

REGISTER TODAY FOR THE MOST COMPREHENSIVE TWO-DAY CONFERENCE ON ...

# Generating and Leveraging **CONSUMER INSIGHT**

**Driving Profitability, Product Innovation  
and More Targeted Marketing Strategies**

**Two-Day Conference ● 19 & 20 August 2002 ● Dockside, Sydney**

*Featuring case studies and presentations from these leading organisations:*

- **THE BODY SHOP INTERNATIONAL, UK**
- **GOODMAN FIELDER**
- **NINEMSN**
- **ERICSSON**
- **GLAXO SMITHKLINE**
- **CENTRELINK**
- **MONTANA WINES, NEW ZEALAND**
- **LONELY PLANET**
- **ABC**
- **VIRGIN MOBILE**
- **NICKELODEON**
- **TOURISM VICTORIA**
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- **MARKET RESEARCH SOCIETY OF AUSTRALIA**
- **UNIVERSITY OF NEW SOUTH WALES**
- **TAYLOR NELSON SOFRES**
- **PSYCHOLOGICA**
- **STANCOMBE RESEARCH AND PLANNING**

**FEATURING LEADING INTERNATIONAL CASE STUDY:**

**Dr Nezar Azoz  
Head of Global Research  
THE BODY SHOP INTERNATIONAL, UK**

*Following its sellout performance in London, IQPC is proud to bring 'Consumer Insight' to Australia, with leading case studies on how path-breaking organisations are successfully addressing the following critical questions:*

- Why are traditional marketing methodologies failing to provide required financial returns from consumers?
- What is "insight" and how do you turn raw information into consumer insight?
- How do you use insight to build more profitable relationships with consumers?
- How do you build the organisational capabilities that can turn insight into commercial value?
- Which methodologies for gaining insight will best deliver against specific goals?
- How do you ensure that your consumer insight leads to competitive advantage and increased profitability?

**PLUS**

**FOUR SEPARATELY BOOKABLE INTERACTIVE  
POST-CONFERENCE WORKSHOPS**

**21 August 2002 ● Dockside, Sydney**

Endorsed by:

MARKET RESEARCH SOCIETY OF AUSTRALIA



Organised by:



# CONSUMER INSIGHT

## DAY ONE: MONDAY, 19 AUGUST 2002

**8:30 REGISTRATION AND COFFEE**

**9:00 WELCOMING REMARKS FROM THE CHAIR**

**Michael Edwardson**

Managing Director and Consumer Psychologist

**PSYCHOLOGICA**

Lecturer, School of Marketing

**UNIVERSITY OF NEW SOUTH WALES**

**9:10 TURNING RAW CONSUMER MARKET RESEARCH INTO REAL "CONSUMER INSIGHT"**



INTERNATIONAL CASE STUDY



LIVE VIDEO LINK-UP

As traditional market research methodologies and data come under question for their effectiveness, organisations are under increased pressure to gather in-depth material that best sums up the interests, behaviour patterns and preferences of their consumers. Find out how The Body Shop manages the new consumer insight-driven research needed to make the real difference for today's marketing strategies. Hear a global perspective on how they use home observations of consumers using products in real life and how the insight generated is aligned to product and marketing strategies.

**Dr Nezar Azoz**, Head of Global Research

**THE BODY SHOP INTERNATIONAL, UK**

**10:00 THE FIFTH COLUMN: INJECTING NEW METHODOLOGIES INTO TRADITIONAL MARKETING STRUCTURES THROUGH NEW MEDIA**



INTERNATIONAL CASE STUDY

Marketing professionals face the constant challenge of diminishing ROI due to the limitations of traditional marketing methodologies in converting consumers into repeat business. Hear how Montana Wines reaches its consumer base and acquires market insight through the use of new media methodologies.

- The death of information asymmetry: The truth will set you free!
- Action and desire: Sorting the id from the ego in consumer data
- Embarrassment: The "dark matter" of marketing
- Why insight culture change is hard
- Less PR, more personal responsibility

**Tom Dale**, New Media Project Manager  
**MONTANA WINES, NEW ZEALAND**

**10:40 MORNING TEA**

**11:00 BUILDING A 'CONSUMER INSIGHT GROUP' WITHIN YOUR ORGANISATIONAL FRAMEWORK**



CASE STUDY

Over 10 years ago, Goodman Fielder established a separate division to focus specifically on consumer insights. The consumer sciences group was created in response to some of the limitations of traditional market research. Jennifer was part of the original setup and will share her experiences over the decade of its use.

- Realigning market research, marketing and database roles to achieve deeper consumer insight analysis
- Establishing team size linkages and participation levels for the most effective consumer insight strategy
- Integrating the psycho-analytical roles with the traditional methodologies

**Jennifer Weller**, Consumer Sciences Director  
**GOODMAN FIELDER**

**11:40 BUILDING ON INTERNATIONAL CONSUMER INSIGHT INFORMATION AND ITS APPLICATION FOR LOCAL MARKETS**



CASE STUDY

Multinational organisations often have regionally-based research centres that have developed successful insight into consumer preferences for a specific market. But how specific is this information? Hear how Ericsson is building on its insights of international consumers and is applying the knowledge to local markets.

**Nicole Lampe**, Market Research Manager, Consumer Lab  
**ERICSSON**

**12:20 LUNCH**

**1:30 FROM THE BOARDROOM, BACK TO BASICS AND BACK AGAIN: APPLYING CUSTOMER INSIGHT TO PRODUCT DEVELOPMENT AND CUSTOMER COMMUNICATION**



CASE STUDY

- Utilising customer insight as a primary tool in reviewing, analysing and redeveloping the organisation's national communication framework
- Uncovering a series of dysfunctional structural and behavioural factors that needed to be addressed
- Managing multiple stakeholders
- Identifying the need for a core suite of products

**Ken Thornton**, Group Account Manager  
Communication and Marketing  
**CENTRELINK**

**2:10 MANAGING THE NEW CONSUMER MARKETING PARADIGM: MOVING THE CUSTOMER UP THE COMPANY AGENDA**



CASE STUDY

Previously, Lonely Planet had always conducted market research and consumer insight in various ad-hoc methods, which were mostly reactive to travellers speaking to them rather than the other way round. In lieu of the recent factors affecting the travel industry as a whole, hear how a new proactive approach was developed for acquiring deeper insight on the travelling behaviours of its consumer base.

**Howard Ralley**

Global Marketing Manager and Head, Customer Direct Unit  
**LONELY PLANET**

**2:50 AFTERNOON TEA**

**3:10 WHO ARE THE NEW CONSUMERS AND WHAT EFFECT ARE THEY HAVING ON YOUR PRODUCTS AND MARKETS**



PANEL DISCUSSION

Through this informal panel discussion you will hear perspectives from different industries on the impact of the 'new consumer' on positioning, branding and product development. Be sure to bring your own experiences on how your industry's consumers are changing.

**Christina Vine-Hall**, Market Research Manager  
Consumer Healthcare Division

**GLAXO SMITHKLINE**

**Nicole Lampe**, Market Research Manager, Consumer Lab  
**ERICSSON**

**Tom Dale**, New Media Project Manager  
**MONTANA WINES, NEW ZEALAND**

**3.40 GATHERING CONSUMER INSIGHT THROUGH THE ONLINE MEDIUM**



CASE STUDY

- Consumer research insight for offline partners (Channel 9 and PBL) and continuity of online content
  - Exploring the options available for insight in the online medium and their effectiveness (web surveys)
  - The changing consumer and how this is reflected within the online medium
  - What the advent of new applications, such as mobile platforms and broadband, have on consumer insight
- Gai Le-Roy**, Senior Marketing Analyst and Research Manager  
**NINEMSN**

**4:20 LEVERAGING THE PSYCHOLOGY OF LIFE STORIES TO ENHANCE COMMERCIAL CONSUMER INSIGHT**



NEW METHODOLOGY

Consumer insight, by its very name, seeks to go deeper than typical market research to reveal the motivations, feelings and attitudes of the consumer. Drawing on techniques from anthropology and psychology, the skilled researcher uses the power of storytelling and narrative analysis to understand both the retrospective and prospective memories of the consumer. In a consumer society the life story is intertwined with brands, products and services that have a special meaning for the individual in forming a sense of self and meaning. This session explores the methodologies and their applications for commercial use with ongoing consumer insight projects.

**Michael Edwardson**, Lecturer, School of Marketing  
**UNIVERSITY OF NEW SOUTH WALES**  
Managing Director and Consumer Psychologist  
**PSYCHOLOGICA**

**5:00 CLOSING REMARKS FROM THE CHAIR AND CLOSE OF DAY ONE**

**CALL (02) 9223 2600 TO REGISTER OR (02) 9229 1037 TO EXHIBIT**

9:00 **OPENING REMARKS FROM THE CHAIR**

John Sergeant, President

MARKET RESEARCH SOCIETY OF AUSTRALIA

9:10 **LEVERAGING PSYCHOLOGICAL RESEARCH TECHNIQUES TO INTEGRATE INSIGHT WITH PRODUCT INNOVATION**

CONSUMER PSYCHOLOGY

Some of the new methodologies of psychological research can look beyond the present experience of consumers and examine how social change and social values can indicate new innovative product opportunities. This session will examine how these methodologies are being applied to the market research field to drive more effective consumer insights for business innovation.

John Sergeant, President

MARKET RESEARCH SOCIETY OF AUSTRALIA

9:50 **STRATEGICALLY ALIGNING PRODUCTS WITH CONSUMERS BY CREATING COMMERCIAL VALUE FROM ETHNOGRAPHIC CONSUMER INSIGHTS**

CONSUMER ETHNOGRAPHY

Ethnography is increasingly being used by organisations looking to experience the everyday habits and behaviours of their consumer base. This cutting-edge methodology enables you to walk in your customers' shoes and see the world through their eyes. The insight gathered from ethnographics can lead to innovative new products or improvements that better align with the needs of the changing consumer. *This session will provide case study examples of how leading-edge organisations are using the methodology and experiencing increasing profits as a result.* It will examine how the fruits of ethnographic insight can be applied to your industry and to your particular products.

Pam Gratton, Account Director for Qualitative Research  
TAYLOR NELSON SOFRES

10:30 **MORNING TEA**

10:50 **MAXIMISING THE VALUE OF CONSUMER RESEARCH BY EVALUATING BEHAVIOURAL RESPONSE PATTERNS**

CASE STUDY

The DHAC undertakes quantitative and qualitative research as part of the World Health Organisation survey. One of its challenges is the tendency of respondents to answer to certain queries so that response data can at times be more a reflection of the way the query was presented rather than a reflection of an accurate answer. Hear how behavioural analysis of the response data is employed to ensure the maximum usefulness of the insight for clear findings.

- Mode comparisons of survey instruments
- Undertaking consumer choice experiments
- Exploring the choice process as it is interrelated to potential events, conditions or circumstances
- The sequence and context of how choice is made

Russell Blamey, Manager

Consumer Research Sector, Portfolio Strategy

DEPARTMENT OF HEALTH AND AGED CARE (DHAC)

11:30 **LEVERAGING SEMIOTIC INSIGHT TO UNDERSTAND THE MOST INFLUENTIAL FACTIONS DRIVING GLOBAL CONSUMER CULTURE AND FUTURE TRENDS**

SEMIOTIC INSIGHT

Discover how organisations are increasingly leveraging leading-edge insight methodologies, such as semiotics, that provide an in-depth understanding of what consumers are currently doing in their everyday lives and where their

consumer habits are heading. *This can provide an accurate guide to how lifestyle and product choices will most probably be adopted by the mainstream. Hear ground-breaking international case study examples* of how organisations are using these methodologies to gain semiotic insights across race, society, religion and continents.

Susan Stancombe, Managing Director

STANCOMBE RESEARCH AND PLANNING

12:10 **LUNCH**

1:20 **STAYING 'HIP' IN A VOLATILE MARKET: CONSUMER INSIGHTS STRAIGHT FROM THE MOUTHS OF KIDS**

CASE STUDY

Nickelodeon faces a market that is perhaps the most susceptible to volatile changes in trends and fads - the youth market. In order to gain the insight that keeps them ahead of the inevitable changes in what's 'cool' and what's not, they embrace a philosophy of connecting with kids in ways that are both relevant and entertaining to their market. This session will examine how they get into the minds of their customers - into their dreams, fantasies and motivations - and how they transfer this insight into creating the next new product for this volatile market.

Rosie Gray-Spencer, Marketing Director

NICKELODEON

2:00 **RETHINKING THE MARKETING PROCESS BY DEVELOPING NEW WAYS TO MARKET A BRAND IN THE NEW CONSUMER'S MIND**

CASE STUDY

- Keeping marketing relevant to the changing consumer
- Adapting new techniques to reach the 'fast-moving' consumer of today
- Placing the customer as the focus of the organisation
- Choice of media - finding more relevant ways to reach the new consumer

Susanna Collier, Customer Acquisition Manager

VIRGIN MOBILE

2:40 **AFTERNOON TEA**

3:00 **RE-EVALUATING TRADITIONAL CUSTOMER SEGMENTATION TO BETTER REFLECT TODAY'S CHANGING MARKET**

CASE STUDY

- Undertaking psychographic analysis of audience details
- Compiling ad-hoc research between various media
- Independently analysing overlap of information across segments and media
- Mining past research to consider the factors that really differentiate your audience

Lisa Walsh, Audience Research Manager

ABC

3:40 **MICRO-SEGMENTING YOUR TARGET MARKET TO ENHANCE YOUR MARKETING STRATEGY**

CASE STUDY

Tourism Victoria undertook extensive research into the backpacker contingent of its consumer base. The study developed micro-segments of backpackers that broke down nationalities and preferred routes of travel. Hear how drilling further down into a particular segment allowed for valuable insight and helped it to drive a new marketing strategy for backpacker tourism in Victoria.

Louise Terry, Product Marketing Manager

TOURISM VICTORIA

4:20 **CLOSING REMARKS FROM THE CHAIR AND CLOSE OF CONFERENCE**



# SEPARATELY BOOKABLE POST-CONFERENCE WORKSHOPS

WEDNESDAY, 21 AUGUST 2002 • DOCKSIDE, SYDNEY

HOW TO

## USE ETHNOGRAPHY AS AN INTEGRAL PART OF YOUR CONSUMER INSIGHT STRATEGY

9:00AM - 12:30PM

*"Using the anthropologist's tool kit of methods and theories, ethnographers are giving corporations an inside look at the cultural trends, attitudes and lifestyle factors that influence consumer decisions about everything from bathtubs and toothpaste to insurance and batteries." - Harvard Business Review, September 24 2001*

How can you apply the methodology that is at the cutting-edge of consumer insight?

*This workshop will show you how to use commercial ethnography to explore and interrogate everyday consumer behaviour, actions and language - and in doing so, generate new insights into areas that you previously know well or are totally unaware*

*of. Explore the background of ethnographic insight and take back a guideline for applying the techniques with the type of consumer insight your organisation seeks. Specifically, you will learn how ethnography can:*

- Penetrate the understanding of everyday life in amazing detail and richness
- Understand behaviour as it happens rather than how it is remembered
- Provide you with insight that questions your organisational or industry assumptions

*Don't miss out on the methodology that is driving the future of consumer insight. Your Consumer Insights conference experience will not be complete without attendance at this cutting-edge workshop.*

### ABOUT YOUR WORKSHOP LEADER:

**Pam Gratton** is Group Account Director of Qualitative Research at **Taylor Nelson Sofres** with specific responsibility for ethnography and semiotic research as it is applied to consumer insight for market research. Pam has introduced the use of these leading-edge methodologies to help organisations in their pursuit of consumer insight. Her work involves measuring consumers' purchases and behaviour using the latest techniques, tools and technology that have brought success on a global scale. Areas of coverage include all FMCG markets in addition to textiles, cosmetics, tobacco and other 'impulse products', measuring not only the purchase but also the usage of the products in these markets.

OR

HOW TO

## MAXIMISE COMMERCIAL VALUE FROM CONSUMER INSIGHT DATA

9:00AM - 12:30PM

Consumer market research data in itself has no value, despite the cost incurred in its collection, processing and storage. Creating value from this collection of information can only come from its use in the form of decision-making, not its accumulation. *In short, the ultimate value of data is determined by the quality of the decisions that flow from it.* Frequently, the potential value of data is lost as organisations struggle to access and identify the true relationships behind the information. *Making good decisions in regards to product development for your consumer market means understanding how things relate to each other.* It means going beyond knowing what is happening to understanding why things happen.

This is where the efficient use of data comes in. *Creating the greatest value from your consumer data can help find where the most significant relationships lie as well as help understand why they are significant. This interactive workshop will provide you with a framework to remove the barriers to the most efficient use of your consumer insight data. Specifically, it will focus on:*

- Understanding why consumer data in itself has no intrinsic value
- Going beyond knowledge to create understanding from data
- How to develop understanding from consumer data
- How to ensure the proper decision-makers

have access to your consumer data

- How to build in cost-efficiencies in the collecting, processing and storing of consumer data

### ABOUT YOUR WORKSHOP LEADER:

**Henry Cheang** is Managing Director, Australia for **Information Tools**. Henry has a Bachelor of Science in Statistics from the University of New South Wales and a MBA in Marketing Management from the University of Technology, Sydney. Henry has held executive positions with AGB McNair and NEWSPOLL Market Research. He has also previously held positions in the advertising and academic arena. Henry oversees all aspects of the company's business in Australia.

LUNCH

HOW TO

## USE SEMIOTIC INSIGHT TO EXPERIENCE THE ENVIRONMENT OF THE NEW CONSUMER

1:30PM - 5:00PM

How can you accurately gain insight into the leading-edge factors driving change in society and wielding influence at every level, especially consumer behaviour? *This interactive workshop will help you identify the factors driving the creation of the 'new consumer' of today and tomorrow and show you the way to access, understand and communicate directly to the needs that their environments create for them. It will provide*

*you with a framework around which you can develop your products, brands, services and policies so that they are both meaningful and relevant in tomorrow's world, today.* Examine the use of semiotics as a consumer insight tool and learn how it can be utilised as a practical technique for market research and analysis - and for developing clear, actionable guidelines for corporate strategy, market positioning, new product development and advertising, packaging and product formats.

### ABOUT YOUR WORKSHOP LEADER:

**Susan Stancombe** is Managing Director of **Stancombe Research and Planning**. Susan has a wide range of experience in the areas of business and media studies, psychology, advertising and teaching, having held positions on both the client and agency side of business. In her current role, she oversaw a breakthrough new qualitative research study that monitored the most influential factions of emerging global culture - the new consumer - and which predicted directions of change on the broader market.

OR

HOW TO

## UPDATE CATEGORY SEGMENTATION TECHNIQUES IN A CHANGING CONSUMER MARKETING ENVIRONMENT

1:30PM - 5:00PM

One of the biggest impacts on the changing consumer market is the rollover effect on traditional consumer market segmentation. New habits and ever-changing tastes have meant that traditional segmentations need to be re-examined and even broken down into smaller sub-categories. *The key to updating your consumer segmentation is to really distinguish the consumer markets that drive your business.* But how do you gain the insight to go beyond your obvious key markets and identify the sub-categories you need to create to better meet the changes in the consumer environment?

*Get the answers you need and learn how to:*

- Identify your primary and secondary market segments for each particular product or service
- Identify the needs of each consumer segment
- Recreate new consumer segments from existing ones
- Identify segment susceptibility to changes in behaviour or tastes
- Determine which market segments are most receptive to new product launches or happy with existing offerings
- Develop a step-by-step strategy for analysing the feasibility for new products in each consumer segment

### ABOUT YOUR WORKSHOP LEADER:

**Greg Wayman** is Joint Managing Director of **Newton Wayman Chong & Associates** and the Chair of the Victorian Division of **The Market Research Society of Australia**. Greg has 20 year's experience in strategic market research, line management, marketing and corporate consulting. He was previously Regional Managing Director of **Reark Research** and General Manager of **IBIS Strategy Consultants**.

**Changing tastes, new behavioural patterns, fickle interests, trends and fads 'here today gone tomorrow', consumers always on the go ....**

**These are just some of the characteristics of today's 'new consumer'.**

This reality of consumer behaviour has made the accumulation of usable and effective market insight a more difficult task for research professionals and marketing executives. Today's organisations are struggling to connect with a consumer base that's more sophisticated, more demanding and increasingly difficult to reach.

In recognition of these challenges, 'consumer insight' is increasingly becoming the 'buzzword' bouncing off the boardrooms of marketing and market research departments.

But where does your organisation stand? **Are you still trying to profile the 'new consumer' by playing with the old rules of the game?** Many organisations on the cutting-edge are realising that their current practices, assumptions and methodologies for acquiring meaningful consumer insight are increasingly out-of-date and suffering as a result.

*This conference aims to answer some of the big challenges facing organisations in the new consumer marketing arena. How can you develop the consumer insights that will result in?*

- ✓ Reduced risk in new product development and launches
- ✓ More targeted marketing strategies and product innovation
- ✓ Increased marketing return on investment
- ✓ Stronger brand targeting and loyalty
- ✓ Increased marketing share and profitability

While we have yet to see a true blueprint for a new model of consumer understanding, this conference will feature the organisations that are setting the pace for an advanced stage of excellence. Come and hear these 'pockets of excellence' that are driving marketing innovation through cutting-edge consumer insight.

*In particular hear how:*

- **The Body Shop International, UK** uses home observations of consumers for global product and marketing strategies
- **Goodman Fielder** instituted a consumer sciences group to enhance its understanding of consumer behaviour and preferences
- **Montana Wines, New Zealand** leverages new methodologies and enhance its market reach to improve consumer insight
- **Lonely Planet** is putting the travelling customer at the top of its agenda to better match insight with customer needs
- Leading-edge **psychological** and **anthropological research** methodologies such as commercial **ethnography** and **semiotics** are transforming the way to understand and market to the 'new consumer'

If you are striving to keep up with the ever-changing consumer market, then **you don't want to miss out on this must attend event!** **The survival of your brand, product or service may depend on it!**

You can be sure that your competitors won't be making that mistake!

**REGISTER NOW!**  
**CALL (02) 9223 2600 TODAY!**

## WHO SHOULD ATTEND

*At IQPC's Consumer Insight conference, you will meet Directors and Managers of:*

- Marketing
- Market Research
- Consumer / Customer Insight
  - Innovation and Product Development
  - Product Branding
  - Product Insight
- Market Intelligence / Analysis
  - Information Management
  - Consumer Behaviour
- Consumer and Market Profiling
  - Customer Segmentation
  - Market Segmentation
  - Audience Research
  - Product Management
  - Strategic Planning and Business Development
    - Consumer Science
    - Consumer Psychology

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- Achieving a high profile association with a key industry event

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