

1 World Research

Marketing Solutions

Issue 6: NET of 1WR is an inter-agency platform; some recent international projects; and fair trade opportunities

This issue of *Marketing Solutions* announces NET, our original inter-agency platform: Founded with help of other partner agencies, this platform enables to join and share resources, expertise, work with common systems, as well as share efforts for training and quality. Our first series of articles will explain NET, its platform for inter-agency project management, various data collection systems, and some joint projects. The second series of articles summarises some recent international projects that 1WR has conducted in the UK, France, Spain, Russia, Poland, Belgium, India, Thailand and Japan.

Finally some ideas are shared regarding fair trade, as we have participated in specialized conferences and worked developing some opportunities.

1WR was established in 2000 in the UK by senior researchers and offers a suite of MR services that are offered locally, regionally and globally based upon common methodologies, techniques and standards.

NET inter-agency platform

NET is a flexible platform capable of co-ordinating consultants and agencies around the world under a common business model.

>NET: Partners and 1WR have developed an original inter-agency platform on the strong belief that it is possible to remain creative and flexible; to rationalize processes and capitalize knowledge in an international context. This joint effort was initiated 2 years ago during the Esomar congress of Cannes France by Alexandre Khan, clients and other agencies. This year at the Berlin conference, we will

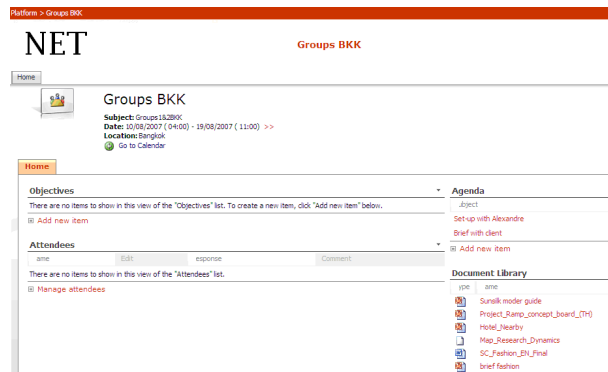
disseminate the latest platform developments and discuss next steps.

NET covers

- Advice & Consulting;
- Economic research;
- Ethnographic;
- Trend research;
- New Product/Communication;
- Retail tracking forums.

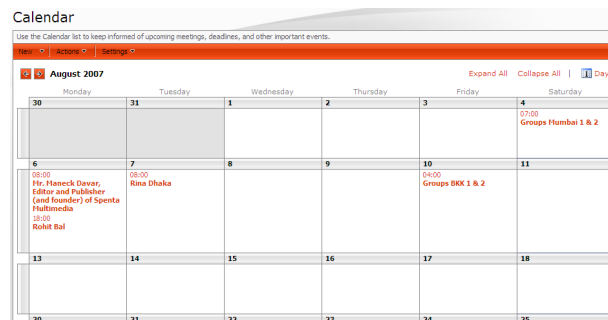
>NET tools: NET is now using its own internet secure platform for planning and project management which is also used by clients. Different accesses and levels enable to co-ordinate more easily complex

international projects.



Brief and details for some groups

Co-working field agencies access briefs, see planning in their local times and can interact for training, analysis and other project requirements.



Planning details for all agencies/consultants

Clients access final reports and details of their projects that they can share with colleagues.

>**QualChat**: 1WR has developed its own qualitative online web service called QualChat®. This tool is being used to quickly assess concepts, new developments and also follow-up alternatives redeveloped after “face to face” groups. International group discussions can be organised in English and Spanish. 1WR generally recruits participants from its international telephone centre in London.

>**Marketing Research Tutorials**: As more end-users are from different professional spheres and because researchers that are specialized in some areas might require further training in new ones, 1WR with help of Jean-François Boss have produced some basic market research

tutorials that cover: see box top right.

These tutorials are shared on NET platform with a glossary and easy text search tools. Specific training courses are organised for partner agencies and their clients.

1WR.NET Tutorials

Research Design: Basic Concepts Basis and Reliability of Surveys

- Data Collection
- Basic Sampling Concepts
- Size of Samples

Questionnaire Design

- Questionnaire construction
- Questionnaire composition and questions
- Scaling techniques
- Error Sources

Main Market Research Tools

- Qualitative Studies
- Data Processing Methods
- Usage and Attitude Studies

>International Telephone Interviewing:

1WR is developing its International Telephone Interviewing Centre in London. Audio recordings of all interviews are now stored in a database, and the team has recently worked with interviewers working in North America, Europe, Eastern Europe and Russia, Arabic speaking countries. Team management ensures drawing representative samples for each market, translating questionnaires into local languages, setting up computer assisted telephone interviewing (CATI); training and supervising fieldworkers; following-up quotas when required; translating additional open-ended responses given to the semi-open question into English. This system was used to conduct nearly 100,000 interviews in 16 markets in Europe including Russia (see www.1wr.net/field/cati.php#showcase)

> **Quantitative Internet Interviewing**: NET is using Jambo-software systems that are

compatible with triple-s norm for handling quantitative internet surveys. Recruitment is generally conducted in conjunction with other sources, enabling us to draw more representative samples.

NET

Suppose on the following scale a score of 1 represents an environment that is sustainable and a score of 10 an environment that is not sustainable:

How would you position our country's environmental level?	1	2	3	4	5	6	7	8	9	10	show enter a value
And how would you position our environment's (EU average) level?	1	2	3	4	5	6	7	8	9	10	show enter a value
And how would you position our environment's (in five years time) level?	1	2	3	4	5	6	7	8	9	10	show enter a value

← Planning details for all agencies/consultants

This system was chosen as flexible and powerful, also enabling import/exports with triple-s questionnaire/data/reporting standard.

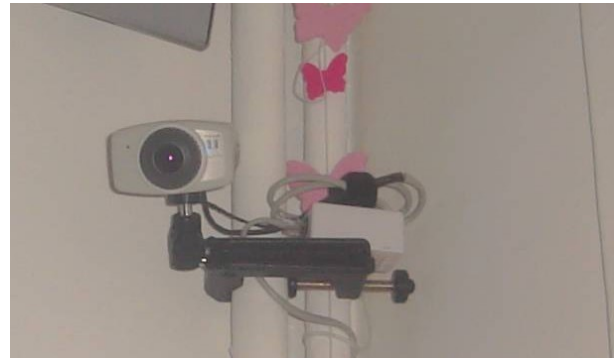
See demo on

http://research.1wr.net/env_demo

>**Video Streaming:** 1WR video streams groups and fieldwork to clients especially for international projects. This service also developed for NET partner agencies uses Real Networks technologies and can be set-up anywhere in the world through secure internet connections. Post viewing is also deployed for next day viewing when time zones are impractical for clients. Specific audio/video technical teams are used to avoid putting extra tasks onto

researchers (see Marketing Solutions.# 5).

> **Observation systems:** Observation of household usage of products and services is a key to successful product development. 1WR has invested in new observations systems that can record households during weekly periods and also follow-up their usage of internet and other electronic appliances.



Observation camera

>**Panels: International Luxury project:** Through NET, an initiative is setting up panels for luxury products in North America, Europe and Asia. This international panel is recruited via different co-operations with tourist, real estate, sports, and fashion professionals. The panel will aim to recruit internationally and draw on significant samples in the US, Japan, China, Korea, India, Russia, Germany, Italy, France and the UK.

News on recent projects

>**TrendSetters and Asian Designers:** 1WR worked with Allegoria Consultants under NET (see NET explanations). This project draws upon various sources: semiotics, groups, and views from selected opinion leaders in key markets of Asia. For the latter, TrendSetters methodology developed by 1WR was used (for further explanations on TrendSetters please see Marketing Solutions no 1 & 2). Recruitment of these top opinion leaders was organised by a PR team, and interviews were conducted by Alexandre Khan. The outcomes enabled us to

explore new paths and directions the outcome of which influenced the study.

>**Economic Research on CRM in Europe:** With Marcello Sasso, 1WR conducted a CRM exercise consisting of desk research and interviews with key players in the UK, France, Spain, Belgium and Poland. The study enabled us to understand the progress of these markets, especially and for the principal sectors of Telecoms and Banking.

Through NET, 1WR draws on two networks of consultants in Europe; one

specializing in FMCG, retail and B2C aspects, the other Technology, Telecoms and B2B aspects.

> **Design Tests in Spain, UK, and Russia:** 1WR conducted a design test for a potential design lifting for some existing

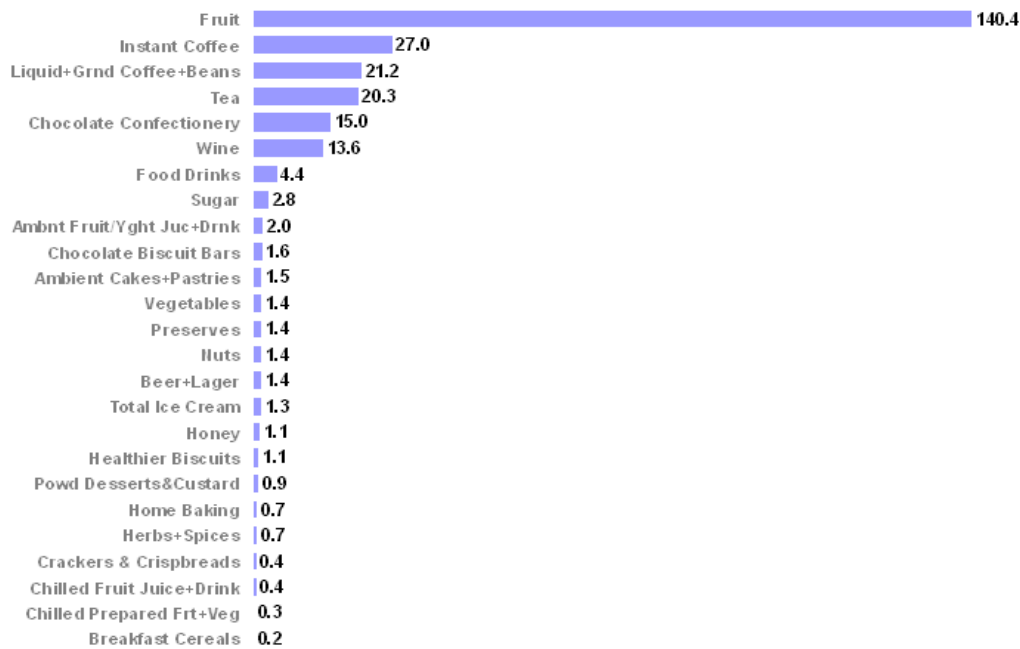
home appliances. We also used the groups to have some quantitative estimation of the three markets as a whole and validate the new lifted design versus existing design performances. These markets were very different and produced mixed results. However, the quantitative side clearly rejected the new proposal, and so the group findings were used to help design development.

Fair Trade Opportunities

> **Consumers today:**

- Sensitivity on cost of consumption: pollution, destruction of values, vanity of certain signs
- Interest and uptake in fair trade and ethically sourced products
- Consciousness of marketing practices
- Consumption is determined more and more upon circumstances
- Affinity prevails on socio categories, manufacturers have their own specific segmentations more meaningful

> **Fair trade market sizes – UK example £m – 52 w/e Mar 23 2008:**



Source: TNS

> **Why brands should focus more on fair trade developments:** To convey more ethical evocations. To create through fair trade, partnerships/associations, that are relevant to consumer aspirations and are in line with brands' vision.

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