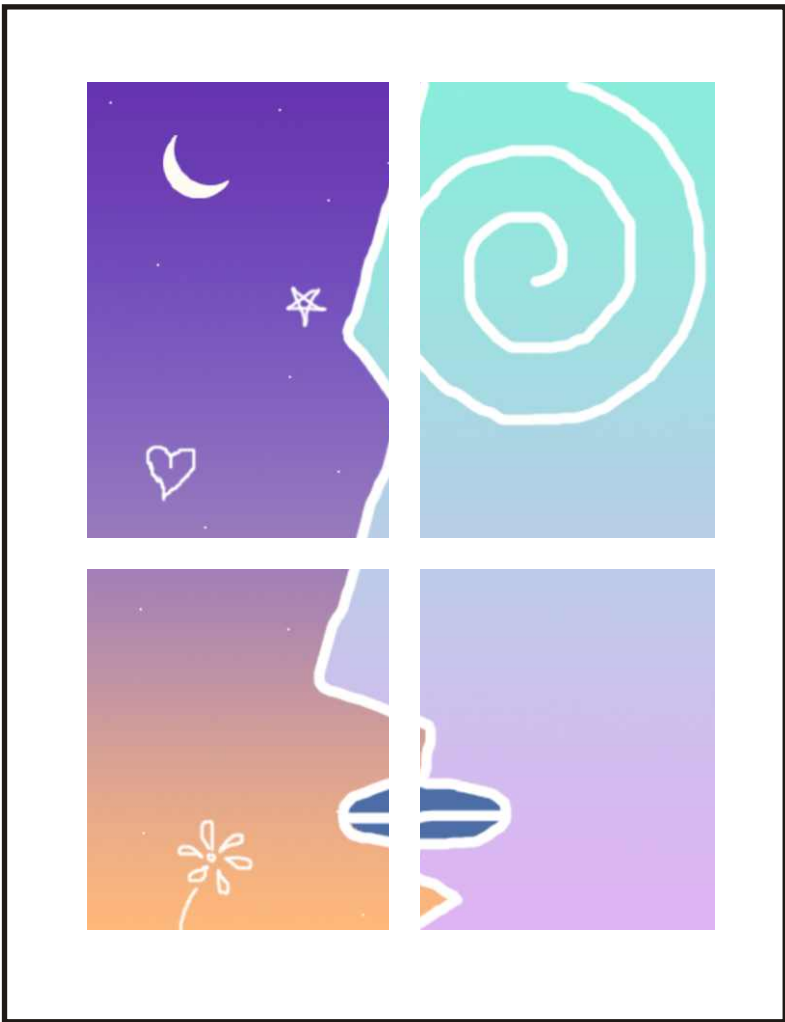




Presents

Qualitative Research Seminar

Mumbai, April 9, 2010



Introduction



Introduction

Faced with a dizzying profusion of brands and products, the modern consumer is spoilt for choice. As brand wars heat up in an uncertain marketplace and competition for market share intensifies, marketers face a greater uphill task than ever before.

In such a scenario, the role of Market Research becomes more vital. From being relegated as simply a tool to verify consumer reactions, it has evolved to be regarded as a trusted aide in understanding markets and unraveling customer preferences. Perhaps no branch of market research exemplifies this as much as the practice of Qualitative Research. Over the years, qualitative research in India has assumed a pulsating, dynamic identity as a veritable hot-bed of new ideas as it were.

Increasingly marketers are looking at Qualitative Research not merely as a descriptive discipline but as an exercise that offers that crucial cutting edge in the areas of insight generation, ideation, concept refinement and new product development. Today, a growing tribe of senior management across industry relies on Qualitative Research to inform strategy and shape positioning. Of late, organizations have been using the art (and science!) of Qualitative Research to shine an inward light upon themselves to better understand employees, create the right environment to nurture ideas and shape internal philosophies.

Qualitative researchers have also been working to consolidate the discipline, document best practices and achieve an optimal combination of creativity and discipline. This juncture, therefore, would be the most appropriate to bring together all stakeholders in Qualitative Research whether they are researchers, clients, academicians or advertising agencies.

In light of this, the Market Research Society of India will be offering its first ever full fledged qualitative seminar in April this year. This will be no ordinary seminar. The one-day seminar will offer an exciting combination of research papers, client collaboration and workshops to hone relevant skills and ultimately offer marketers the expertise to delight their consumers. Come, be part of the knowledge sharing and collaborative learning that will unfold on the 9th of April, 2010.

Topic

Ethnographic Edge



Connecting Deeply and Authentically with Consumers: True Vision

With the evolution of qualitative research, increasingly the work that we do with clients is intimately connected with providing better and sharper consumer insights that can inform and assist strategy. Connecting with consumers is arduous and time consuming but extremely rewarding in the long term. Having a deep understanding of consumers means that we can see them as they really are-warts and all- shorn of all artificiality and political correctness. It implies the ability to place the responses of the consumer in the appropriate cultural/family/ life stage context. Converting the discourse from mere 'conversation' to 'observation' or fusing the two is key in this regard. In response to this need, qualitative research has been evolving tools and techniques to understand consumer reality in totality and in context.

Ethnography is emerging as a powerful tool in consumer connection. This anthropologically flavoured discipline is about getting closer to consumers by observing them in their natural habitat and extended immersions. The key premise of ethnography is to delve deeper into the consumer mind as well as their reality to uncover their real beliefs and needs.

- * The applications of ethnographic interviews/observation based research are immense. These include:
- * Identifying unarticulated or even unconscious needs and need gaps
- * Helping identify potential opportunities for products/brands and service offerings
- * Articulating brand varianting opportunities through usage
- * Developing packaging, communication and product formulation based on consumer needs
- * Uncovering the impact of the shopper environment leading to purchase and brand choice in shopper and retail research
- * Helping to access traditionally difficult-to-research areas such as personal products, areas of inquiry pertaining to relationships and sexual behaviour, speaking to consumers who belong to a different cultural context unfamiliar to researchers, e.g. rural and tribal research etc.

For this module of the seminar, we invite papers that focus on using an observation or ethnography based methodology (in toto or in conjunction with other qualitative tools) to arrive at better consumer understanding, facilitating insights for brand and market strategy. Case studies are specifically welcome.

Topic

Archetypes



Archetypes: Their role and manifestation in categories, brands and the consumer

In Jungian psychoanalysis, archetypes are inherited mythological figures or symbols derived from a past/present collective experience. Jung subscribed to the notion that across all human cultures in the world some constructs and themes are fundamental and all pervasive; Good, evil, magic, heroism, wisdom, purity and innocence to name a few.

In each culture, these constructs find a different rendition, yet in essence, they remain universal. These universal constructs manifest in cultural myths, folktales and legends, and over time these classic myths are reinvented to address contemporary mindsets. The Mahabharata and its reinvention in successful modern soap operas is an example of this.

Archetypal myths became the basis for Jung's 12 fundamental archetypes: The hero, the explorer, the outlaw, the jester, the lover, the innocent, the caregiver, the sage, the magician, the ruler, the everyman and the creator.

Jung believed that we are all linked to essential human experiences like ageing, love, loss and so on. This means that when we connect to the collective universal experience of life, we also connect to the many archetypes related to the many kinds of people and life stages that fill the world. Taking this forward, all human beings, and hence all consumers, carry within them the 12 fundamental archetypes. Early upbringing and influences dictate which archetypes become dominant and which remain latent in any individual personality.

When we imagine brands as living entities and participants in our world and when we envisage categories as spaces in our world that these entities inhabit, we necessarily make brands and products subject to the notion of archetypes as well.

Thus a brand with a strong identifiable archetype is able to activate the same archetype in its consumer and this forges a relationship of great strength and involvement. Harley Davidson exemplifies this phenomenon. Here, the dominant outlaw archetype of the brand activates the latent outlaw archetype in its buyer.

We look forward to:

- * Accounts of how you have partnered a brand to identify or reinforce its essential (archetypal) values
- * Stories of how you have mapped a brand's activities and extensions and their synergy with the brand's archetype and
- * Stories of how you have identified a consumer archetype and suggested ways in which brands or categories may activate this.

Topic

Culture Change



Partnering Culture Change

Organizational growth comes from innovation and brand building aligned to consumer needs. Qualitative research firms facilitate consumer understanding and recommend solutions to enable business growth. The organization culture is the eco-system in which employee engagement leads to business growth. Independent external support in employee engagement encourages candour and deep listening, sending a positive message of interest in and caring for employees. It can help identify, name and address issues that may otherwise be swept under the carpet resulting in dissatisfaction and lowered motivation and morale. Exploratory research with employees results in understanding mindsets, attitudes and behavioural outcomes of actions. Studies could be diagnostic deep dives to interpret “whys” and “what ifs” beyond “numbers and scores”.

A positive outcome of recession is a need for innovative approaches to perform and thrive and to seek greater value from all partners. These economic circumstances present the qualitative research industry with a game-changing opportunity to develop strategic partnering relationships with clients, akin to advertising agency-client brand relationships. This can result in a win-win where qualitative research agencies could move up the value chain and push harder to deliver quality value-added services.

When qualitative research agencies partner with client companies' internal customers, they can inspire powerful organizational change initiatives that focus on mindset, attitude and behavioural change, at times incremental and sustained, and transform the way organizations work, thrive and grow. If you have applied your qualitative research skills and tools to observe and dialogue to bring about better employee understanding, you have strategically partnered in your client's culture change initiatives. You may have cases to share on climate studies, leadership, team work, diversity, safety, training and development, and organizational pride. You may have helped make the client organization more employee-centric by coaching and facilitating.

This is an opportunity for you to share your story of partnering with client organizations to make a difference in the way organizations work and grow.

The Objectives & Sessions



Objectives

- * First ever qualitative research seminar on Friday, 9th April 2010 at the ITC Grand Central, Parel, Mumbai.
- * To showcase work done by agencies in the qualitative research field
- * To understand the clients point of view and present case studies where qualitative research has made a discernible difference
- * To invite speakers to explore new edges of the discipline
- * To convene 3 short workshop sessions to provide practical take home value

Session Topics

- * 3 topics have been planned each covering a 90 minute session- archetypes, ethnography, partnering culture change
- * Agencies have sent in papers for each topic which are being judged by a panel of expert judges. The best papers will be presented in each session
- * Expert speakers have been invited to speak on the 3 topics -
 - Dr. Meena Kaushik on Ethnography,
 - Mr. Devdutt Patnaik on Archetypes & ,
 - Mr. Atul Sharma on Partnering Cultural Change

Workshops



Workshops

- * Simultaneous workshops have been planned on each topic- archetypes, ethnography, partnering culture change. Please register for any one workshop at the time of sending forms or at the registration desk.
- * Each workshop will accommodate a 24 people only and will be on a first come first serve basis.

The workshops have been designed to be completely interactive and will combine knowledge of the topic as well as syndicated work to understand application as a tool for marketing and brands.

Ethnography - Nirupama Kaushik,
TNS India Pvt. Ltd.

Archetypes - Aftab Kaushik,
Quantum Market Research Group

Partnering Culture - Deepa Soman,
Change Lumière Business Solutions Pvt. Ltd.

Agenda



Agenda

8:30 am - 8:45 am - Registration

(Please register for workshops at this time)

9:00 am - 9:50 am - Keynote address by Mr. Santosh Desai

(30 min presentation and 20 min Q&A)

Session I

10:00 am - 11:30 am Ethnography

(30 min presentation by expert speaker,

40 min presentation of 2 papers, 20 min Q&A)

11:30 am - 11:50 am Tea break

Session II

12:00 pm - 1:30 pm Archetypes

(30 min presentation by expert speaker,

40 min presentations of 2 papers, 20 min Q&A)

1:30 pm - 2:15 pm Lunch

Session III

2:15 pm – 3:15 pm Partnering Culture Change

(30 min presentation by expert speaker,

20 min presentation of 1 paper, 10 min Q&A)

3:15 pm - 3:45 pm Tea Break

3:45 pm – 6:00 pm Workshops

Simultaneously on all 3 topics

Rate Card



Rate Card

Registrations for the Qualitative seminar are now open. The MRSI is pleased to offer an early bird discount for all registrations made before April 1, 2010.

MRSI Qualitative seminar, April, 2010 : Registration Fees

All figs in Rs.000					
No. Of	Slab	MRSI Members		Non Members	
Part- icipants	Discount	Regular Base Rate	Early Bird Disc. Rate	Regular Base Rate	Early Bird Disc. Rate
		7,000	6,000	8,000	7,000
1	0	7,000	6,000	8,000	7,000
2	7.5	12,950	11,100	14,800	12,950
3	7.5	19,425	16,650	22,200	19,425
4	10	25,200	21,600	28,800	25,200
5	10	31,500	27,000	36,000	31,500
6	12.5	36,750	31,500	42,000	36,750
7	12.5	42,875	36,750	49,000	42,875
8	12.5	49,000	42,000	56,000	49,000
9	15	53,550	45,900	61,200	53,550
10	15	59,500	51,000	68,000	59,500
11	15	65,450	56,100	74,800	65,450
12	15	71,400	61,200	81,600	71,400
13	15	77,350	66,300	88,400	77,350