



ESOMAR BEST OF – RUSSIA 2014

МОСКВА / 23 МАЯ
СТРОИМ БУДУЩЕЕ

PROGRAMME

23 MAY

08.00 – 09.00

Регистрация участников

09.00 – 09.10

Открытие

Татьяна Баракшина, Bazis Intelligence Group, Россия, Совет ESOMAR

ПРИГЛАШЁННЫЙ СПИКЕР

Getting Your Hands Dirty With Big Data

Piet Hein van Dam, CEO, Wakoopa, Нидерланды

НОВЫЕ ВОЗМОЖНОСТИ

Введение

Татьяна Баракшина, Bazis Intelligence Group, Россия, Совет ESOMAR

Новое поколение

Куда они идут?

Наталия Бухалова, Украинская Маркетинговая Группа (UMG®), Украина

ТЕХНОЛОГИЯ: ВНЕ ТРАДИЦИЙ

Введение

Александр Шашкин, Генеральный директор, OMI, Россия

От исследований к диалогу - социальное участие и краудсорсинг

Современные изменения в российской индустрии исследований и краудсорсинг

Лариса Паутова, Фонд Общественное Мнение (ФОМ), Россия

Исследования в соцмедиа - новые горизонты

Исследования в соцмедиа против традиционных исследований

Павел Лебедев, Wobot, Россия

Moscow City Transport Image

Анализ соцмедиа. Кейс-стади

Janusz Sielicki, IRCenter, Польша

	МАСТЕР - КЛАСС
	Введение Олег Дембо, O+K, Россия, представитель ESOMAR
	ПРИГЛАШЁННЫЙ СПИКЕР Pricing - The Art of Psychological Pricing Поведенческая экономика Florian Bauer, Vocatus, Германия
	МАРКЕТОЛОГИ В ДЕЙСТВИИ Кейс-стади
	Введение Дмитрий Карасёв, Bayer Healthcare, Россия & CIS, Россия
	MROC: вплотную Сближая пользователей и исследователей со стороны клиента Артём Тинчурин, Tiburon Research, Россия Нелли Мамян, Tiburon Research, Россия Алексей Сергеев, МегаФон, Россия
	Влияние цифровой коммуникации Влияние на потребителя при выборе смартфона Дарья Зенкович, Nokia, Россия Валентина Венкова, GfK, Россия
	ПРИГЛАШЁННЫЙ СПИКЕР The Next Normal John Conlon, VIMN UK, Australia, Russia, Israel and Eastern Europe, Великобритания
17.35 – 17.45	Закрытие Олег Дембо, O+K, Россия, представитель ESOMAR

SPEAKER PROFILES

Alexey Sergeev

Alexey Sergeev is Research Senior Specialist of Brand Communication at MegaFon, Russian Federation. Alex is a research manager responsible for research analysis of brand communication, including brand advertising, corporate identity, PR, and Olympics. Has psychology and sociology background enhanced by 5+ years of primarily client side practical experience in marketing research.

Artem Tinchurin

Artem Tinchurin is Founder and NPD at Tiburon Research, Russian Federation. Artem is responsible for new technology development and implementation. Has 10+ year of experience in MR both agency and client side. He founded Tiburon Research as a field and technology company in 2009.

Daria Zenkovich

Daria Zenkovich is Consumer Intelligence Manager, Russia at Nokia. Daria has broad experience in marketing, both in marketing communication mix strategy and planning and in consumer research. With Nokia for five years executing various roles in marketing in Russia and the Eurasia area, Daria previously spent six years working for international advertising agencies dealing with the clients from various industries (from FMCG to luxury alcohol and telecommunications) and in a number of advertising spheres, such as ATL and BTL communication, CRM, and strategic planning.

Florian Bauer

Florian Bauer is Member of the Board at Vocatus, Germany. Florian Bauer studied Psychology and Economics at the Technical University in Darmstadt, at MIT, and at Harvard University. He devoted himself to research into behavioural economics and the psychology of pricing, which were also the subject of his doctorate. Starting his career as a strategy consultant at Booz, Allen & Hamilton 1996, he joined with two colleagues in founding Vocatus AG in Munich in 1999, a full-service market research research and consulting company that now employs about 75 researchers and consultants. Today, Florian is also member of the board of the German Market Research Association (BVM), and he regularly teaches as a visiting professor at several universities in Germany.

John Conlon

John Conlon is Vice President, Research, VIMN UK, Australia, Russia, Israel and Central and Eastern Europe. Overseeing all research activity within the VIMN UK division for renowned global brands including

Nickelodeon, MTV and Comedy Central, Conlon's focus is to guide and support the development of VIMN's business units through the provision of audience intelligence, analysis and insight. Conlon has overseen numerous research initiatives exploring audience behaviour, brands, content, digital platforms and consumer products.

Larisa Pautova

Larisa Pautova is Project Director at Public Opinion Fund (FOM), Russian Federation. 1995-2007 – Lecturer, Senior Lecturer, Associate Professor in Sociology (Omsk State, Department of Sociology) 1998 - Candidate of Science in Sociology St-Petersburg State University. 2007 - Dr. of Sociology, Professor (St-Petersburg State University). The specialist in social mind and social representations.

From 2007 – the researcher of 'Public Opinion Foundation'(the leading research company in Russia). From 2009 - the Director of Innovative Projects (from marketing to political marketing). Manager and analyst of projects in Youth Studies, Internet Studies, Consumer Trends.

The field of today's interests - Crowdsourcing, Social Media, new trends in research, popular sociology. The constant participant of TV and internet programs, the popularizer of marketing and sociology data

Natalia Bukhalova

Natalia Bukhalova, is Deputy General Director at Ukrainian Marketing Group, Ukraine. Education: National Academy of Management, two Master's Degrees (Financial Management and International Economy)

Seniority: 15 years' experience in the marketing research, including quant, qual, branding and pharmaceutical research (since 1998, Ukrainian Marketing Group, Research International)

Role: active strategic involvement in projects, recommendations creation, participation in brainstorming sessions, Clients' presentations, etc.

Nelly Mamyan

Nelly Mamyan is Director General at Tiburon Research, Russian Federation. Nelly is heading Tiburon Research since 2011. She brought aboard more than 10 years of agency side experience in various markets including many FMCG sectors, telecom and more. Known to be active online research advocate and methodologist since 2006.

Pavel Lebedev

Pavel Lebedev is Research Director at Wobot, Russian Federation since January 2013. Ten years of experience in marketing and sociological research both on client side (Vimpelcom) and on agency side (Levada Center, Public Opinion Foundation). Professional interests are: innovative research methods, methodology of internet

research, internet marketing. Has achieved PhD degree in Russian Academy in Science (Sociology). Speaker at many professional conferences (Russian Internet Forum, Russian Internet Week, Russian Sociology Congress).

Piet Hein van Dam

Piet Hein van Dam is CEO of the internet startup Wakoopa. Wakoopa supplies the MR industry worldwide with passive metering technologies and analysis dashboards, and follows more than 100 000 respondents over 20 countries. Piet was previously managing director of Motivaction International. He has a PhD in physical chemistry and enjoyed his 'corporate' career and education at Unilever and KPMG, in the area of business development and marketing. In 2008 Piet was awarded with the Deloitte 50 Best Managed Companies in the Netherlands and in 1997 with the Unilever Golden Jubilee Award for research excellence.

Valentina Venkova

Valentina Venkova, is Digital Marketing Intelligence Director at GfK Russian Federation, Valentina's efforts at GfK are focused on identifying existing information needs of brands and retailers related to evolving digital market trends, and supporting them in deriving more research value based on the application of innovative digital research technologies & know-how. Valentina has over 12 years of international research & consultancy experience, mostly in Telecom and Consumer Electronics/Home Appliances industries. She has lead the Marketing Research & Analysis function at a leading European Telecom company (part of Deutsche Telecom) for 5 years, and provided consultancy services for a Fortune 500 company. Within the last 3 years Valentina has been dedicated to her Digital Market Intelligence role, and she is keen on working in the highly dynamic Russian market.

PRESENTATION ABSTRACTS

Getting your Hands Dirty with Big Data

Piet Hein van Dam, CEO, Wakoopa, Netherlands

If big data are here to stay, we may as well start working with them. In this presentation we will discuss how we can make it work. What makes this data fundamentally different? What are the new rules and how do they apply? What are the success cases? And the failures? And what does it imply for the researcher when people say: "if data comes from everywhere, accuracy comes from you!"

New Generation

Where they go?

Natalia Bukhalova, Ukrainian Marketing Group, Ukraine

Who are they: millennials, next normal, generation Y, generation WE or generation MeMeMe? Who are our future consumers? What their lives consist from? Who are their friends? How do they communicate? What do they like and vice versa – what is the worst “punishment”? What brands are there in their lives? And the most important question – what do they dream about?

Neither our Clients, nor we, researchers, can give precise answers. So, we took upon oneself the courage to find everything out... To keep the intrigue, we will give just one of the most exiting findings – what is the best and “dreamable” job for Ukrainian teens: to do nothing and to get nice payment – which means ... to be a marketologist! 😊

So, welcome to the reality of our next generation!

From Research to Dialogue - Social Involvement and Crowdsourcing

Current changes in the Russian research industry and crowdsourcing

Larisa Pautova, Public Opinion Fund (FOM), Russian Federation

The new social activities are challenging traditional research culture, which is limited to public opinion polls and focus groups. The goal of the presentation is to discuss new trends in the research industry: involvement of the active class in the dialogue with brands and authorities, education, and social responsibility. The reflexions are inspired by the transformations taking place in the Russian research industry and particularly at ‘Public Opinion Foundation’. Examples and conclusions are drawn from the personal experience as a director of research projects in this company.

The three main types of activities are analyzed: popularization of data, involvement and crowdsourcing and participation in the creation of communities.

Social Media Research - New Horizons

Where and when SMR will kill traditional research methodology

Pavel Lebedev, Wobot, Russian Federation

Nowadays researchers gain access to openly published opinions, attitudes about hundreds of topics. Millions of ordinary users publish their judgments about goods and brands, political events and social issues etc. The new

nature of the data is characterized by three-dimensions "person- opinion -media", that is extremely different from traditional research logic in two dimensions ("person - opinion"). What business and research goals can be solved by social media research? What challenges and problems face researchers in that new field? The purpose of the presentation is to discuss the capabilities and limitations of social media research on the examples of 3 researches conducted in 2013 (perception of electronics retailer, ad effectiveness, and employers rating).

MASTERCLASS

Pricing - The Art of Psychological Pricing

Applied 'Behavioral Economics'

Florian Bauer, Vocatus, Germany

'Value-based pricing' has been widely accepted as the best approach to pricing. Nevertheless, all classical pricing tools within this approach still build on the assumption that customers behave like the famous Homo Economicus – perfectly informed, selfish and rational decision makers with stable preferences. These assumptions are each contradicted by an overwhelming amount of insights from behavioural economics and neuroscience. But as of today, these insights are a rather unstructured menu of effects. In this form, they are not systematically transferable to a specific area of application as pricing. What is missing is a framework that structures these insights from a pricing perspective and helps to leverage them to further evolve the classical and rationalistic pricing tools. We will present an according approach that will help to develop more profitable pricing strategies by systematically applying BE to define price level, price structure, price dynamics as well as price communication.

Intimately MROC

Getting users and client researchers closer together

Artem Tinchurin, Tiburon Research, Russian Federation

Nelly Mamyran, Tiburon Research, Russian Federation

Alexey Sergeev, MegaFon, Russian Federation

Online research is good in nearly every aspect, but researcher to respondent proximity. Not only the medium lacks personal touch, the very fact we utilize one-off access panel recruited respondents and treat them as such naturally limits engagement.

MROCs of various kinds that are more about continuous rather than one-off communication have been discussed heavily for the last few years in Russia. The fact is: just few of them are finally up and running. Should be the approach considered at all? The authors having been involved in launching a number of MROCs recently think so.

The presentation reveals a case of crafting MegaFon (a major mobile operator in Russia) branded proprietary MROC in the attempt to get end-users and client research team closer together. The case is explored from 'why and how to' perspective as well as illustrated with two practical use cases including co-creation and 'tomorrow-is-too-late' research scenarios.

Impact of Digital Communication

Consumer purchase decision in the smartphone category

Daria Zenkovich, Nokia, Russian Federation

Valentina Venkova, GfK Russian Federation

During their purchase journey, consumers consult multiple information sources, with the Internet becoming increasingly important in the process of decision-making. This is specifically relevant for the Russian smartphone buyers that are driven by the desire to keep up with new and exciting technologies. Nokia Russia wanted to understand the role of different digital channels and its digital communication on smartphone purchase decision-making. A key challenge for Nokia was to measure the impact of digital channels and exposure to product information online on consumers' decision to purchase and choice of brand. The research program, developed by GfK, aimed to enable Nokia to optimize its digital marketing mix and allocate its budget to the most effective digital channels.

GUEST SPEAKER

The Next Normal

John Conlon, VIMN UK, Australia, Russia, Israel and Eastern Europe, UK

VIMN will share research findings on the "Millennial" generation from Viacom's landmark global study "The Next Normal" (based on a global sample of over 20,000 and a Russian sample of over 1,300 Millennials). The research took place in 32 countries and uncovers the broad attitudes, behaviours, and aspirations that make the Millennial generation - defined as those aged 9-30 - unique today. The presentation will focus on the factors that are fundamentally shaping Millennial lives and outlooks both globally and locally; including ubiquitous access to technology, economic uncertainty and the evolution of the family. The scope of this research - the largest ever project of its type - enables VIMN to give an unprecedented view of both the similarities and differences between Millennials globally and Russian Millennials. Finally, emerging trends are explored and the implications for brands/communications targeting this group are identified.