

marktforschung.de

Interview Sponsors WdM 2022

11/04/2022

Top Trends

Agility, Online and Artificial Intelligence

Carina de López, eye square

Dr. Matthias Rothensee, eye square

Robert Wucher, GfK



What is on the minds of the market research industry? What does the "New Normal" look like in our institutes? In this interview, this year's WdM sponsors eye square and GfK not only provide exciting insights into pandemic effects and future topics, but also into their presentations that await us at WdM in May. What will the two institutes be presenting there?

"Digital events are only a passing hype" - what do you think of this statement?

Robert Wucher: We already had intensive experience with digital events before, but especially during the pandemic, both as organisers and speakers and as participants. I am firmly convinced that meetings with customers, business partners and colleagues will also increasingly take place online in the "new normal" - but not exclusively, because we humans are social beings and personal contact cannot be completely replaced. I am curious to see what additional possibilities the next technological leap with Metaverse & Co will bring.

But digital events are already "here to stay" and not just a passing hype.

Carina de López: That sounds more like hope, at least for events. Since the beginning of the pandemic, we have switched from face-to-face to digital or hybrid formats, not only for events but also for our studies, and here we see that it works very well. Digital events have many advantages, of course - they are more accessible and can be held with less logistical effort such as rooms and catering, but they are also more non-committal as a result. Giving a talk digitally to an almost empty room and 150 cameras switched off is much less enjoyable than experiencing the reaction of a real audience. Sometimes, however, the distance created by the digital barrier can also be beneficial; for example, digital networking is often easier than networking in person. I strongly believe that while the hype of digital events is over, they will still be part of the working world because we know

and appreciate their benefits. But at the same time, face-to-face events should also be possible. Hybrid events are therefore the future, because all potentials are used here.

You are not only a sponsor of WdM, but as an organiser you also contribute to the WdM programme yourself. What can the spectators look forward to?

Carina de López: Exactly, we are participating with two virtual contributions and one offline event: In the first "research-related" contribution, I present the results of a user experience study in which we tested a mental health app in a multimodal approach. Together with our client MindDoc, we wanted to find out what motivates users to use an app in their daily lives over the long term.

In the second "methodological" contribution, my colleague Lisa Neumann and my colleague Dr. Matthias Rothensee present "eye square SPARK", which is, so to speak, the super-fast-and-simple solution for implicit eye square ad testing on all platforms.

And our third contribution is a real presence event. We invite you to a networking evening at the Kunsthalle and on the banks of the Spree to round off the WdM.

Robert Wucher: This year, we are placing our two contributions to WdM entirely under the motto "Consumer Obsession". This obsession in the most positive sense already distinguished successful brands from others before and during the pandemic and remains a key success factor even in times of a foreseeable return to normality, rising inflation and the Ukraine conflict. In our WdM lectures "It's about me - and yes, also about the environment" (10 May at 15:00) and "Targeting or mass marketing? The answer: both!" (12 May at 12:00), we will address different aspects of the changing demands of consumers and show ways in which companies can successfully master the associated challenges.

Why should people not miss your event at WdM?

Dr. Matthias Rothensee: Because it is finally an event where people can meet in person again, outdoors and indoors, of course, according to our hygiene concept. Something very special is certainly the live eye-tracking in our Kunsthalle an der Spree, which we were able to acquire as a new space for events. During the guided tour through the exhibition, our guests can thus take

a scientific look at the perception of the artworks: an ensemble of market research, technology and art! The whole thing is rounded off with the opportunity to network over fine snacks and tasty drinks.

Robert Wucher: The topic of sustainability has become an indispensable part of consumer decisions. But what is considered sustainable for some does not go far enough for others. The motives for making one's own behaviour more sustainable also vary greatly between consumer groups. Sustainability has therefore developed into such a complex field in recent years that it is difficult to keep track of it all. With our article "It's about me - and yes, also about the environment" we want to help decision-makers understand why consumers act sustainably and how successful brand strategies can be developed based on this.

Segmentation is and remains the basis for every successful brand strategy. This is the basis for target group strategy, positioning and corresponding brand management. However, short-term sales and long-term brand goals often conflict between targeting the core target group(s) and mass marketing for all category buyers. In our article "Targeting or mass marketing? The answer: both!" we show how this contradiction can be resolved. With our brand new segmentation approach, we help companies to take the royal road that ensures growth in the short and long term.

Slowly there is light at the end of the tunnel, the pandemic is creeping out. What has happened in your company in the last two years? What does the "new normal" look like?

Robert Wucher: We have used the time intensively to further develop our portfolio along our new strategy - with great success and that makes us very proud. GfK has grown in all portfolio areas and regions - especially in our home market Germany. A positive trend that has also continued in the first months of 2022.

Dr. Matthias Rothensee: One of the biggest changes is certainly the shift to online remote, i.e. even the qualitative studies that we previously carried out in the studio are almost all done online remotely, i.e. a qualitative face-to-face interview becomes an online remote interview via video conference. Since this shift has proved very successful with both our clients and our staff, we expect to continue in this way. In the course of this, we have optimised our online research:

The introduction of the SPARK platform is an example of this; we now use eye tracking online on users' smartphones, as we do not want to do without it. The eye square app - an ethnography app - makes it possible to conduct behavioural research online... so we are perfectly positioned digitally and online. So the "new normal" is still digital, but every now and then there is a need for real face-to-face communication, and we also like to meet clients and test persons in person again.

What do you see as the top trend in market research at the moment?

Robert Wucher: To answer this question, you really only have to take a look at the WdM programme. Many contributions address different applications of artificial intelligence in market research. More and more companies are investing in setting up platforms for their clients and developing their business models in the direction of "Software as a Service" (SaaS), often in connection with an extended consulting offer. At GfK, we do this with the gfknewron platform and the gfkconsult consulting offering. Technology enables low-threshold access to DIY services in market research, but the complexity and dynamics of the markets still require human expertise to derive relevant recommendations for action from the flood of data.

Carina de López: There are certainly several trends, but if you ask me about the top trends, they are: Agility, Online and Artificial Intelligence.

We see that the development of digital products and communication on the side of our clients is becoming more and more fast-paced. Agility and speed are therefore also indispensable when using our study solutions. Study results have to be retrievable quickly so that they can in turn be implemented quickly.

Another trend is, as I said, the shift to (qualitative) online research as a result of the pandemic. By the way, consumers have also become more digital and a zoom interview, an unmoderated questionnaire or online diary are no longer a technical challenge. Remote interviews via videoconference work smoothly, and recruitment is also easier because we are not tied to studio locations. Most of the time we use Zoom, as that is most familiar to participants. During the interview, screen sharing is activated, which means we can see how the person is using an app/website or looking at something. Our clients watch live, and for global studies we also offer live simultaneous translation.

A more long-term trend is the use of artificial intelligence. Here we look at how AI will change the lives of consumers and what that will mean for our studies and research.

Specific questions for GfK

What challenges does the market research industry and your company in particular face in the future?

Robert Wucher: In an increasingly SaaS-driven business, adaptation will become a key success factor. How can we bring as many clients as possible onto the platform and, above all, convince them to use it regularly and recurrently?

In the future, market research will have to deal more with questions that have been daily business for Spotify, Netflix and co. for many years.

At last year's WdM, GfK presented the Brand Architect, which was launched at the beginning of 2021. How is the product doing in marketing and how does it differ from other brand management approaches?

Robert Wucher: The first year of GfK Brand Architect has clearly exceeded our own high expectations. We implemented a large number of projects, both client-specific and multi-client. The projects covered the whole spectrum from small local studies to large multi-national tracking programmes. We were also extremely diverse in terms of client industry, focusing on consumer durables and FMCG, but also encompassing service and automotive industries. We were particularly pleased to see that GfK Brand Architect appears to be convincing not only in the pitch but also in the execution, as many clients are continuing their collaboration with us this year. There are three aspects in particular that our clients appreciate: 1. the central brand strength KPI, which is directly related to sales and turnover. 2. the comprehensive KPI framework, which covers all facets of state-of-the-art brand management, and 3. the ease of implementation in concrete brand management measures.

Specific questions for eye square

eye square is known for smartphone eye tracking, among other things. What has changed in this field in the last two years?

Dr. Matthias Rothensee: Since its establishment in implicit market research, eye tracking has mostly been measured with the help of stationary eye trackers in the test studio. eye square, as a pioneer in eye tracking research, already took leave of pure offline measurement in 2012 and launched webcam eye tracking to measure the attention of larger samples - mostly these were campaigns or moving images, integrated into online surveys. Webcam eye tracking was a revolution in that people no longer had to come to a lab. Now that most companies live a mobile-first approach, we have optimised eye tracking on the smartphone - as have a few other providers. Now attention measurement is also possible on the consumer's most personal device. As an institute experienced in eye tracking, we have impressive analysis methods in our toolbox in addition to the technology, from gaze density, duration and intensity to gaze directions. The insights generated in this way always create an additional gain in knowledge for our clients, which they would probably have to do without in a study without eye tracking in this form.

One of your current studies shows that only ten percent of advertising contacts last longer than eight seconds. How do brands have to design and place their advertising nowadays so that it is perceived and, above all, effective?

Dr. Matthias Rothensee: In the meta-analysis we also found out that the contact lasts an average of 2.5 seconds - at least half of the consumers are already gone by then, but the others like to look a little longer. Basically, creation today must therefore be thought of at least two-dimensionally. On the one hand, a connection to the brand, the product and the core message should be established quickly so that the more fleeting contacts can also achieve an effect. At the same time, it is important to build up interest in order to get as many users as possible to stay longer and enter the ad's narrative. It is also important to develop specific creations for the increasing number of platforms and user scenarios within a campaign - is the creation more likely to be seen on a smartphone or on a larger screen? With or without sound? Am I getting voluntary attention in a feed or is the user waiting for a selected video? If I can answer these questions well in advance as a creative and marketer, the success of the creation is also more likely.

And of course, in the end, it's always about the idea itself - a unique visual language, an unusual message, an innovative feature will always and everywhere prevail.

Carina de Lopéz Unit Lead & Partner



Carina de López has been working in the field of User Experience at eye square since 2007, since 2010 as Unit Lead. She has a degree in sociology with a focus on methods and media sociology. She is specialised in qualitative methods, emotion tracking, personas and iterative user experience consulting during product development.

Dr. Matthias Rothensee Director Research & Partner



Dr. Matthias Rothensee is responsible for method and innovation development at eye square. His research focuses on the implicit effects of marketing, emotions and visual perception. He is an expert in multivariate statistics and develops eye square's media benchmarks. Matthias also has expert knowledge in digital marketing, advertising effectiveness research and implicit methods.

Read more: <https://www.eye-square.com/en/dr-matthias-rothensee/>

Robert Wucher CEO GfK



Robert Wucher studied business administration with a focus on marketing at the Ostbayerische Technische Hochschule Regensburg. He has been working for GfK for 25 years in various leading sales and consulting positions. He is currently head of Marketing & Consumer Intelligence in Northern, Central and Eastern Europe. Together with his team, he is responsible for advising manufacturers and retailers on issues related to optimizing consumer centricity and short- and long-term return on marketing investment using data analytics solutions.