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WHAT'S INSIDE



Barcelona: see page 2

DATES & VENUES:

Date	Hotel	Venue	Airport
Fri, 2 Nov 2012	Jalta	Prague	Prague
Fri, 8 Mar 2013	Calderon	Barcelona	Barcelona
Fri, 31 May 2013	tbc*	Paris	Paris

^{*} to be confirmed

SUBJECTS:

For November 2012 the subject is:

"Research in Central & Eastern Europe"
For March 2013 the subject is:

"Getting ahead in the battle for global growth"

REPORTING TO CLIENTS - A NEW VIEW

Greetings and welcome to another edition of Synergie and I hope that you are all well and enjoyed the summer.

I am grateful to our contributors in this edition of Synergie particularly the article from Scott Fiaschetti urging us to tell stories to clients rather than deliver data. It is a very interesting view of client insight and I commend it to you.

We are very pleased to welcome **new members** to our association, Tamara Deprez and Maureen Massarani from Point Research & Consultancy, Schlesinger Associates with their branches in Germany, France and the United Kingdom, and IFF International Institute for Field Research. We look forward to meeting them soon at one of our future meetings.

We are all looking forward to going to Prague for our next meeting hosted by our colleagues at SANEP. It promises to be a lively event where we will be discussing Research in Central & Eastern Europe.

As well as Oldrich Zajic, our host in Prague, our speakers include, Steve Gittelman and Ruth Stanat from New York, Nik Harta from London, Elfriede Meyer-Ronnau and Norman Behrend from Germany ably managed by our conference chairman John Attfield from Germany. I hope to see many fellow members in Prague in November.

Our future plans include a meeting in Barcelona in the Spring 2013 followed by our return to Paris in the Summer. Please let me know if you would like to speak at either of these events or

could suggest a topic you feel should be discussed.

We are planning an initiative for education involving interns and tutorials to help members improve the knowledge of their younger members of staff and we would be very interested in hearing your views on this initiative so please contact us with any ideas or suggestions you may have.

We are having discussions with the **GreenBook**, the prestigious American directory, about how to handle the **AIMRI** participation for 2013. This will give exposure for **AIMRI** members to the vibrant US market as well as many other research buyers from other parts of the world who use the **GreenBook** as a reference source. Announcements will be made soon.

AIMRI also has an offer for a "member get member" scheme where you invite a company who you feel would benefit from membership and we can offer a discount on your membership next year. Please contact us for further details.

The last quarter of the year is normally the busiest quarter in the lead up to Christmas, I thank you for your time and support and look forward to seeing you at a future meeting.

Best regards



John Mackay Chairman

The SPRING 2013 AIMRI conference will be in Barcelona on Friday, 8 March 2013. The subject will be:

"Getting ahead in the battle for global growth"

Among the topics to be explored will be the following:

- Completing difficult assignments.
- Handling cultural diversity.
- Contacting difficult to reach respondent groups.
- Improving respondent cooperation.
- Seeking methods of cutting costs.

Barcelona, sited between the sea and the mountains, has found a formidable balance: a foot in the traditional things and the other in the avant-garde.

Barcelona has the reputation of being the most cosmopolitan, modern and avant-garde city in Spain and was the host city for the 1992 Olympic Games. It is the passionate capital of Catalonia, an unforgettable city of art, culture and beauty. Gaudi's works, museums, concerts and FC Barcelona's football team homeland.

Walk along the Ramblas to enjoy street musicians, living statues, hustlers and just plain loonies. Hop onto the Tramvia Blau for a tram trip up to the top of Tibidabo and take in the magnificent sights of the city below you.

Shop along the Passeig de Gracia, at the most well known boutiques in Barcelona.

The **Calderon** is an exceptional 4* hotel very centrally situated and with excellent conference facilities and comfortable bedrooms.

This will be another memorable event in an outstanding environment. For more information please contact Richard Chilton (tel +44 20 8780 3343 email rtchilton@virginmedia.com).

CHALLENGES FOR THE SPRING

Barcelona



The AUTUMN 2012 **AIMRI** conference will be in Prague on Friday, 2 November 2012 The subject will be:

"Research in Central & Eastern Europe"

Among the topics to be explored will be the following:

- How easy is it to get good samples for telephone interviewing or online?
- Are the great changes in the retail sector continuing – especially the rise of supermarkets?
- How is the research industry organised – especially in the Czech Republic and Slovakia?
- What are the regional differences when we consider all of Eastern Europe, including Russia?

Prague

The central part of the city has been preserved largely unchanged over several centuries. It has a wonderful skyline and is full of Baroque masterpieces. Especially notable are

the Prague Castle (Prazsky hrad) – a complex of buildings going back to the 9th century – and the Charles Bridge (Karluv most) – dating from 1402. The city is associated with Mozart and Beethoven and has a great musical tradition (with three opera houses). Why not extend your stay to allow time at the weekend to enjoy the city?

The Jalta is a comfortable 5* hotel very well situated on Wenceslas Square and with excellent conference facilities and comfortable bedrooms.

This will be another stimulating event in an historical environment. For more information please contact Richard Chilton (tel +44 20 8780 3343 email rtchilton@virginmedia.com).

CHANGES IN EASTERN EUROPE?

Prague



WORKING WITH THE GREENBOOK

The GreenBook is a prestigious Directory and guide for buyers of market research. It has been published for many years by the New York AMA. The Directory is both printed and published online (where it enjoys 63,000 visitors a month).

In addition the GreenBook publish the GRIT report annually (GreenBook Research Industry Trends Report), and they also publish case studies and white papers on their website (www.greenbook.org), and also run At frequent the GreenBook blog. intervals there is market research newsletter.

AIMRI has cooperated with the GreenBook in the past as follows:

Many **AIMRI** members have a listing **AIMRI** itself in the Directory. has one.

- AIMRI has published advertisement on a prestigious tab page and some members have cooperated to finance this advertising and been listed themselves in the advertisement.
- Leonard Murphy of the GreenBook helped us with our New York conference (April 2012) and gave a very successful speech on "Market architecture Research the future".
- We have been allowed to quote from the GRIT report in Synergie.

For 2013 the GreenBook are giving even more emphasis to the online version. In order to enhance the AIMRI connection Lukas Pospichal, the Managing Director, plans to make some highly advantageous offers AIMRI members.

REENBOOK

2012 RESEARCH & RESULTS

Munich



The Research & Results market research exhibition will take place from Wednesday, 24 October to Thursday, 25 October 2012 at the M.O.C. Convention Center in Munich.

We currently have just one more stand available in the AIMRI Village at a special price for AIMRI Members of EUR 2,680.00.

If you would like to join us in the AIMRI Village this year or next year please contact: Simone Waller-Klink at Research & Results, tel: +49 71 51 27 08 91 or e-mail waller-klink@research-results.de

Your stand will extend to five sq meters and furniture is included. This is a very special offer for AIMRI Members only.

INSIGHT SHOW 2013

London



The Insight Show 2013 - Part of 'Marketing Week Live!' takes place in the Grand Hall Olympia, London on Wednesday / Thursday 26th & 27th June 2013.

Act NOW to make sure that you have a confirmed presence in the AIMRI Village at Insight 2013. The Insight Show is Europe's largest dedicated market research event and The AIMRI Village is again to be located in a prestige position.

Can you afford not to be there?

Call David Mallett now on +44 20 7970 4471 or +44 7984 342902 (mobile) or email david.mallett@centaur.co.uk

MORE INSIGHTS, LESS DATA WHY YOUR RESEARCH SHOULD TELL A

project. We make sure every last detail of the survey is perfect. We write, and rewrite, questions - thinking about that one person who might not understand what we mean. We **continually test the survey** and monitor it all very closely as the completes start coming in. Are we going over quota? What is the drop-off? Is the survey too long?

Then, finally, it is done. The data is

Researchers are caring by nature. We

worry about many things during a

Then, finally, it is done. The data is collected and we dig in.

Over the course of writing the report, we develop a keen insight into all the subtleties and details of the data we are examining. Because of this, we want to make sure clients (internal or external) know about every last interesting difference we find. This typically results in a 50-plus-page report with hundreds, if not thousands, of data points and a variety of graphs, charts and tables. We of course sum it up in a concise executive summary, hoping that it will interest a senior executive just enough to dive into the rest of the immensely interesting minutiae of data and that is our problem: We are hoping that someone is going read it.

No matter how compelling

In my almost 20 years in the field, my experience has been that no matter how compelling we make the deck, no marketing manager or senior executive wants to read half of a report to find out why his new product idea sucks and how to fix it. They don't even want to read half of a report if it's good news. In fact, the typical experience is that they are going to take the three or four key ideas talked about in the presentation and make them their talking points. They rarely go back to the deck.

So what does that mean for us?

We need to become strategic storytellers. While this is not a new idea and you may be saying, "I am already doing this," the new economic reality of shrinking budgets, tighter deadlines and fewer in-house research resources has made it more important than ever that we **change how we tell our stories** and who we tell them to, as our clients

are more frequently not researchers themselves anymore.

Inspire our clients

Stories are engaging, they take us places, they inspire us - that is what we, as insight professionals, need to do - inspire our clients to take action. A few bullets in an executive summary with a colorful bar graph just aren't going to cut it anymore.

More and more clients just want to know the three things they can do right now to fundamentally change their business, especially senior executives whose time is already spread thin. They want it in a quick, easy-access format that is engaging (and dare I say, fun) to read.

Yes, the client has paid for answers to all the questions they asked but we need to become a lot smarter about how we tell these stories. We should not be afraid to leave results on the cutting-room floor if they start to dilute the main thread of the story. Only focus on a handful of questions that truly tell the story of the data, rather than worrying about making sure there's a chart or graph for every question in the main deck.

Clients will actually be more satisfied because it is easy to understand the story and make decisions based on the results.

More about insights, less about data

The benefit of all this is that we truly become more about insights and less about data - ultimately elevating our role from data jockeys to true thought leaders and consultants.

Trust me, it can be done - no matter how long the questionnaire or how many different inputs there are. All it takes is a different perspective on not only how to put together a report but how we look at ourselves as research professionals.

My company has done it with segmentation studies, brand health studies and especially with many of our tracking studies. A great, and maybe somewhat extreme, example of this is a recent brand health study we conducted for one of our automotive clients.

Article Abstract

STORY

Researchers can become so invested in the data that reports - even great ones - can be overwhelming for the client. Researchers must be their own editors and keep the end goal in mind when deciding how to make a compelling story that management will easily understand and act on.

New York



synergie

The survey itself was almost 20 minutes long. Each banner book was more than 700 pages. And there were three of them. Needless to say, there was a tremendous amount of data. In the end, we were able to distill the data down to 20 key slides that strategically told the story. Our work was well received - and socialised - by the client.

Starting at the finish line

The single most important aspect of doing this is what we call starting at the finish line. We often use this term with our clients to get them talking about the business objectives of the study. What problems are they trying to solve? How is this data going to be used in the decision-making process? Who is the ultimate audience?

If the client can't answer these initial questions, we push them to go and find the answers within their organisation. If they still can't come up with answers, we ask them to think about the end presentation. What five or 10 things would they like to stand up and say based on this study? Once these are

established, we have a great sense of the true goals of the project and can start working toward developing the story based on this foundation. We often are also adding secondary data and competitive assessments that go beyond the study itself and help support the story.

Even more reflective

Don't get me wrong. It is not easy. I am not implying that we only selectively analyse the results. What I am suggesting doesn't actually make report development easier or shorter. It, in fact, makes it much harder. Very tough decisions need to be made on what stays in the deck and what goes in the appendix - or is even jettisoned - but the end product will be even more reflective of our caring nature.

This article is reprinted with permission from Quirk's Marketing Research Review (www.quirks.com), e-newsletter September 24, 2012.

MORE INSIGHTS, LESS DATA

CONTINUED



Scott Fiaschetti
Questus, New York

New Member - POINT Research & Marketing Consultancy

POINT Consultancy, established in 2011, offers full-service market research in the **Middle East** and **North Africa**. POINT has recently added to its portfolio a suite of more innovative research solutions and hybrid techniques, such as social media measurement, ethnography, online research and eye-tracking.

It boasts a **multi-disciplinary team** with many years of experience in capturing qualitative and quantitative insights in the MENA region. The team's diverse backgrounds allows POINT to partner with clients from a variety of industries to provide them with the most suitable solutions – which might go beyond market research – in order to fit their business needs.

Qualitative research through focus groups and individual in-depth interviews can be conducted in-house; the facilities are fully equipped with the necessary technologies.

POINT is being managed by Maureen Massarani and Tamara Deprez. Maureen, the

founder of POINT Consultancy, worked previously as Head of Research at a research and insights division of Omnicom Media Group (OMG) in Dubai. Tamara recently came on board, joining from Maktoob Research, an online consumer research venture that was acquired by Yahoo! in November 2009.





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Tamara Deprez



MEMBERS Six new members in five countries

ConsuMed Research (A Schlesinger Associates company)

ConsuMed Research provides outstanding recruitment and project management services for your studies in France. Schlesinger Associates had used the services of ConsuMed Research for over four years prior to its acquisition and we have come to know and trust the quality of ConsuMed's services first hand. At ConsuMed you will be guaranteed an uncompromising commitment to your success.

ConsuMed Research specialises in taking care of international clients and our bilingual team has a genuine understanding of your international expectations including accommodating time zone and public holiday variances.

We recruit for any kind of market research study, including focus groups, IDIs, ethnographies, telephone interviews and quantitative studies. Our recruitment markets include, healthcare, consumer, IT and business-to-business.

Schlesinger Associates and its companies have built a reputation as one of the largest and most innovative research service providers in the world. We specialize in healthcare data collection with over 65% of our business focusing on medical and pharmaceutical research for both professional and patient populations.

- We conduct over 6,000 healthcare studies annually.
- Through our panel and partner network we have access to 70,000 medical professionals including surgeons, specialists and PCPs as well as nurses, pharmacists and hospital administration staff.
- We maintain a patient panel and partner network giving access to over three million panelists worldwide.
- We are continually developing our expertise in helping researchers understand the medical landscape.

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IFF Int. Institute Field Research

IFF International Institute for Field Research is a global field service provider specialised in large national and international surveys. Next to methodologies as CATI, CATI to Web and Online we also manage mixmode and CATI interactive projects.

With 250 CATI stations at seven European locations we cover all multi country surveys with native speakers. All of our own call center offices and of our worldwide partners are connected with our central dialer and will be completely hosted on our platform Command Center 3.

With our central management experience and our de-centralised data collection capacities we are able



Markus Albrecht

to provide our clients with results of a high quality in an appropriate timing in different formats as SPSS, ASCII, tables or charts.

We cover all branches and target groups for anonymous and customer satisfaction surveys and work according to data protection law and the ESOMAR WORLD RESEARCH guidelines.

Customer Focus

Optimise your customer relations – we offer a professional implementation of your research. Using a detailed and real-time rating of customer satisfaction by means of individual contact points we provide you with the basis for an optimal and efficient customer-contact management.

Our service for institutes, agencies, consultants and operational market researchers. Make use our proven instrument for your business development with external or internal customers.

You will find more on our website.

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Passerelles (A Schlesinger Associates company)

Passerelles provides three outstanding focus group facilities in Central Paris: Passerelles Atelier: Passerelles Grands Boulevards. Passerelles Bastille.

We offer a total of 13 secure rooms for your studies, spacious conference and viewing space and also IDI rooms and the option of a briefing room.

Atelier facilities are located in the exciting 2nd Arrondissement of Central Paris between the stock exchange and the Folies Bergères. Stroll along grand avenues of terrace cafes and theaters or discover cobbled streets of art galleries and boutiques.

Our Grands Boulevards facilities are located in the exciting and busy 9th Arrondissement of central Paris, only two streets away from our sister facility, Atelier. Off the famous long boulevard Haussmann, where you will find international stores Galeries Lafavette and Printemps. The area borders the Palais Royal Gardens, The Stock Exchange, La Place des Victoires and well known theaters.

Our Bastille facility is perfectly located near Gare de Lyon and the Seine. Bastille offers the historic Place de la Bastille, where France commemorates becoming a republic in the 19th Century. The formidable Opéra Bastille, great restaurants, bars and avenues and a buzzing weekend and nightlife provide a true taste of Paris.

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See also Point Consultancy on page 5

The Research House (A Schlesinger Associates company)

At The Research House Central London we help you reach the important markets of the UK. Our Central London facility, a classically designed period building, is ideally located for consumers, business people and physicians. The facility provides easy access to our suburban facility in Wimbledon and to major airports, rail links and motorways across the UK. From our London office, we are also able to be your one-stop-shop to conducting research anywhere in the world. We look forward to welcoming you to Central London.

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Schlesinger Associates is the leading data collection company offering a broad range of qualitative and quantitative research solutions. Working in partnership with you, we provide reliable recruitment for any methodology your study may require, including online surveys, online webcam focus groups, traditional focus groups, telephone interviews, ethnographies, quantitative and in-depth interviews.

We provide fast, effective online surveys, including programming and hosting, powered by deep profiled professional panels and exclusive highly engaged patient communities.

Our expert Global Management Solutions team takes care of your international healthcare studies in any country, any language and any culture with just one knowledgeable point of contact throughout.

Our high-specification focus groups facilities are located in key markets across the US, the UK (The Research House), France (ConsuMed Research & Passerelles) and Germany (Schmiedl Marktforschung).

With a lifetime of experience and an uncompromising commitment to your success, we are your global research partner, anywhere, anytime.

For over 45 years we've been constantly perfecting the art and science of qualitative and quantitative data collection. Put simply, we provide answers to your questions through practices of partnership, quality and service excellence, powered by a talented team with a genuine passion for research.

As the world transforms, we reach for new heights, redefining our services beyond our clients' expectations. We hope you enjoy this window into our world.

Regional differences abound and Schlesinger Associates enables you to take the pulse of markets around the world. With one phone call we are

able to provide you with pricing and capabilities for any qualitative or quantitative study. Your single-point-of-contact project manager will take care of all study needs from beginning to end, including translation, daily reports and feedback, study logistics, translation, interpretation and final reporting.

If you wish to conduct a study over several markets in one of our home countries (the US, the UK, France or Germany), we will be happy to advise on locations that best suit your study and carefully manage your needs. We will place your study throughout any of our network of facilities or with other trusted partners.

Steve Schlesinger

Schlesinger Associates

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Schmiedl Marktforschung (A Schlesinger Associates company)

Schmiedl Marktforschung GmbH is a prestigious German fieldwork company. We are a one-stop provider for all our clients' needs – nationwide in Germany, as well as pan-European. Our Berlin, Munich and Frankfurt studio facilities offer quantitative and qualitative market research and are also equipped for CATI.

By making the most of our strategically valuable locations, and by cooperating with carefully selected partner companies based all over Germany as well as abroad, we are able to provide comprehensive, tailormade market research services.

We conduct all types of research, including studies with particularly demanding target groups (e.g. B2B, pharmaceutical/health care and special interest). We can manage the whole project on your behalf, or be your secret force behind the scenes. We consider international time differences to give you the edge!

Expeditions widen horizons!

A research trip to your target group is an exciting undertaking. What will we find? What surprises and what insights will we unearth? A zest for expeditions, but you don't fancy any adventure?

Then we should finally meet and get to know each other. With us you have a strong performing partner at your side – in the studio as well as for field work. Together we can move mountains – we'll take care of you along the way – and, if you want, all the way to the possibilities and opportunities that you are looking for.

Schmiedl Marktforschung Stephan Schmid

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Schmiedl joined AIMRI in March 2011. They have now become a Schlesinger Associates company.



INVESTING IN EASTERN

Today's business manager operates in a dynamic business environment impacted by complex market movements. Rapid access to information and technological EUROPE innovation mean for many companies new opportunities and competitive threats. Emerging Markets and new regions of the world are growing while markets many developed are stagnating or slowing.

> How can clients make sense of these revolutionary market transformations? How can they focus their efforts and investments?

Open for business

Eastern Europe is open for business. Often overlooked, the region provides growing opportunities, sizeable populations, rising consumer incomes, and a strategic position between Asia, Central Asia, the Middle East and Western Europe.

Untapped markets

Relative economic stability and government support of investment have provided further motivation to managers to consider Eastern Europe for their strategic objectives. For many companies this can mean untapped markets and opportunities.

Global organisations are increasingly looking to Eastern Europe for growth and investment. Companies such as Facebook have recently set up offices in countries such as Poland. Countries such as China have announced major strategic growth plans in Eastern Europe, expecting to double trade in the region in the next few years.

Other organisations are eyeing opportunities in services, energy, logistics, outsourcing, consumer goods, tourism, manufacturing, healthcare and However, challenges exist. beyond. Access to credit amid Eurozone contagion fears, counter trade and

ageing society and regulatory concerns Today's business manager remain. operates in a flat, global world with different and even competing paths to growth. How can clients analyse trade offs, opportunities and threats in a turbulent global economy?

With many regions worldwide offering opportunities and incentives for investment, how do clients evaluate what Eastern Europe provide them?

At Prague, Ruth Stanat, President of International Research (www.sismarketresearch.com) explores the advantages and challenges of Eastern Europe as a market for research, competitive advantage and corporate growth. She argues a new perspective on Eastern Europe is needed. Eastern Europe is embracing trade and growth. Stanat provides a snapshot of the global market and evaluative criteria and decision points for investment in today's global business climate.

In-depth comparison

Ruth gives an in-depth comparison of Eastern Europe to other regions worldwide. Comparing Eastern Europe to other FDI-growth areas such as Latin America, Middle East, Africa and Asia, the presentation delves into the opportunities, challenges, differences and similarities among these markets from data and examples.

Highlighting markets in particular, Stanat provides context on which markets companies are considering in different industries. She provides a 'Longitudinal Viewpoint' with a case study on how Eastern Europe can provide competitive advantage.

Ruth Stanat will be speaking on this subject at the AIMRI Conference in Prague on 2 November 2012.

New York



Ruth Stanat SIS International Research New York

Alliance of International Market Research Institutes

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