



# The Evolution of Market Research

Prepared for the Top Marketers Club Convention

December 2019



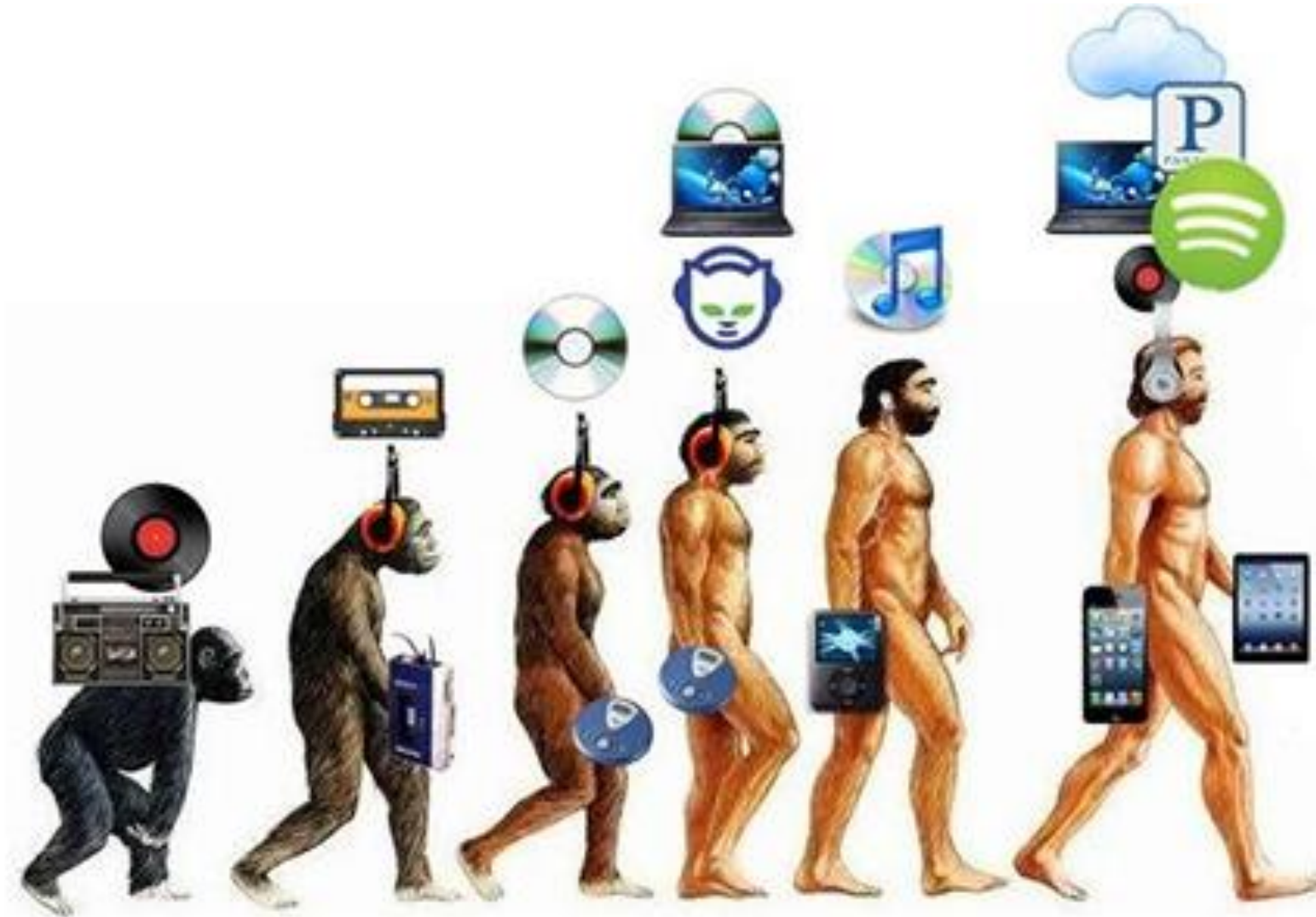
# What to expect

Insights on the evolution or market research

Live demonstrations

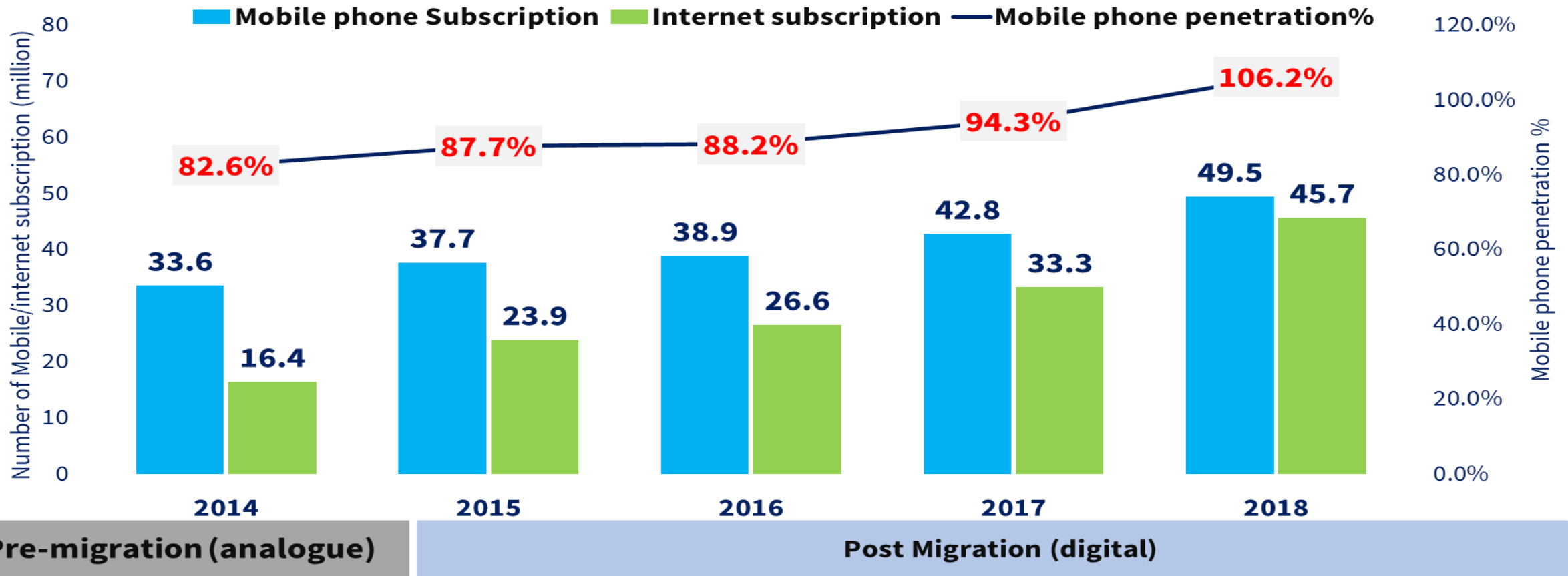
Raffle – one winner

# The evolution of music



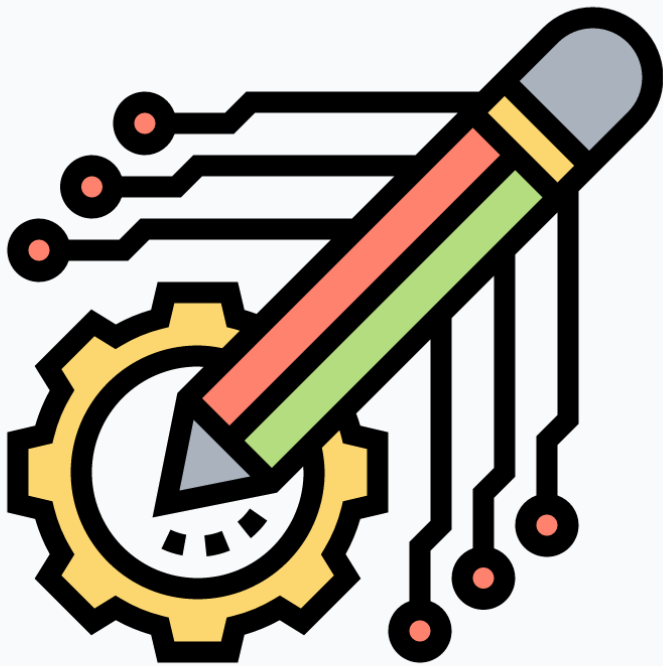


# Growth of Mobile and Internet Subscriptions



Source: Communications Authority

# Internet is changing consumers' behaviour



- ❑ Increased access to digital platforms/technology
- ❑ Consumers are always “connected”
- ❑ The era of “now” creates the demand for real time data



# The evolution of market research

## IN-PERSON

Before the telephone system was switched through automation, primary marketing research was done via intercepting people in person and having a face-to-face conversation.



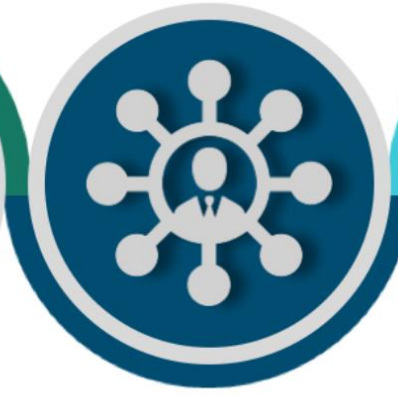
## COMPUTER ADVANCES

Around the same time, computers were advancing, allowing service bureaus to analyze data more easily, utilizing "ScanTron" forms and other similar technologies.



## SOCIAL MEDIA

In the last 10 years, social media has become a huge force in recruitment for research respondents, further decreasing the barriers to reaching individuals.



## TELEPHONE

When the public switched-telephone network arrived, it allowed for the collection of answers to questions via phone in an efficient way.



## EMAIL

In the late 90s, the internet became a means by which companies could reach survey respondents, primarily through email, which then gave rise to research "panels" - companies who aggregated individuals solely for the purpose of exchanging answers for compensation.



## STREAMING

- Passive technologies**
- Real time research**
- Wearable technology**





# Passive Technology

## Radio and TV Audience Measurement



# Rationale for Media Audience Research

❑ A study of media consumers of **radio and television** media for the purpose of reaching the **optimal consumer audience**.



❑ Media audience provide critical information for';

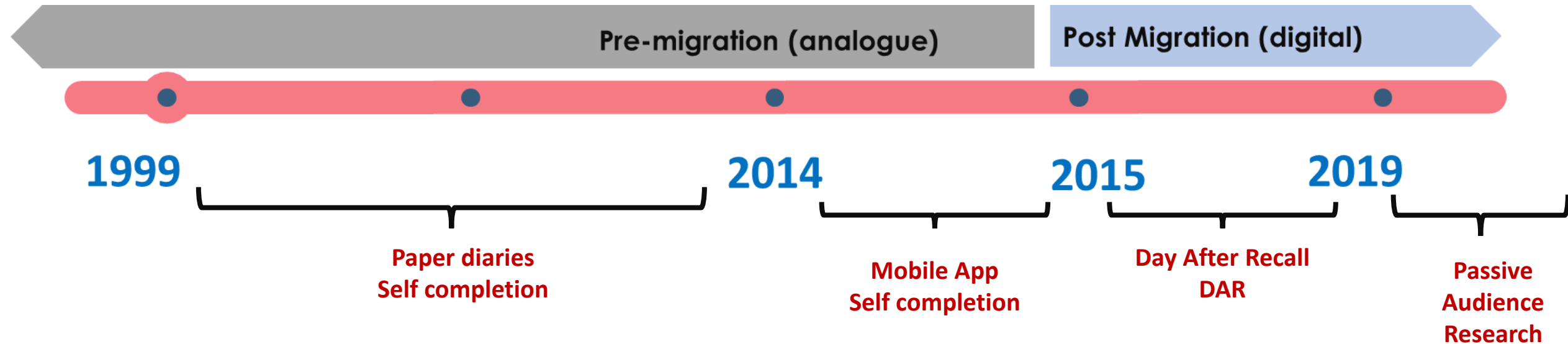
- **Advertisers** needing to target their messages
- **Ad agencies** that plan and buy media on behalf of advertisers.





# Evolution of Audience Research Methodologies

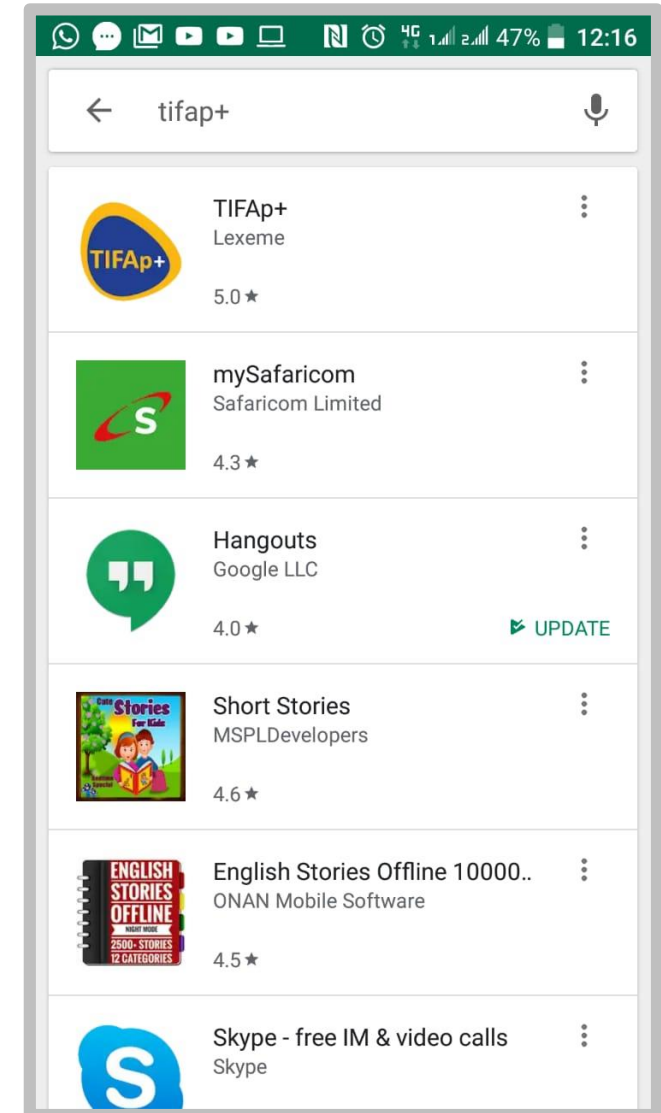
- ❑ Audience research in Kenya has undergone a transformation from self-completion paper diaries to the day after recall.
- ❑ Future of audience research is the PASSIVE audience measurement due to more accuracy in audience ratings.





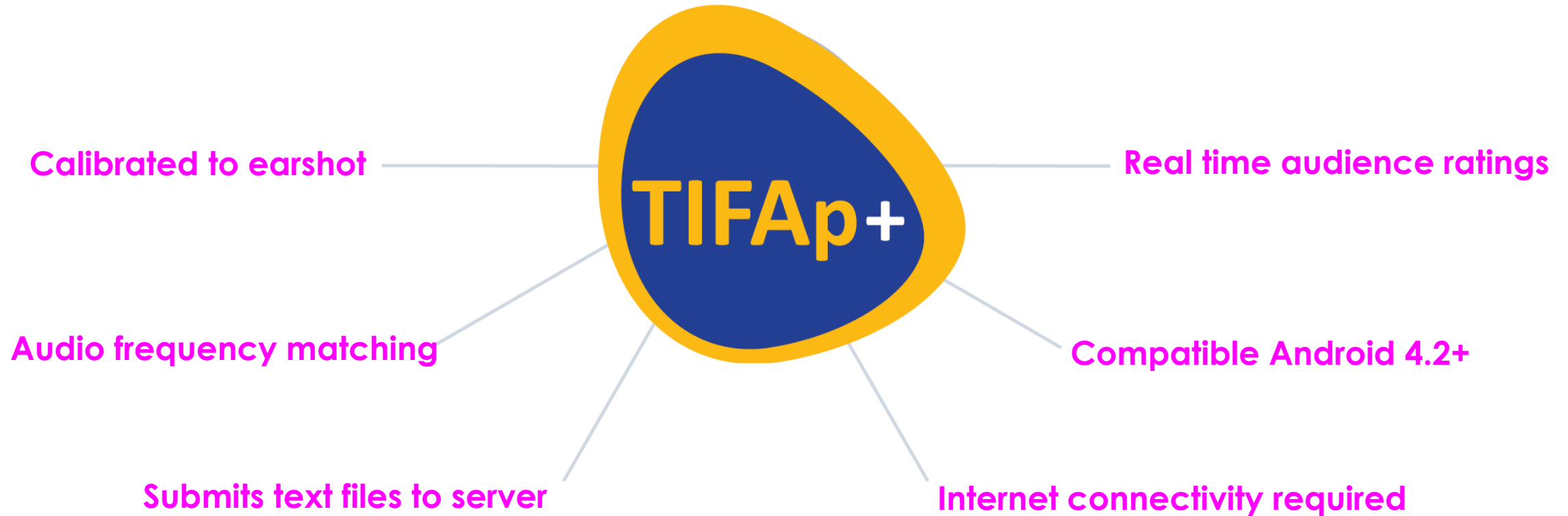
# App downloadable from Playstore

- ❑ Respondents download app from playstore
- ❑ Respondents have unique ID for demographic profile
- ❑ Software is able to capture the respondent's media exposure without their active involvement





# Key features of TIFAp+

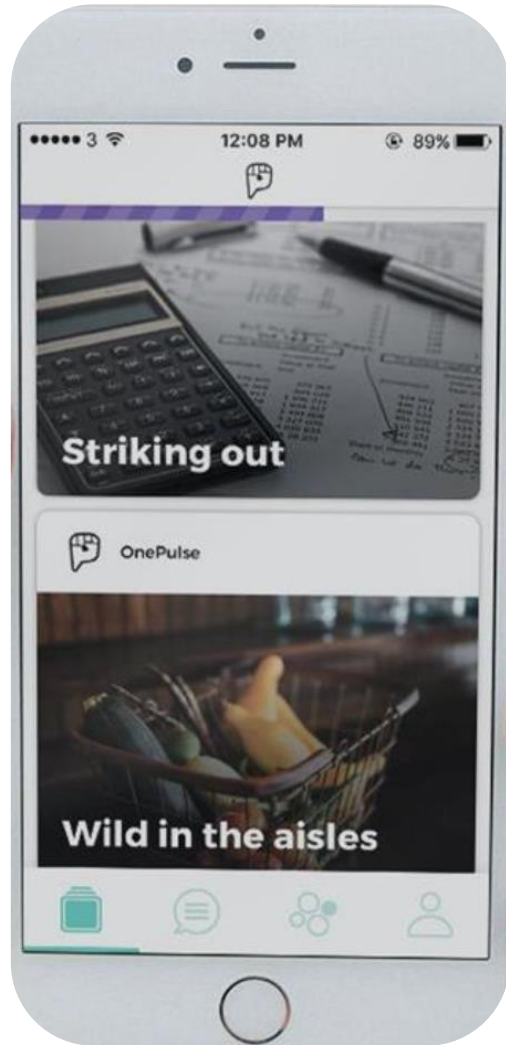




# Real Time Consumer Research

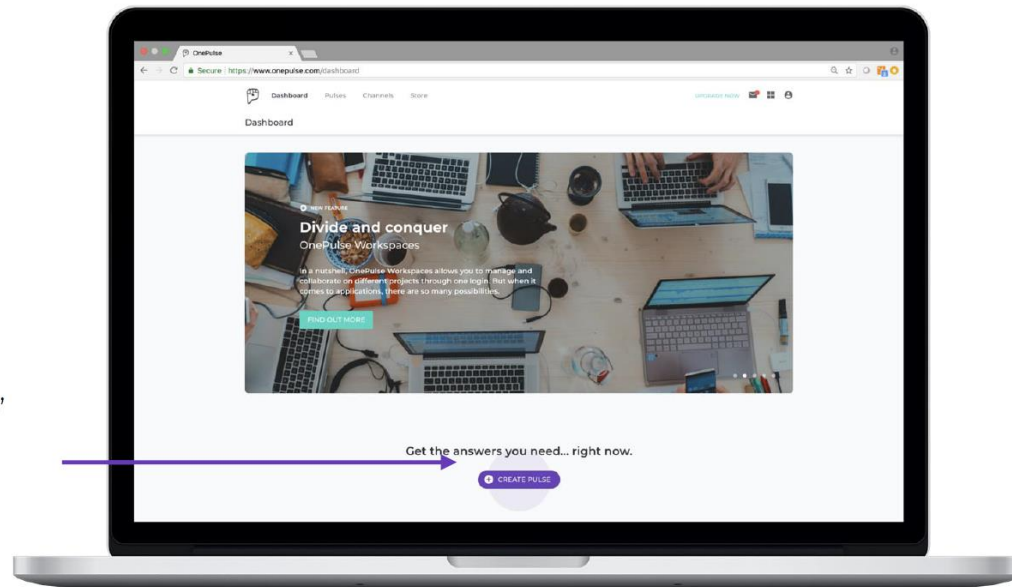
## OnePulse

# What is a pulse



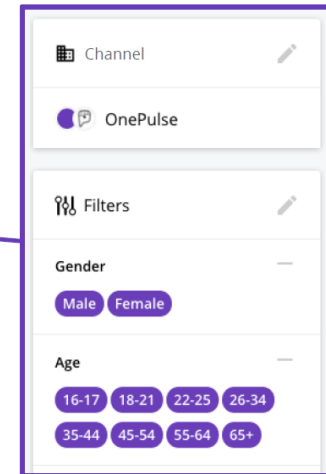
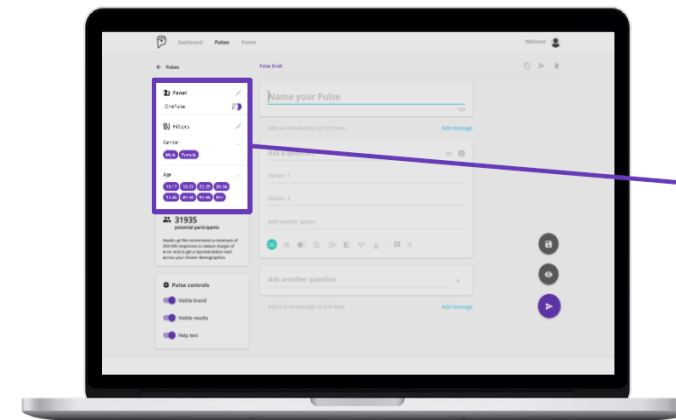
- ❑ A Pulse is a micro-survey made up of up to 3 questions. You can send a Pulse at any time and get responses live from real people across the country.

## Create your 1st Pulse




Select 'Create Pulse' on your dashboard to get started!

## Who do you want to speak to?





# Live demographic filters

Once your Pulse has gone live you can filter your results by the demographics you selected in real-time.

 Filters

- All
- Gender
- Male
- Female
- Age
- Home location



True or false: "Marriage is an outdated institution."  

Male



Female



Male

True: 131 (37.54%)

False: 218 (62.46%)



**OnePulse**





## OnePulse

**Real time marketing  
insights from real  
people at the touch  
of a button**

- Brand tracking
- Competitor analysis
- Concept Testing
- On demand insights from consumers
- Concept testing

# Live Demo

Let us design a survey on a topical issue.



# Wearable Technology

## Eye tracking for shopper research



- ❑ Eye tracking provides insight into shopper behavior that is extremely valuable in determining how to most successfully position products, signage, marketing, displays, and virtually any other element of the store.



Eye tracking helps you discover:

- How shoppers browse the aisles of a store
- What attracts shoppers' attention at the point of display
- Which visual elements (e.g price, POS) are noticed
- Which visual elements are ignored
- How shoppers interact with products on the shelf

<https://www.youtube.com/watch?v=VCf3L4pUpOg>



Lets get the Pulse



# Feedback on Survey





# Parting Shot





Technology has led to evolution of market research

Market research faster, cheaper and smarter, but humans will be delivering the real insights for a long time to come.

[David Cristofaro](#), 2017



**RAFFLE – 20% DISCOUNT ON ONE PULSE**

**my contacts**

**maggie.ireri@tifaresearch.com**