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in pursuit of more effective marketing and advertising communications*

Jim Spaeth  
President

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*Biscuit Company*      *NYNEX Information Resources*      *Texas Instruments*

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Jim Spaeth

  
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11:05 AM **MAINTAINING THE VALIDITY OF  
MARKETING MIX ANALYSES WHEN  
NEW PRODUCTS ARE LAUNCHED**  
KENNETH L. SOBEL  
President  
For Your Information, LLC

11:25 AM **A DISAGGREGATE DISCRETE  
CHOICE ANALYSIS CASE HISTORY**  
TIM RENKEN  
Vice President, Senior Methodologist  
Angus Reid Group

11:45 AM QUESTIONS AND AUDIENCE DISCUSSION

12:00 PM LUNCHEON

**CONDUCTING RESEARCH ONLINE -  
TECHNIQUES AND COMPARISONS  
WITH TRADITIONAL METHODS**

1:10 PM **Moderator**  
BRUCE B. FRIEND  
Vice President, Research & Planning  
Nickelodeon

1:15 PM **AT THE SPEED OF LIGHT: A CASE  
STUDY OF BUSINESS-TO-BUSINESS  
SURVEYS VIA PHONE AND  
INTERNET, AND THOUGHTS ON  
NEXT STEPS**  
ALECIA S. HELTON  
Director, Market Research  
Texas Instruments

1:35 PM **USING ONLINE Vs. TRADITIONAL  
PANEL SAMPLES FOR CONCEPT  
TESTING**  
SUSAN JACOBSON  
Manager, Research & Planning  
Discovery Communications

1:55 PM **ACHIEVING GREATER  
UNDERSTANDING OF YOUR TARGET  
MARKET THROUGH ONLINE  
RESEARCH**  
MARJETTE M. STARK  
Account Manager  
M/A/R/C Online

2:15 PM **THE Nth VISIT METHODOLOGY:  
RELIABLE SITE BASED RESEARCH**  
DAN COATES  
Director of Internet Research  
Burke, Inc.

2:35 PM QUESTIONS AND AUDIENCE DISCUSSION

2:55 PM AFTERNOON BREAK

**PRODUCT DEVELOPMENT  
OF ONLINE PRODUCTS**

3:05 PM **RESEARCH IN PRODUCT  
DEVELOPMENT (BIG YELLOW) AND  
MARKETING ON THE WEB**  
TERRY BERNSTEIN  
Associate Director, Marketing Research  
NYNEX Information Resources Company

3:25 PM **CASE STUDY: QUANTITATIVE AND  
QUALITATIVE TECHNIQUES USED IN  
WEBSITE DEVELOPMENT,  
EVALUATION, AND FOLLOW UP**  
DIRK HERBERT  
Strategic Planner  
Ogilvy & Mather Interactive  
and  
GARY McCLAIN  
Director, Qualitative Research  
Harrigan-Bodick, Inc.

3:45 PM **DISNEY CD-ROMS: DIAGNOSTIC  
TESTING**  
LANGBOURNE RUST  
President  
Langbourne Rust Research, Inc.

4:05 PM **ONLINE RESEARCH: CREATING THE  
PERFECT WEB SITE**  
LINSEY MILLARD  
Director of Research Services  
SpectraCom Inc.

4:25 PM QUESTIONS AND AUDIENCE DISCUSSION

4:45 PM ADJOURNMENT

# Research Conference Report

FROM THE PUBLISHERS OF RESEARCH BUSINESS REPORT

Reviews and reports from MR conferences that you may have missed

## Intelliquest Marketing Research Tech Forum One Austin, TX -- September 9-10, 1997

### Making Marketing Research Relevant

**SPEAKER:** Giovanna Imperia, Director of Worldwide Segment Strategies, Compaq Computer Corporation (Houston, TX)

**PRIMARY POINT:** Ensuring information is correctly and effectively used took Compaq three steps and a strategy that maximizes access, transfer and use of information for appropriate employees worldwide.

**BACKGROUND:** Imperia educates internal audiences as to appropriate uses of information and leveraging data for strategy and planning.

Imperia noted off-the-bat that research and market analysis are viewed as key components in strategic decisions because business and marketing decisions need to have a foundation based on customers' views. The multiple sources of information used in decision making (proprietary research and market analysis, secondary data sources, multi-client research, competitive intelligence and market sizing) galvanize to become market information that is intended to provide support and guidance to key decision areas within companies (product design, forecasting and planning, positioning, communications, sales processes and performance goal-setting and tracking).

She said a key challenge at Compaq has been "determining how to provide access to the right information to the appropriate internal audiences in a timely fashion." The factors that have made this a challenge include 1) decentralization of research and market analysis, which has made the logistics of information sharing and dissemination increasingly difficult; 2) greater commitment towards globalization, requiring information availability beyond a country or region; and 3) overall fluidity of the organization.

Previously, research was controlled via hard copy reports whose distribution was limited to a predetermined list of recipients. Secondary sources were available in a central library, but in the early 1990s, these sources moved to Lotus Notes and CD-Roms, which provided broader and easier access to information. Distribution has moved aggressively through the Internet and Intranet. In 1997, Compaq began moving secondary data access to the Internet in a password-protected system. This year, several teams moved their market information on the Intranet via password-protected or restricted-access Web sites.

Imperia stated that Compaq "will continue to aggressively move internal information sources to the Intranet, while migrating access to all secondary data sources to the Internet." She conceded in the current system, a user may need to separately access different Intranet Web sites (and possibly multiple clearances) to get information. Alternatives are being explored. ☉

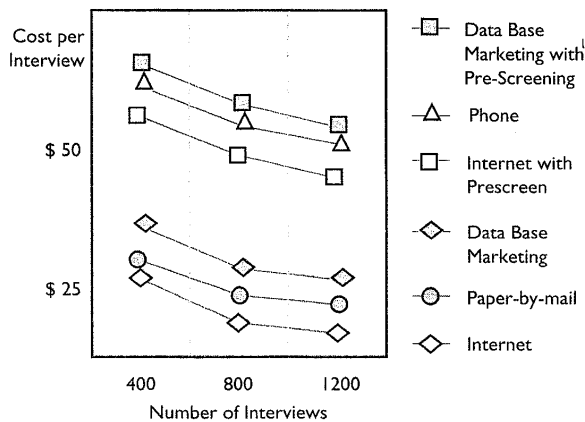
### New Facts About Net Response Rates

**SPEAKER:** Karlan Witt, VP-Market & Brand Research Services, Intelliquest, Inc. (Austin, TX)

**PRIMARY POINT:** Witt presented surveying costs--on and off the Web--and explained eight factors impacting Net survey response rates.

**BACKGROUND:** Witt has worked to develop new tools to collect and deliver the most actionable, timely data to technology companies.

#### Six Survey Methods: A Cost Comparison



Source: Karlan Witt, Intelliquest, Inc.  
Witt said the following factors affect Internet survey results: traffic generation to Web sites, Web site guarantees of anonymity, Web site incentives, the look and feel of survey applications, access to help at Web sites, intentional omission of names, pre-screened versus spammed survey access, inclusion of a weekend in a survey fielding period and Web server bandwidth. ☉

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ARF/NY	Logit Modeling Ups Kraft's Understanding	2
ARF/NY	Information And Efficiency In Multimedia	3
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Multimedia interviewing developed a communication strategy, a concept-screening system and a CM project.

ucts. Logit also showed heavy switchers to be an important advertising target. Logit can also be a useful next step in the evolution of marketing mix planning and analytics. "This research process takes time, it is not fully standardized yet, but it does have an excellent payout," observed Rothstein. ☉

### Information And Efficiency In Multimedia

- SPEAKER:** Neil H. Firtle, President, Product Intelligence, Inc. (Rockville Centre, NY)
- PRIMARY POINT:** Computer-based multimedia interviewing benefits consumer research by offering greater information value than conventional methods through enhanced research design, analysis or both.
- BACKGROUND:** Operational efficiencies through better data collection partially addressed client needs. Additionally, better research designs in systematic, flexible products boost a study's information value.

Firtle presented three unique examples of multimedia interviewing contributions to successful research projects.

In one, a client was interested in developing the most motivating communications strategy that could be derived from combinations of two or three core benefits. Which combination of benefits would maximize preference share under current market conditions, as well as changes in competitive strategy? The client made 15 claims about its brand in its advertising. Similar lists were compiled for two major competitors. Product Intelligence selected a technique marrying principles of discrete choice modeling and multimedia interviewing. An array of market scenarios was developed, with 800 men and women who use the category evaluating 26 of these scenarios in a 20-minute interview. They made a purchase among products in each scenario shown on a computer screen.

Responses were modeled to play "what if" games. "We found three claim combinations--out of 506 in-going realistic combinations--that generated the most enthusiasm for the test brand," Firtle said.

In a second instance, a client asked assistance in developing a concept-screening system that provided evaluations "unbiased by context, order, sample selection or respondent fatigue--and generating discriminating evaluative measures and diagnostics." It was decided that randomization of computerized interviewing would counterbalance the contextual and order biases. Sampling enough geographically-dispersed locations provided a representative reflection of the target audience, and multimedia interviewing would deliver the rest. A 20-minute interview, in which five of the total of 25 possible concepts were evaluated, was carried out among 750 female grocery store shoppers in 15 geographically-dispersed locations. Purchase intents were requested for each concept shown.

## RESEARCH CONFERENCE REPORT

The multimedia capability allowed weighing the purchase interest of individual respondents by their heaviness of use and a measure of source of business from current category entries. "The hypertext-encoded 'likes' and 'dislikes' provided us with leveragable elements and potential vulnerabilities," explained Firtle.

In the final example, a client sought an understanding of category market structure and brand switching behavior. Product Intelligence conducted a study to establish a purchase-decision hierarchy within the category and to determine the presence (or absence) of audience duplication and switching behavior across a given set of SKUs. A total of 600 male and female users of the category underwent a 30-minute multimedia interview involving images of products within the test category. They were queried about present and future usage, and asked to allocate their next 10 category purchases for brands shown. They were asked for shopping plans if a preferred brand was unavailable and what brands they would buy if their favorite was unavailable. In the end, the study answered questions about market structure in terms of perceptions, levels of brand loyalty and those brands that would benefit --and how much they would benefit--from a given brand's delisting. ☉

### More Reliable Web Site-Based Research

- SPEAKER:** Dan Coates, Director of Internet Research, Burke, Inc. (Cincinnati, OH)
- PRIMARY POINT:** Burke's new Nth Visitor™ methodology combines familiar marketing research techniques and brings them into Web research.
- BACKGROUND:** Nth Visitor™ methodology actively and randomly intercepts a sample of individuals as they visit a site and surveys them.

There is general agreement that the largest problems with research conducted via the World Wide Web are representation, security of survey content, self-select bias and duplicate surveys. Representativeness is an issue that will work itself out as more individuals become users of the WWW. Security of survey content is a technical issue that has limited controls. But self-select bias and elimination of duplicate surveys can be controlled through Nth Visitor™ methodology, according to Coates.

The methodology is attached to specific "hot" Web pages on client Web sites. Server software is configured so that all calls to the existing hot page are routed through the Nth Visitor™ application before delivering them to the destination page. Each Nth Visitor™ is redirected to a survey request page that solicits participation of these randomly-selected visitors. It

counts and records each unique visit to the hot page, as well as the result of each survey request. Optionally, cookies technology can be used to identify and exclude previous visitors. This redirection and request process also obtains visitor participation agreement.

The method produces continuous learning and continuous reporting, as it collects a steady stream of Web site data and stores and reports the collected information in real time. Participation rates have ranged from 30% to 65% at survey request pages. E-mail addresses of respondents are sought for follow-up on-line focus groups--and more than 70% of people provide that contact information. ☉

### Profits From New "Out-Of-Home" Data

- SPEAKERS:** Stephen Douglas and Richard Jones, General Partners, The Douglas/Jones Group (New York, NY)
- PRIMARY POINT:** Out-of-home reading provides new learning and a set platform for more thorough analysis of how to understand and influence dynamics that impact total readership audience.
- BACKGROUND:** The foundation for this analysis is MRI's "place-of-reading" data, now available in an easily-usable data base for smart audience planning.

Several research studies have documented that public-place copies produce the greatest number of readers-per-copy. Now, a new MRI (New York, NY) data base adds new learning on trendable changes in readership by out-of-home location, demographics by location, readership variation by publishing category or frequency by source, and share of readership by publication. Noted Douglas and Jones: "Once these dynamics are better understood, publishers can create audience and even circulation plans to help accomplish business goals."

All media within the U.S. are entering an extremely dynamic period of increasing media fragmentation, with magazine proliferation, large increases in broadcast choices and emergence of the Internet. The magazine industry is experiencing a massive contraction and consolidation of wholesalers (that will restrict the launch of new titles) and in the number of newsstands. Supermarket checkout display areas are constantly being reevaluated, with an eye towards maximizing profitability. Parenting magazines have shown the value of public places in producing audience, a situation noted by many publishers. "A tracking mechanism would be helpful to truly manage this audience," Douglas said.

Despite some difficulties, they called MRI's place-of-reading data "the best mechanism for consistent and reliable demographic

MRI's new public-place "readers-per-copy" data base will help publishers create new audience and circulation plans.

management. The MRI data base is extremely valuable from an audience management standpoint; the data most needed are the universe of readers in public places, available in a format providing demographic analysis and a base from which to compare share of total reads in a given public place location. This data base is extremely useful and will get more useful. The same question about place-of-reading has existed in MRI's personal interview since 1979. Response rate has steadily remained at the 65% level, sample size will be increasing to 30,000 from 20,000 over the next four years, and technographics (computer and Web usage of individuals) are also captured.

This new public-place data base will be available to MRI subscribers very soon. It will include demographic trends by location, five-year audience trends for magazines in business during that time frame, a special report for newly introduced magazines and data on the basis of adults, men and women. ☉

**BMRB International & Research Services Ltd.**  
Worldwide Readership Research Symposium 8  
Vancouver, BC -- October 19-23, 1997

### Ways To Boost Mail Survey Response

- SPEAKER:** Walter McCullough, Chairman, Mendelsohn Media Research (New York, NY)
- PRIMARY POINT:** Monroe Mendelsohn Research has encountered a recent attrition rate of about two percent per year, yet has regularly hit a response rate of 60% among hard-to-reach affluent adults.
- BACKGROUND:** Respondent cooperation rates are decreasing across all methods of interviewing (door-to-door, telephone, mail, etc.).

"There are limits to what we can do to obtain completed questionnaires from a targeted population," admitted McCullough, noting limitations in time, money, multiple mailings and incentives. Some of its cooperation tactics derive from tests reported in literature, some are common-sense approaches and some result from experimental tests conducted for the Mendelsohn Affluent Survey and other mail surveys.

Some ideas elicited no change. Among the ideas that did not positively impact response rates were offering respondents an 800 number to call with reservations about filling out the questionnaire, replacing a black signature with a blue one, enclosing a \$1 bill in the advance letter, printing an ID number on cover letters and offering a chance to win a prize. All of these test mailings also included a \$5 incentive.

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