

Extracting & Actioning Insights

To Drive Profitable Consumer-Focussed Business Decisions

Transforming Insight into Real Opportunity

You will discover how to:

- Appraise the ROI of research to gain internal buy-in and investment, to benefit: Branding, marketing, advertising, product development, planning, strategy and customer relationship management
- Develop a consumer-centric culture which places the consumer at the heart of the business
- Generate and leverage insights from a mass of qualitative and quantitative data
- Tailor insights to excite internal audiences and prompt an immediate reaction
- Gain a deeper understanding of the 360 degree consumer: New techniques and approaches

Featuring an Entirely Fresh Format:

- Roundtable discussion groups
- Facilitated speed networking
- Interactive brainstorming
- Extended panel sessions

Plus Shopper Focus

- Who is the new shopper?
- How can we target them?

Witness 20 Leading Innovators Deliver Their Ideas On How To Stay Ahead...

- Tiina Raikko
Group Consumer and Market Insight Manager, HPC
UNILEVER AUSTRALASIA
- Elyse Hockley
National Business Manager - Category Development
SIMPLOT AUSTRALIA PTY LTD
- Rosie Gray-Spencer
General Manager - Brand and Communications
VODAFONE AUSTRALIA
- Catherine Nebauer
General Manager
NICKELODEON AUSTRALIA
- Stephen Dove
Marketing Manager
GREEN'S GENERAL FOODS PTY LTD
- Lisa Tuffs
General Manager - Mobility Solutions Marketing
ERICSSON AUSTRALIA & NEW ZEALAND
- Julie Curphey
Business Intelligence and Market Research Manager
PFIZER AUSTRALIA
- Elizabeth Moore
Director - Consumer Research
COMMONWEALTH BANK OF AUSTRALIA
- Andrew Hughes
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OPTUS LTD
- Danny Vadasz
Director of Marketing
AUSSIE BODIES PTY LTD
- Marcus von der Luehe
Senior Market Analyst
NINE MSN
- Jude Rutherford
Partner
JIGSAW STRATEGIC RESEARCH
- Paul Jenzen
Customer Relationship Marketing Specialist
VOLKSWAGEN GROUP AUSTRALIA
- Michael Edwardson
Principal Psychologist and Managing Director
PSYCHOLOGICA
- Kingsley Dunn
Director - Consumer Insights
ARNOTT'S BISCUITS LTD
- Dr Rachna Gandhi
Manager - Market Research
WESTPAC BANKING CORPORATION
- Sam McKay
Commercial Director
HOYTS CINEMAS
- Tracey Peterson
Head of Consumer Planning and Strategy
DIAGEO AUSTRALIA LIMITED
- Sean McNally
Market Research Manager - Consumer Health
GLAXOSMITHKLINE



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Insight 2005 is dedicated to making sure you come away with firm, actionable new ideas on how to turn consumer research into smart, profitable decisions and innovative products or services. A stellar line-up of speakers from leading organisations will inspire you to rethink how you conduct your research, extract your insights and action them within your organisation.

This conference will go well beyond a discussion of marketing research techniques. It will encourage practical, creative thinking and a clear understanding of how to transform your organisation into a more consumer-focussed entity, ready to tap into the ever-changing mindset of your market. This is the one conference that you cannot afford to miss in 2005!

At IQPC's Insight 2005, you will hear:

- How **Vodafone** effectively reached under-represented groups of the Australian population, in order to develop a national communications strategy
- What **Hoyts, Unilever, GlaxoSmithKline** and **Green's General Foods** think of the new consumer and how businesses should evolve their understandings and research methods to grasp this change
- **Simplot's** ideas on how shopper insights can influence your purchaser's decision and how you can obtain buy-in from retailers and trade marketers
- How **Commonwealth Bank of Australia** created a company culture that places the consumer at the centre of the business
- What other delegates think will be the most relevant and **effective future trends in consumer and shopper insights** in the next 5-10 years
- **Pfizer's** tricks of the trade on how to get the most out of your third-party supplier
- How **Ericsson** implemented their consumer insights to develop revenue growth initiatives, customer relationship strategies, marketing campaigns and products

- How **Nickelodeon** used a multitude of new techniques for the successful planning of the Kids' Choice Awards
- Expert advice from **Westpac, Optus** and **Volkswagen** on how to appraise the value of research to gain ongoing financial investment and internal support
- **Aussie Bodies'** secrets on how they created an award-winning new product in a competitive market
- Candid advice from **Nine MSN** on the values and risks of conducting on-line research

A callout box with a dark red background and a white 'Interactive' label with a circular arrow icon. It contains text about the interactive format of the conference and a list of highlights.

Interactive

The interactive format of Insight 2005 will hold your interest and allow you to not only learn from a plethora of top presenters, but will give you every opportunity to effectively network and share ideas with other high-level managers and directors.

Conference highlights include:

1. Focus on interaction between delegates: Roundtable discussions, brainstorming around the room and networking sessions
2. Strong emphasis on how to strategically extract and use consumer / shopper insights to drive maximum profitability, throughout several units of your business
3. Award-winning speakers from top companies across a broad range of products and services industries and media

Drive an Organisational Culture Which Connects with the Consumer

 insight 2005

Conference

Day One | 22nd March 2005

Repositioning Research as a Key Strategic Business Function and Managing the Knowledge with All Stakeholders

8.30 Pick Up Your Pack and Grab a Cup of Coffee

9.00 **Chairman's Hello and Welcome to the Conference, Plus an Exploration of the Conference's Aims and Objectives**

9.20 **Championing a Culture Which Drives the Voice of the Consumer into the Heart of the Business**

Case Study

Elizabeth will explain how insights are leveraged internally and how the Commonwealth Bank of Australia has undergone a cultural transformation which incorporates consumer-centricity into the day-to-day running of the business. She will also explain the cumulative affect that this has made to the bottom-line.

- Tapping into all insight resources internally (and not just in the marketing team)
- Practical advice on how to gain collective support from key teams – overcoming the obstacles
- Incentivising individuals to make empowered, consumer insight based decisions

Elizabeth Moore
Director - Consumer Research
COMMONWEALTH BANK OF AUSTRALIA



10.00 **Appraising the Value of Research to Gain Ongoing Financial Investment and Internal Support**

EXPERT panel session

- Contextualising market research within a strategic framework and as a vital business component
- Measuring the ROI of market research for specific projects
- Setting targets and KPIs for market research to monitor research effectiveness
- Celebrating successes of excellent work to raise its profile with key stakeholders

Michael Edwardson
Principal Psychologist and Managing Director
PSYCHOLOGICA



Paul Jenzen
Customer Relationship Marketing Specialist
VOLKSWAGEN GROUP AUSTRALIA



Andrew Hughes
Marketing Manager
OPTUS



Dr Rachna Gandhi
Market Research Manager
WESTPAC BANKING CORPORATION

11.00 Morning Tea, and Informal Time to Network

11:30 **Kids' Choice Awards**

BONUS Case Study

The 2004 Kids' Choice Awards was the biggest to date event held at Luna Park and was aired on Nickelodeon and MTV. Catherine Nebauer will discuss how Nickelodeon used a diverse range of research methods, in order to understand the true impact of all facets of the awards and to provide solid planning for the 2005 event. The new techniques included:

- On-line surveys
- Focus groups
- Viewing parties
- Tracking

Catherine Nebauer
General Manager
NICKELODEON AUSTRALIA



12.10 **Speed Networking and Knowledge Sharing Exercise**

Interactive

Network with your peers and discuss how other organisations leverage consumer insights into real business opportunities

12.30 Lunch - Your Chance to Share Ideas and Discuss This Morning's Sessions

1.50 **Working Effectively With Third Parties to Improve the Quality of Insights in Commissioned Research and Streamline Processes**

- How can you gain more value from external research suppliers?
- How can you encourage information flow between supplier, team and client?
- How can you encourage suppliers to be more customer-centric and generate insights?
- How can you build long-term relationships with suppliers so that they understand your brand and your business?
- How can we cut costs?

Julie Curphey
Business Intelligence and Market Research Manager
PFIZER AUSTRALIA



Bringing Insights to Life to Prompt Action

2.40 **Communicating Research Findings in a Tangible Way That Excites Internal Audiences and Prompts Immediate Action**

CHAMPAGNE roundtable discussion

- Understanding your internal customer: Making the information relevant and easy to digest for clients
- Attaching realistic scenarios to insights to make them more actionable
- Managing the fine-balance between analysis and art to present the insights in a language your clients understand
- Keeping on the case: Monitoring the progress from when insights are communicated

Facilitated by the Chair

3.20 Afternoon Tea Break

3.40 **Harnessing Those Golden Nuggets: Fine-Tuning the Process of Generating Insights from a Mass of Information**

EXPERT insight

- What is an insight? Understanding what constitutes a potentially profitable piece of information
- Making sure that you are asking the relevant questions to gain the insightful answers you need
- Innovating your approach to ensure you are not missing a trick

Kingsley Dunn
Director - Consumer Insights
ARNOTT'S BISCUITS LTD



4.20 **More Time to Network Plus Discuss Your Main Challenges. What are the Future Trends That Will Emerge in the Next 5-10 Years?**

GROUP brainstorm

- Evolving demographics and family units and households
- Changing priorities of Australian consumers
- The trends of health and wellness: Fad or sustainable trend?
- Convenience as a growing phenomenon
- How consumers shop and what motivates purchasing decisions
- Trends from the US and Europe: Looks at trends from overseas to predict what's next

Plus: integrating analysis with research and combining the softer future trends analysis with the big financial picture

Tracey Peterson
Head of Consumer Planning and Strategy
DIAGEO AUSTRALIA LTD

5:00 The Chair Sums Up At the End of the Day – Go Home Feeling Inspired and Excited



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Transform Insights Into Actionable Ideas and Strategies



Conference

Day Two | 23rd March 2005

Innovative Approaches, Techniques and Case Studies – How to Find and Use Insights Creatively

9.00 The Chair's Welcome Back to the Conference

9.10 How to Use Superior Customer Insights to Drive Enhanced Marketing Strategies

Case Study

- Develop customer (operator) relationships and instigate traffic and revenue growth initiatives
- Provide a key source of expertise and intellectual property for marketing activities such as Ericsson's professional 'Advise' services
- Drive global product R&D and product development processes

Lisa Tufts
General Manager - Mobility Solutions Marketing
ERICSSON AUSTRALIA & NEW ZEALAND



9.50 Looking at New Ways of Understanding Consumer Behaviour and How Research Should Evolve to Meet the Changing Needs of the Consumer and the Business

Cross-Sector panel session

Focusing on:

- Should we re-invent the wheel when it comes to techniques or revamp traditional approaches?
- How can consumer insights be integrated with the world of marketing metrics?
- Is there a greater need to understand the psychology of consumer emotion?
- How can we research with diverse audiences?
- What will the future research landscape look like and how will researchers need to adapt?

Tiina Raikko
Group Consumer and Market Insight Manager, HPC
UNILEVER AUSTRALASIA



Sean McNally
Market Research Manager – Consumer Health
GLAXOSMITHKLINE

Stephen Dove
Marketing Manager
GREEN'S GENERAL FOODS PTY LTD



Sam McKay
Commercial Director
HOYTS CINEMAS

10.30 Mid-Morning Refreshment Break – Grab a Cup of Tea and Exchange Business Cards

Practical Actioning of Insights to Drive Innovative Strategies

10.50 Developing Shopper Understanding and Applying Shopper Insights to Re-Invent a Category and Devise a Motivational Store Environment

Shopper FOCUS

- Beyond shopper surveys: How to go about researching in-store behaviour without infringing on consumer privacy
- Understanding what factors motivates consumer purchasing decisions and how in-store triggers can influence shopper behaviour
- Analysing different demographic groups attitudes to shopping
- Discovering the relationship between high-level need states, emotional drivers and functional benefits that come into play with consumer purchasing behaviour
- Gaining buy-in from retailers and trade marketers to ensure that insights are incorporated into sales plans

Elyse Hockley
National Business Manager - Category Development
SIMPLOT AUSTRALIA PTY LTD



11.30 Using Consumer and Market Insights to Develop an Innovative New Product in a Competitive Category

Case Study

- Transforming exciting new ideas into fully articulated new product concepts
- Analysing the most appropriate qualitative and quantitative techniques to test new product concepts

- Developing bespoke approaches internally to test new product development and fast-track innovation
- Minimising high-risk ideas through rigorous consumer connection strategies

Danny Vadasz
Director of Marketing
AUSSIE BODIES PTY LTD



12.10 Harnessing Understanding from Diverse Audiences to Devise a Complex Communications Strategy

Case Study

- Segmenting the Australian population according to the project's objectives
- Connecting with diverse and often under-represented groups to elicit meaningful responses
- Gaining feedback from audiences as to their media and channel preferences
- Applying insights to create and inform a complex national communications strategy

Rosie Gray-Spencer
General Manager - Brand and Communications
VODAFONE AUSTRALIA



12.50 Lunch

2.00 Exploring How Market Research Can Be Used to Inform Brand Strategy and Build Emotionally Resonating Brands

Case Study

- Examining the relationship between consumers and brand choice: What shapes a consumer perception of a brand?
- Understanding what other factors influence brand choice in different categories and the value that is placed on brand
- Discovering how consumers perceive the emotional and functional benefits of the brand
- Harnessing insights to re-position and / or extend the brand

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New Techniques and Approaches: Stay Ahead

2.40 New Approaches to Conducting Advertising Research That Elicits an Authentic Response

- Focus groups: Just how effective are they in gathering meaningful information?
- Analysing the social dynamics of the modern-day focus group and the effects of demographics and psychographics
- Moving beyond the traditional focus group model to gain a greater degree of detail
- Practical tips and techniques in recruiting for, moderating and (not) influencing focus groups

Jude Rutherford
Partner
JIGSAW STRATEGIC RESEARCH



3.10 Afternoon Tea Break – Last Chance to Network and Exchange Business Cards

3.40 Assessing the Benefits and Limitations of Conducting On-Line Research

- Discussing the privacy laws and legislation regarding on-line communication and how to gain email addresses
- Finding reliable and representative respondents
- Interpreting findings from on-line surveys into a context that is realistic and applying some correction to rushed responses
- Assessing the ROI and benefits of using on-line in certain situations and how to contextualise it amongst other research findings

Marcus von der Luehe
Senior Market Analyst
NINE MSN



4.20 Techniques Showcase: Pick 'n' Mix Bite-Sized Sessions – New Ways of Understanding the Consumer

Interactive

Learn to evaluate and implement the most contemporary, relevant research methods to keep you ahead of the competition. In this interactive session, you will hear about the latest techniques including:

- Life-stories
- Ethnography
- Segmentation
- Usability research

5.00 Final Summing Up of Conference and Exploration of What Has Been Learned and What Delegates Can Take Away



Mid and Post-Conference Workshops | 22nd & 24th March 2005

22nd March 2005 Mid-Conference Workshop A: How to Move Beyond the Traditional Focus Group, to the 'Consumer Ideas Group'

Evening | 6.00pm – 8.30pm

Focus groups have been known to produce polite, generic, and uninspiring responses from the market and can generate insights without any delivering a clear direction. This practical workshop will teach you how to implement a new qualitative tactic that minimises ambiguity and allows fresh ideas to be born: The 'consumer ideas group'.

This new method will help you to:

- Select the right participants to generate high-quality, meaningful responses
- Yield more honest responses from the market
- Foster an environment that allows the co-creation of new ideas between the market and the marketer

Dr Ken Hudson will show you how to use this new methodology, which is already being implemented by leading companies such as Disney and Smiths.

Learn how to:

- Use 'creative thinking tools' to drive your respondents to work for you
- Engage respondents in an open, critical and creative dialogue
- Turn insights into new 'thinking outside the square' concepts



Case Studies: Learn how the consumer ideas group generated new ideas for FMCG giants, leading to:

- New product development
- Stand-out advertising campaigns
- The most effective marketing tools for their products / services and markets

Dr Ken Hudson
Managing Director
THE IDEA CENTRE



Dr Ken Hudson has worked with leaders from many different organisations to improve their innovation results and enhance their innovation capability. He has taught and consulted in the area of innovation since 1996. Dr Hudson combines over 16 years senior management experience with organisations such as Citibank and American Express with a PhD. He lectures post-graduate students at the University of Technology, Sydney and has also lectured at Sydney Graduate School of Management.

IQPC can create a sponsorship or exhibition package to match your objectives.

IQPC sponsors enjoy extensive benefits including:

- Direct access to your target market
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- Achieving a high profile association with a key industry event

For more details on the promotional opportunities that sponsorship can offer, contact Clare Flynn on (02) 9229 1035, fax (02) 9223 3863 or email clare.flynn@iqpc.com.au

24th March 2005 Post-Conference Workshop B: How to Interpret the Consumer within the Shopping Context to Influence Their Purchasing Decisions and Inform In-Store Strategy

Full-day workshop | 9.00am – 5.00pm | Lunch and refreshments served

Up to 85% of purchase decisions are made in-store... what are you doing to target the shopper within the store environment?

Shopper insight is increasing in value and significance and retailers and manufacturers recognise that the shopping consumer is one of the most important consumers to engage and interact with.

At this practical workshop you will discover how people shop, how to research shoppers and how to use insights to plan and inform category and marketing strategy.

Key areas to be covered

The big picture:

- Why is shopper insight now so important? What can shopper insight be used for and how can it make a difference?
- Interpreting the consumer within the shopping environment
- Analysing different shopper demographics, lifestyles and the role of emotional and rational decision-making whilst shopping
- Deconstructing the shopper in his / her various shopping missions – looking at the difference between the weekly, daily, lunch break and impulse shopper

Methodologies / Approaches to sourcing insights:

- Beyond shopper surveys: Exploring new ways of understanding the shopper within the store environment without infringing on privacy laws
- Appraising qualitative and quantitative research methodologies and their benefits and limitations in informing strategy
- Innovative new techniques for example, videos and ethnography

Organisational and Action:

- What is a shopper insight? Transforming data into meaningful and tangible insights
- Who owns the insight? Working effectively with retailers, trade marketers and the marketing team to make sure insights get actioned
- Communicating insights to the sales team in a language that they understand and means they get used in category and sales plans
- Collaborating with third parties to drive action quickly
- Testing concepts with shoppers before radically changing strategy



The Best Bits, Case Studies:

How insights have been used to drive category growth, improve store environment and increase sales



Plus:

Best-practice from overseas: How insights are being used in the US and Europe

Richard Barwick
Senior Account Manager
COLMAR BRUNTON RESEARCH

Roger Jackson
Managing Director
REAL WORLD MARKETING AND THE PARTNERSHIP GROUP



Richard Barwick, Senior Account Manager, has over 8 years market research and marketing experience gained in both Australia and the U.K. Prior to joining Colmar Brunton Richard worked for over three years in the U.K. both for Research International and Safeway supermarkets. He has extensive experience in utilising both quantitative and qualitative methodologies and is a recognised shopper insights research specialist.

Roger Jackson, Managing Director of Real World in Australia, has 20 years experience of sales and marketing issues in FMCG with UK companies including Unilever, United Biscuits and Kraft Foods preceding 5 years in consulting practice. He is a member of the Chartered Institute of Marketing, the Market Research Society and has an MBA from the Open Business School.

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- (\$) Ask about multi-event discounts. Ring (02) 9223 2700 for more details

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