



Quarterly Newsletter

2nd Quarter 2011



## Welcome to MR's Newsletter!

Dear Visitor,

It is our privilege to share our viewpoints with you. We strive to make these newsletter topics relevant to you; presenting perhaps a fresh perspective on important issues based on our expertise and experience. We always welcome feedback and appreciate any suggestions for future newsletter topics.

## R.E.S.P.E.C.T.

In July, we were able to attend the Shopper Insights in Action conference. Always a good event, this year again delivered. It is fascinating to unite with other industry leading suppliers, manufacturers, and retailers to hear and share best practices and get a sense for where the industry is going. Technology usually takes a center stage at these types of events, and this year was no different.

There was a lot of talk around EMG(electromyography) and analyzing brain activity as a way to learn subconscious and emotional responses. Although this is an interesting and somewhat hotly debated methodology, there was one take-away that particularly resonated with us. Dr. Pradeep of NeuroFocus spoke about how people at their very core want to be heard and they want to be affirmed. Through listening and affirming, we show each other respect. Respect, of course, is not a new concept. The Queen of Soul, Aretha Franklin was preaching its many benefits decades ago. As we reflected on the conference, I am becoming more convinced than ever that respect for others is

## Exploratory In-store Research

We serve brand owners, retailers, and category managers with our proprietary in-store methodology. We help you access the consumer insights you need to deeply understand how your consumer navigates a category, experiences your

key to research success.

Respect showed up in other parts of the conference as well. P&G's former CEO, H.G. Laffley (the first to coin the term "first moment of truth"), spoke about the need to initiate a respect for the consumer from the top down. Laffley made it a practice to personally participate in in-home and in-store research around the globe and encouraged the whole company to do the same. He also initiated exercises such as sending his executives to the store with \$50 to shop to show them that they needed greater understanding, empathy, and solutions for those with limited budgets. By championing a respect and understanding of the consumer, P&G thrived.

This focus on respect is preaching to the choir for us at Marketing Roundtables (MRT). At MRT, respect impacts everything...from who we hire or partner with to our day to day actions. For us, respect takes multiple forms: respect for our clients, respect for respondents, and respect for each-other. We do this because first and foremost, it is the right thing to do. However, we have seen the positive business results from that mentality as well, especially in the area of respect for respondents.

People are smart and intuitive – respondents know when a moderator is authentically invested in an interview and when they are just trying to get another interview done. When a respondent feels respected, they are going to invest more of themselves in the interview, give you more of their time, and be more willing to leave feeling good about the experience. Additionally, our interviewers subtly affirm respondents, which acts as encouragement and makes them that much more willing to continue with the interview. The result for us has been higher quality interviews, deeper insights, and strong relationships with retailers because they know how well we treat their customers.

The need for and subsequent benefits of respondent respect extends beyond just qualitative research – it is equally important for quantitative research. Traditional quantitative surveys have followed a similar design for decades. Tedious, closed ended questions have resulted in stagnant response rates, hovering between 2% - 5%. This has provided an opportunity for

product/package, and makes purchase decisions in-store.

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companies to utilize technology to find a new way to engage respondents out of respect for them and their time. For example, one company, Vision Critical has embraced this notion of respecting respondents through quantitative survey design. They have invested significant R&D into building a better survey that is more engaging and visually stimulating. The result: a staggering 30% response rate and the ability to maintain high response quality. Although there may be the same number of questions, the respondent is enjoying the process, so it does not feel like it is excessively long.

I am guessing Aretha had something besides research in mind when belting her Motown classic, but the message could not be more applicable to the work we do. I encourage all of us to reflect on ways we can further show respect to our co-workers, customers, partners, vendors, friends, and strangers. It will benefit us in the long-run.

~Luke Cahill