



THE MARKET INSIGHT FORUM 2017 CONFERENCE PROGRAM

September 14th, Harvard Club NYC

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KEYNOTE ADDRESS

**An Inconvenient Truth:
How We're Poisoning the Research Ecosystem...and How We Can Still Save It**
Rob Stone, Ph.D., Vice Chair, Insights Association

WORKSHOPS

Integrating Customer Insights into your Competitive Intelligence Modeling
Paul Santilli, WW OEM Business Intelligence & Customer Insights, HP

The Power of Emotion in a "Rational" Industry
Donn Froshiesar, VP, Market Research & Insights, New York Life Insurance Company

The Insights Evolution: Using Data Science and Advanced Analytics to Understand Consumer Behavior
Diana Schildhouse, VP, Global Business Insights, Mattel Inc

Emotionally engaging ads are good... ones that motivate behavior are better
Andy Smith, Director Marketing Research, Hershey Company

TOPICS UNDER REVIEW

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Keynote Address

An Inconvenient Truth: How We're Poisoning the Research Ecosystem... and How We Can Still Save It

Rob Stone, Ph.D., Vice Chair, Insights Association

Our ability to generate insights is threatened by tectonic factors, including the public's unwillingness to participate in research, the disappearance of scientifically rigorous sampling resources and the imposition of regulatory burdens. This session will take a hard look at these external threats to the insights profession and present new data on research climate change. But not all the news is bad. For each of these threats, we will also examine strategies to survive and even prosper, sharing success stories from global businesses with innovative research functions. Participants will walk away with:

- Detailed new information regarding the state of the respondent experience—and how to engage ever-more elusive audiences;
- A roadmap for protecting your organization from operational and financial liabilities resulting from regulatory hurdles; and
- Innovative alternatives to traditional research, allowing us to generate better insights while creating a more sustainable research ecosystem.



Rob Stone is Vice Chair of the Insights Association—the new organization representing the research and analytics profession that resulted from the merger of the Marketing Research Association and CASRO. He is a long-time contributor to the advancement of the profession, including volunteer service to both MRA and CASRO, as well as frequent speaking engagements at industry conferences.

Rob began his research career in the mid-1990s, helping global technology clients create innovative products and distinctive brands. He grew his research consultancy, Doxus, through 2007, when he merged with Market Strategies. There, Rob ran both the tech and financial services practices until 2012, when he became CEO through 2016. In that time, Rob helped clients solve thorny product development and marketing problems through both traditional methods and new alternatives, including the establishment of a data sciences practice.

Rob lives in Atlanta and Park City. He received his Ph.D. from Columbia University, studying the way in which 19th-century Americans coped with the growth of the market economy through cultural expressions (or, more simply, the creation of the personal brand). He is an avid bicyclist, skier and bocce player; a voracious reader and prolific writer; and a man with an uncanny ability to turn up just after a good bottle of wine has been opened.





Integrating Customer Insights into your Competitive Intelligence Modeling

Paul Santilli, WW OEM Business Intelligence & Customer Insights, HP

Competitive Intelligence modeling is generated from collecting and analyzing data about the surrounding market, competition, and products. When properly analyzed, one can portray an environment that will aid you in understanding the market, where and how your competitors are positioned, and ultimately what you can do to increase your market penetration and exploit opportunities in your competitive portfolio.

Unfortunately, this will get you only so far.

A key element that is critical to the ultimate success of a comprehensive Competitive Intelligence Modeling is to integrate findings from the overall Customer Experience, and to overlay those findings into the outcome of your Intelligence modeling. Consequently, only then can you really understand customer preferences and market dynamics for your products and services as compared to your competitor's offerings.

This session will give an overview of the components of Customer Insights gathering and how it can be successfully integrated into your Competitive Intelligence Model to provide a more comprehensive and clear approach to understanding the competitive market, and better position your organization to grow revenue and increase customer satisfaction.

Key take aways:

- Fundamental structure of Intelligence Modeling
- Techniques around Customer Insights Gathering
- Modeling parameters around an Intelligence Process Roadmap
- Practitioner applications on utilizing Insights in an Intelligence Model
- Organizational Preparedness Strategies



Paul Santilli leads the WW Business Intelligence & Customer Insights Organization for Hewlett Packard Enterprise's OEM Business, and has been with HP for over 20 years. He is responsible for Business & Competitive Intelligence Modeling and Customer Insights Analytics, where he is the Chairman of HPE Executive Customer Advisory Boards worldwide. Additionally, Paul heads up the WW OEM Marketing & Evangelism Team, focusing on Marketing & Sales Enablement, WW Communications and Social Media platforms. Paul also is on the Strategic Competitive Intelligence for Professionals (SCIP) Board of Directors and has presented worldwide on various topics related to Intelligence and Insights in both keynote and workshop forums. Paul has a Bachelor's degree in Engineering from

the University of Michigan, and earned a Master's degree in Engineering and Business at Stanford University.





The Power of Emotion in a “Rational” Industry

How New York Life Insurance Is Activating the Emotional Drivers of Brand Preference Within Its Core Customer Segments

Donn Froshiesar, VP, Market Research & Insights, New York Life Insurance Company

This session will examine how identifying and understanding the underlying emotional drivers of consumer behavior can enable brands across categories to connect with customers at a deeper, more emotional level to drive long term affinity for their brands.

With emotional segmentation as the starting point, marketers can rethink the way they engage with their existing and prospective customers by addressing their unique emotional needs and motivations in brand positioning, messaging, and product development, among other key strategic business decisions.

New York Life, the largest mutual life insurance company in a historically low involvement and highly rational category, will discuss how they identified unique emotional mindsets and needs of customers in order to increase customer acquisition and retention while differentiating itself from the competition.

Key Learnings

- Low involvement categories are heavily influenced by consumers’ underlying emotional wants and needs despite their likelihood to state more rational drivers of their behavior.
- Emotional segmentation designs can effectively work in conjunction with more traditional segmentation models that are predicated on demographic and economic data (e.g., Nielsen P\$YCLE).
- As marketers work to drive change and innovation within their organizations, it is important to be mindful of the broader organization’s willingness and readiness for implementing new ways of thinking about and engaging with customers.
- Bringing emotional segmentation schemes to life through highly visual and concise personas can be a powerful tool in driving widespread awareness, acceptance and activation of a new segmentation approach.



Donn Froshiesar is helping build a world-class Research & Insights function at New York Life. He and his team are responsible for enabling strategic growth by discovering and leveraging key insights from Consumers and their Agents. Donn is responsible for all primary and secondary research, client experience measurement, and understanding marketplace segments. Prior to joining New York Life, Donn was Director of Global Consumer Insights at Citi. Donn holds an MBA from Yale University and a BA from Middlebury College.





The Insights Evolution: Using Data Science and Advanced Analytics to Understand Consumer Behavior

Diana Schildhouse, VP, Global Business Insights, Mattel Inc

After the recent presidential election, many concluded that “traditional surveys are dead.” Learn how Mattel has evolved the approach to understanding kids and families by innovating with data science and advanced methodologies.

Learning objectives:

- Learn about cutting edge approaches to marrying traditional consumer research with the world of data science.
- Hear about the benefits and challenges of merging two historically different types of organizations – consumer research and business insights – into one unified insights team.
- Learn different ways to ‘sell’ the power of data analytics to a skeptical audience.



Diana Schildhouse has nearly 20 years of experience leading insights, analytics, research, and strategy organizations across several consumer-facing industries. As Vice President of Global Insights & Analytics for Mattel, Diana leads an organization focused on integrating the voice of the consumer with holistic analyses around Mattel’s critical and interrelated causal drivers of brand and POS performance globally, including media, content, digital, trade, competitive and category landscape, and pricing. Her team has pioneered large scale advanced analytics capabilities at Mattel, including marketing and media mix modeling, price elasticity modeling, and test & learn analytics.

Prior to joining Mattel, Diana was Senior Director of Strategy & Market Research for Westfield, a global shopping center developer, where her team analyzed opportunities for acquisition, investment, and merchandising mix of a 56-center US portfolio based upon market demographics, competitive positioning, consumer insights, and retail supply and demand.

Diana began her career with The Walt Disney Company, spending 5 years in their Burbank and New York City offices overseeing strategic and financial analyses of Disney’s global real estate portfolio.

Diana received her MBA from Harvard Business School and her B.S. in Business Administration from the University of Southern California. She lives in Manhattan Beach, CA with her husband, daughter, and son.





Emotionally engaging ads are good... ones that motivate behavior are better

Andy Smith, Director Marketing Research, Hershey Company

Emotional advertising has become the 'holy grail' to increase ROI on ad spending. However, many emotionally engaging ads fail to change purchase behavior. This shortcoming often occurs when the factors that drive emotional engagement with an ad are out of sync with the drivers of consumers' brand use. In this session, we will take you on a journey of how Hershey's is mapping consumers' mindsets to uncover ad strategies that simultaneously drive emotional engagement and activate core brand equities.

Learning objectives:

Tbc



Andy supports global brand equity for The Hershey Company. Hershey (\$8B) is the leading US confectionery company with such iconic brands as Hershey, Kisses, Reese's, Twizzler and Kit Kat.

Andy brings a rare combination of traditional research experience (20+ years) and an understanding of new methods, especially neuromarketing. In 2015 he became a board member of the NMSBA (Neuromarketing Science & Business Association), a global association for neuromarketing professionals. Its mission is to better understand consumer behavior and insights through neuroscience tools. Currently, the

NMSBA has over 1,000 members from 91 countries.

As a member of the ARF, he has participated in the ARF's Neuro "How Advertising Work" Forums, participated in the initiative on data quality and currently chairs their 2017 Creative Council. Andy was also an Ogilvy advertising judge in 2015 & 2016.

During his career at Hershey's, Andy has both supported base business. He also has international experience driving initiatives in developing markets, primarily China and India.





Topics under review:

The conference program is currently being developed. If you wish to participate in the program, please contact Amanda at ahouston@richmondevents.com or 212 651 8771.

CHALLENGES FOR BUSINESS

- Turning data mining and consumer insights into business intelligence
- Matching online and offline consumer data
- New segmentation implementation
- Measuring cross-platform media engagement
- Measuring ROI of social media beyond engagements and impressions
- Identifying data that will monetize digital assets
- Data science operating models and effective implementation of insights
- Speed to insights
- Stretching the budget from traditional primary market research to the new
- Data synthesis and storytelling
- How to incorporate social listening into brand insights.
- Social listening and social media analysis-- build versus buy
- Quantifying the impact of social media
- Understanding the modern day consumer – who exactly are they?

NEW STRATEGIES

- Gamification in the pharma industry? Thinking out of the box
- Identification of new business growth opportunities
- Incorporating behavioral economics into all research methods
- Obtaining high quality insights with a limited budget
- The impact of precision marketing on the research organization
- Driving proactive analytics to improve business results

ADAPTING TO CHANGE

- Establishing a data driven decision making culture
- Making research accessible to colleagues across the business
- Scaling up the analytic function by creating the necessary management buy in and driving investment into building capabilities
- Positioning and developing your role for the future
- The modern insight team – today's business challenges and how to lead the way

OPPORTUNITIES

- What breakthrough technologies can get breakthrough insights
- The impact of media-use shifting from ad supported to non-ad supported
- Predictive models
- Keeping current on new technologies for qualitative research
- Measuring and monetizing on the rapidly changing landscape of video viewing
- Front end innovation -- filling the pipeline with ideas from external sources

