



THE MARKET INSIGHT FORUM 2017 CONFERENCE PROGRAM

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KEYNOTE ADDRESS

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How We're Poisoning the Research Ecosystem...and How We Can Still Save It

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

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Tony Marlow, VP of Field Marketing and Insights, Oath/Yahoo!





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.





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, SVP, Global Insights & Analytics, 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:

- Emotional engagement is necessary, but not sufficient, for creating ads that resonate with consumers and motivate their behavior
- Creating effective advertising requires synchronizing the message with the equities that underlie consumers' brand involvement
- Understanding the equities that underlie consumers' brand involvement requires that we access and understand the thoughts and feelings that operate in their subconscious.
- To ensure their creative strategies pinpoint the core drivers of consumers' brand involvement, Hershey is leveraging techniques to map consumers' mental models of their brands
- To validate the emotional resonance of their advertisements, The Hershey Company is using facial coding measures to assess consumers' subconscious reactions



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.





Don't inform. Align.

Kim Szymura, Director GSIA – Global Allergy and Cough/Cold, Johnson & Johnson

The research is done. Thousands of dollars and hundreds of hours have been spent planning, executing and analyzing. Insight is achieved. A presentation to inform the team is scheduled – one hour, at best. Ok, time's up. Questions are left unanswered. The team leaves without agreement on next steps or even on what was heard. Weeks go by and the team remains paralyzed by inaction while fresh insight dies on the vine. Sound familiar? Great research is meaningless without alignment after the fact.

This presentation will provide:

- An explanation on the importance of alignment in market research
- Guidelines on how to achieve alignment from project beginning to end
- Examples of how a focus on alignment has impacted market research at J&J



Kim Szymura is currently a Director in the GSIA Group responsible for Allergy Care and Cough Cold Care globally. Kim is the Credo Champion representing OTC. Over the past year, she has led the development of three OTC Spotlights. Prior to her global role, Kim was responsible for Allergy and Cough Cold in the US where she played a key role in identifying the insight behind the "Muddle No More" campaign for Zyrtec.

Kim joined Johnson & Johnson in 2001 as a Market Research Manager on Pepcid. She has worked across many of the OTC brands in Local and Global roles. Kim worked at Bayer in New Jersey before joining Johnson & Johnson. Kim lives in West Chester, PA with her husband and their three children.





Shrinking Consumer Insights Budgets

Chris Russo, Consumer & Market Insights Manager, Givaudan

This is a discussion group or executive exchange moderated by a fellow research executive. In a small round table setting, 8 to 12 peers will share knowledge, expertise and insight on the topic.

What happens when your consumer insights budget is reduced by 10%, 25%, or cut in half? What do you do?

In this session we will share solutions for reduced research budgets, including best practices for dealing with this challenge and actions to take internally and externally. Most importantly we will discuss how to stay true to our consumer insights strategies, and continue providing actionable business insights with limited resources.

Key learning points

- What budget challenges have you faced or are currently facing?
- How do these challenges affect your consumer insights strategy and plans? How have they impacted your team, your relationship with research agencies, etc?
- What have you done to compensate for a reduced insights budget? What actions have you taken either externally or internally to deal with this situation?
- What solutions have worked well in this situation? What did not work so well?
- What would you recommend to insights professionals dealing with this challenge?



Chris is an experienced market researcher with background in product development, customer experience, and competitive analysis. Having worked client-side for his entire career, Chris is well versed in budget restrictions, as well as in developing novel research approaches to successfully answer important research questions. He has a desire to make data understandable at all levels of the organization, and is of the mindset that less is definitely more when it comes to presenting results.

In his current role as Consumer & Market Insights Manager at Givaudan, Chris is responsible for assisting the development team via consumer understanding. He utilizes a variety of research methodologies to ensure that the consumer is at the forefront of everything Givaudan provides to their clients.





Gaining Negotiating Leverage: You Have More Power than You Think

Frank Mobus, CEO, Mobus Creative Negotiating

This workshop is designed to be impactful and fun. Our experience is that people learn best not when they're being lectured to, but when they are being entertained and are participating in the learning experience.

We intend to address one of the most difficult challenges people face when negotiating: "How come I'm always the one behind the 8-ball?" Even experienced negotiators more often than not have the funny feeling that, especially when the stakes are high, they are negotiating from a position of weakness. We will explore the hidden keys to gaining negotiating strength.

In this workshop, participants will gain insight into how they can improve their results immediately, by negotiating in a role play that has a real-world feel, where no one is put on the spot, and instead, where they will have the opportunity to assess their own skill level, while having fun in the process.

Learning Objectives:

- Learn the importance of negotiation. Namely, how every negotiation has a broad range of possible outcomes, which has far reaching implications: "Negotiating is a skill which can be improved." We will explore what that means for you and for your organization.
- Gain sharper insight into how to enhance your negotiating skills by tapping into subtle sources of leverage that are often overlooked.
- See how pressure impacts the negotiating process. One of the main power-building strategies is deciphering the pressures on the other side, by better understanding how the Discovery process works.
- Handling negotiating tactics. Recognize how to deal with tactics that put negotiators on the defensive in the opening minutes of a negotiation.



Frank Mobus has long been recognized as one of the world's top authorities on business negotiating. For more than 30 years, he spearheaded the training seminar program for Karrass, then the gold standard. Now he is putting his best and freshest ideas to work at Mobus Creative Negotiating.

Frank has conducted seminars for leading companies in every sector in the U.S. and around the globe. Combining advanced academic studies with an unmatched track record in on-the-ground training and consulting, he has created the most advanced negotiating programs in the field. Frank graduated from University of California, Irvine, and earned his master's degree from New York University.





The B-Cubed Principle: How Custom Content Inspires Consumers

Stuart Schneiderman, Executive Director, Insights & Analytics, Time Inc

The B-Cubed Principle: How Custom Content Inspires Consumers is the product of two recent Time Inc. research efforts to understand how audiences respond to and engage with custom content, their trust in brands' messages, and what consumers believe are best practices for brands to communicate with them. The research included multiple methods including branding studies, online communities and surveys by enthusiast category. Insights span GenZ, Millennials and GenX who are heavy cross-media content consumers.

Insights for attendees will include:

- Consumers are very open to custom content as a more creative, interesting way for brands to connect
- Two in three have greater trust in custom content than traditional advertising
- For brands to successfully drive KPIs via custom content experiences, they must
 - Be Seen – align brand, content and placement; have clear attribution
 - Be Distinct – the brand takes center stage and offers value by entertaining and/or informing
 - Be on Brand – speak in a voice true to the brand in a tone that resonates with consumers



Stuart Schneiderman is Executive Director, Insights + Analytics at Time Inc., where his mission is to conceptualize and deliver Time Inc's next generation of audience and advertising measurement solutions, providing senior management and advertisers with the insights needed to support their objectives.

Stuart has a long history of media research. Prior to joining Time Inc., he led consumer insights and measurement efforts at Viacom. He also launched research functions at the Associated

Press and the Online Publishers Association. Stuart started his career as a political scientist, and is a published author with a focus on state politics. Stuart holds degrees from Rutgers and Florida State University.





Selling insight – learnings from the front line

Yan Jiang, Director, Head of Business Insights, Rare Diseases, Bayer

This is a discussion group or executive exchange moderated by a fellow research executive. In a small round table setting, 8 to 12 peers will share knowledge, expertise and insight on the topic.

This discussion group is open for corporate researchers who already had the opportunity to acquire experience (a little to a lot) converting insights to results.

While insight professionals are increasingly proficient at creating insights, our ability to sell insights has not significantly improved over the recent years. As a result, many great insights languish for months / years before fading into oblivion. Traditional influencing techniques, such as Authority and Reciprocity are less effective here. In this session, we will discuss top 10 tactics to sell insights based on front-line experience. Each tactic will be presented with a short, real-life case example and in descending order ("Top 10 list" format). At the end of the discussion, if time allows, we can discuss how to solve an insight-selling case.

At the end of the session, participants can take away below three takeaways:

- Appreciation of key challenges and opportunities converting insight to action
- Understanding of 3 effective selling tactics
- Learnings on how these can be applied in your day-to-day practice



Yan is an experienced market analytics, insight, and strategy professional with a focus on commercialization of innovative biomedicine, medical devices, and pharmaceuticals.

Yan, director of Business Insight Rare Disease at Bayer, has over 10 years experience in pharmaceutical, biotechnology and consulting industry. He also worked for Pfizer and McKinsey. Yan focuses on strategy, insight development, and data analytics. He has a PhD in Biosciences (Columbia University) and his passion is in business insight and strategy.





Mobile is Changing Everything

Tony Marlow, VP of Field Marketing and Insights, Oath/Yahoo!

As digital media increases its pervasiveness in our lives, mobile has become the catalyst for changing the way we live. As the way in which consumers engage with various media continues to undergo rapid evolution, we see that activities such as media multi-tasking are more prevalent than ever before. In this new environment, it becomes crucial for marketers to understand consumer media usage trends, their levels of emotional attachment to various media/devices, and what are the attentional implications for marketing communications – this session will explore all of this and more through a data driven lens.



Tony is the global Vice President and Head of Field Marketing for Oath based in New York – overseeing all B2B Marketing, Product Marketing, Sales Learning, and Sales Insights. Prior to this role, Tony led the Sales Insights division at Yahoo and is a researcher by trade. He joined Yahoo in January 2010, moving to the US from his native Australia where he led the Custom Research division for Nielsen Online APAC. He is an online marketing and research expert with special interest not only in media generally, but specifically in online advertising, mobile and biometric research.

Prior to Oath/Yahoo and Nielsen Online, Tony's experience was within the strategic consulting environment, where he managed and consulted on a range of media and technology-related research. Tony has provided comment for international news articles, television stories and is an active speaker at various digital media conferences.

Additionally, Tony is on the Board of Advisers to social measurement startup SocialStatus.io, he co-founded mobile app development company Appy Dragon (creators of RacerTracer) and serves on the Advisory Council for Colorado State University Global Campus (CSUGC). He is also on the Board of Directors for Yahoo's charitable organization, the Yahoo Employee Foundation (YEF) and is an age-group triathlete in his spare time.

Tony attended the Australian National University and the University of Wollongong, holding two Bachelors degrees (Psychology and Commerce) as well as a Masters degree in Strategic Marketing.

