of Economics, Russian Federation

David Smith

David Smith is Director of DVL Smith, UK and ESOMAR Vice-President. David has 25 years of marketing intelligence experience, most recently as CEO of a UK top ten market research agency. David holds a PhD in Organisational Psychology from the University of London. He is a Fellow of the Market Research Society, a Fellow of the Chartered Institute of Marketing, and is also a Fellow of the Institute of Management Consultants. He is a professor at the University of Hertfordshire Business School and a former Chairman of the UK Market Research Society. He is also the author of Inside Information – Making Sense of Marketing Data and The Art & Science of Interpreting Market Research Evidence. David has won numerous awards from the Market Research Society, ESOMAR and other bodies, and holds the MRS Silver Medal.

Hubertus Hofkirchner

Hubertus Hofkirchner is CEO of Prediki, Austria. Hubertus is a former university lecturer at the University of Vienna. In 2008, he built Redmonitor, a trading platform for digital options, which was acquired by CMC markets in 2008. Hubertus went on to set up Prediki – a specialist platform created for market researchers to conduct predictive markets trading. He holds an MBA from the IESE Business School in Barcelona and a MEc in economics.

Lyudmila Bogomolova

Lyudmila Bogomolova is Senior Consultant at O+K Research, Russian Federation

Martin Lee

Martin Lee, Managing Director of Acacia Avenue, UK, is a branding specialist. Whilst at Acacia-Avenue, he has managed a diverse set of clients and categories that includes finance (Barclays and Barclaycard, Legal & General and Sainsbury's Bank); retail (Sainsbury's, Morrisons and The Entertainer); gaming (The National Lottery and Ladbrokes); e-commerce (eBay and PayPal) and travel (Carnival UK, Tourism Australia and Visit Scotland). Before moving to agency life, he worked in retail marketing, both at WH Smith, as a buyer and marketing manager, and then latterly at Waterstones, where he was marketing director. This background means that in his work at Acacia Avenue, he is able to assist clients by taking insight and turning it into strategic and commercial recommendations, whilst ensuring that customers' interests are fulfilled.

Olga Tsekhonya

Olga Tsekhonya is Market Research Manager at Hyundai Motor CIS, Russian Federation

Polina Razdobreeva

Polina Razdobreeva is Market Research and New Products Planning Manager at Lilly Pharma, Russian Federation. Polina started her research career in 1997. She has worked for an international research agency, where she led the pharmaceutical and customer insights projects. Currently, she is responsible for all market research and forecasting processes for 15 countries, and leads the measurement for the Service Value Chain and Value Based Selling implementation at a Lilly affiliate.

Sebastian Prassek

Since 2013, Sebastian has been Project Executive at Happy Thinking People in Berlin, Germany. From 2011-2013 he studied society and business communications at the Berlin University of the Arts, Germany. From 2006-2010, Sebastian studied cultural engineering at the Magdeburg University, Germany.

Tatiana Sidorenko

Tatiana Sidorenko is Head of the Market research department at Leroy Merlin Vostok. After graduating from Moscow State University, Tatiana started her research career in social and political studies, later switching to market research. Tatiana has worked for international research agencies, as a leading expert in retail and shopper projects. Her main achievements in the industry are related to the elaboration of first-in-class methodological approaches for retail and commercial real estate research (catchment area, positioning, targeting, anchor and assortment optimisation, geo-marketing etc.). Tatiana is the author of multi-client tracking and panel studies on various markets.

SPEAKER ABSTRACTS

Big Changes Will Deliver a Big Future
What marketing decision-makers expect their customer insight teams to deliver
David Smith, Director, DVL Smith, UK /ESOMAR Vice-President

The customer insight industry is at a crossroads and to continue to flourish we need to know precisely what our marketing customers expect of us. This presentation will be based on an authoritative survey of senior marketing decision-makers, who will be presented with different possible futures and asked which of them best describes the world they see in the future. Building on this, we will identify the precise skillsets that these decision-makers expect insight professionals to have to meet their expectations. But the presentation will not stop here, we will provide a clear road map - a step by step guide - to the best way of developing and imbedding these skills in the consumer insights industry. The presentation will be interactive allowing the audience to see whether their views are in line with our survey.

Goodbye Big Data, Hello Big Stories
Martin Lee, Managing Director, Acacia Avenue, UK

For centuries, stories have been the most powerful way for people to understand their place in the world. In an era of big data, this is still true. In fact, stories are more important than ever. Data is good, but if we only see the world through data, we lose touch with our humanity.

In research, harnessing the power of stories in our methodology can help reconnect brands to their customers in a more vivid way, revealing emotional truths that no other techniques can deliver as efficiently.

Not only that, but stories are enjoyable - people love them. And therefore, using stories can even make business life more fun and enjoyable, and as everybody knows, things that are pleasurable are more likely to get done and be effective. This session will show how all this can be achieved.

Do YOU have a story to tell!? Martin challenges delegates to write their best 250-word narrative (with a beginning, middle and end) for a chance at an exciting prize, plus the opportunity to soak up the spotlight on our global stage.

The only quirk: use a major global brand as the main character, and depict them coming to life. Please send submissions, including your name, to a.alu@esomar.org

LeroyMerlin Project
Case study
Tatiana Sidorenko, Leroy Merlin Vostok, Russian Federation

Using Online Behavioural Data for Marketing Needs
Artem Litvakovsky, Online Market Intelligence (OMI), Russian Federation

Clickstream data of Internet users allows creating a segmentation based on real online behavior. Attaching different behavioral models to the certain stages of a sales funnel, the company can build an effective communication strategy with each segment. Moreover, the drivers and motives of each segment allow offering the relevant stimuli at the right web resources. The analysis of several cases will show how this concept works in practice and how our clients were able to better understand their customers and build media strategy in the digital world.

Treasure Hunt
Games are insightful and not only entertaining
Sebastian Prassek, Project Executive, Happy Thinking People, Germany

Games are not only easy and quick but are also highly involving for respondents, researchers and clients alike. Games are also an excellent tool to project people's minds into real life situations and to simulate complex decision-making processes. They can uncover intuitive behaviour, unconscious attitudes and relevant players as well as initiate storytelling and unveil socially-not-acceptable answers.

We experienced all these effects and benefits of games e.g. in a study we conducted for the ING - DiBa bank in Germany. We want to share this encouraging experience and paint a picture of more exciting possibilities for games to uncover insights in general.

Data Science vs. Research
A curse or a blessing in disguise?
Andrey Sebrant, Director, Product Marketing, Yandex, Russian Federation

Data science is a powerful tool, in many cases assisting traditional marketing research and communications. However, in some cases data science approach in general and machine learning in particular can replace traditional human-lead research and provide the results better, faster and cheaper. It is important to understand both roles of data science and the difference between data scientists who can help and who can replace researchers.

Neuroresearch vs Traditional Methods
Developments and Examples
Anastasiya Kolonskikh, Nielsen NeuroLab, Russian Federation

This presentation will cover passive insight measurements using Neuroresearch and the application of Neuroresearch vs traditional methods.

Predicting the Future
Primary research exploring the science of predictions
Hubertus Hofkirchner, CEO, Prediki, Austria

This presentation explores the science of prediction and looks at how prediction techniques could be more effectively utilised in market research. Prediction markets have often been heralded as the next big thing for market research, yet there remain many underused techniques in traditional market research today. We feel that one of the reasons for this is the general lack of knowledge about the science of prediction. This presentation shows the results of six months worth of ground-breaking research which we hope will open up the research industry towards understanding this topic.