

INSIGHTS THAT WORK

Real stories. Real results.

**Best research stories exclusively from the GRIT Top 50
most innovative companies.**



GreenBook

THE FUTURE OF INSIGHTS



Insights That Work: Introduction

Every year, participants in the GreenBook Research Industry Trends survey (GRIT) vote for the most innovative companies in market research. When the rankings came in earlier this year, we asked the top 50 to share their best research stories.

We wanted to see how innovative market research creates real value for real clients. We wanted to hear real stories about delivering real results. We wanted to know about insights that work.

Business stories are best told as case studies. Each of the 29 case studies that you will find in this ebook explains an insights challenge, describes a solution, and shows the outcome – to demonstrate what’s possible and how to get there.

We hope you will find this ebook interesting, inspiring, and possibly even helpful as you tackle insights challenges of your own. Enjoy, and please let us know what you think!

Lukas Pospichal
Managing Director, GreenBook

About GRIT

About the GRIT Report

The **GreenBook Research Industry Trends (GRIT) Report** is the leading survey of the insights industry, analyzing trends, providing benchmarks, and serving as a strategic planning resource for researchers. Over 30,000 insights professionals and executives read each new edition of the report.



About GRIT Top 50 Most Innovative Market Research Suppliers

Over the past seven years, the GRIT Top 50 ranking has become one of the key metrics many companies use to understand their position in the insights industry. It is similar to a brand tracker with the attribute of “innovation” as the key metric. Using an unaided awareness verbatim question, we ask respondents of the GRIT survey to list and rank the research companies they consider to be most innovative.

AYTM Automation Makes Research 3x Cheaper & 12x Faster



ABOUT THIS CASE STUDY

Business issue:

- Brand / product / service repositioning

Methodologies:

- Emotional Measurement
- Online Surveys - DIY Surveys

Client: Origin CBI at Hill Holliday

Client Industry:

Advertising Agencies

Project Year: 2016

CHALLENGE

Origin Consumer and Brand Insights (www.origincbi.com) is a consumer behavior, data science, and technology company that offers custom solutions to clients' marketing challenges.

Origin's mission is to provide business advantages through applied psychological and data sciences. One of the ways Origin uses applied psychological sciences is through its proprietary consumer motivation profiling tool.

Origin wanted to determine the primary motivation profile associated with consumers of car brands. *"Knowing the motivation profile for each car brand could give Origin's clients a competitive edge,"* says Senior Manager of Research Dr. Kenneth Faro, Ph.D. *"For example, Porsche might be purchased for identity motives, while Toyota might be purchased for safety motives. That insight affects how you might message to potential new customers of each brand."*

While Origin's consumer motivation profiling tool provided unique insights

into their clients' problems, the team had two questions:

1. Can data collection be faster so the team could spend more time developing the practical implications of their insights?
2. Can data collection be cheaper so that those savings could be passed on to their clients?

SOLUTION

The Origin team determined they would need to automate their proprietary tool, and turned to AYT™ for their automated options.

Origin decided to run their consumer motivation profiling tool with AYT™'s Advanced MaxDiff, a drag-and-drop research experiment in AYT™'s survey editor. *"This way,"* says Faro, *"Origin's specialty in consumer behavior was paired with AYT™'s specialty in method automation."* The platform presents MaxDiff to respondents as an adaptive progression of question modules, with four items to rank per module.

ABOUT AYTM

AYTM is a best-in-class market research technology platform that delivers critical insights fast. AYTM's automation solution allows researchers, marketers and analysts to run a full range of quantitative and qualitative research via the ease of a do-it-yourself platform.

AYTM's proprietary panels provide unparalleled levels of trust, quality and speed with access to over 25 million consumers globally.

www.aytm.com



Origin fielded the survey to 1,000 Americans, census balanced for gender and age, to AYTM's proprietary panel PaidViewpoint – voted the #1 U.S. survey panel on the SurveyPolice website.

“Origin’s specialty in consumer behavior was paired with AYTM’s specialty in method automation.”

OUTCOME

In other methods using classic MaxDiff experiments, the experimental design and analysis of MaxDiff often requires 8-15 people, and can take 3-5 weeks. By contrast, AYTM's automated Advanced MaxDiff typically requires 1-2 people (to create the list of items to test, paste the list into the experiment on the research platform, then launch), and this

automated version usually completes within 4-48 hours for a gen pop study. Origin's automated MaxDiff study required only one person to program, and finished fielding within ten hours.

According to some of AYTM's clients, other full-service research organizations often charge starting at \$30,000 for a typical study with complex research tests. For AYTM, a brief DIY study to a thousand Americans, age and gender balanced, with a thirty-item MaxDiff experiment, would cost less than a third of that traditional price tag.

As for speed, assuming a classic MaxDiff experiment would optimistically take about three weeks, Origin was able to complete their study 12x faster than usual.

According to Faro, “AYTM's faster and cheaper solution allows for: (1) more time for Origin to craft better insights for clients, and (2) Origin to provide cheaper services to our clients.”

For more information about Origin CBI, please contact Dr. Kenneth Faro at 617-366-4271, or at kenneth.faro@hhcc.com.



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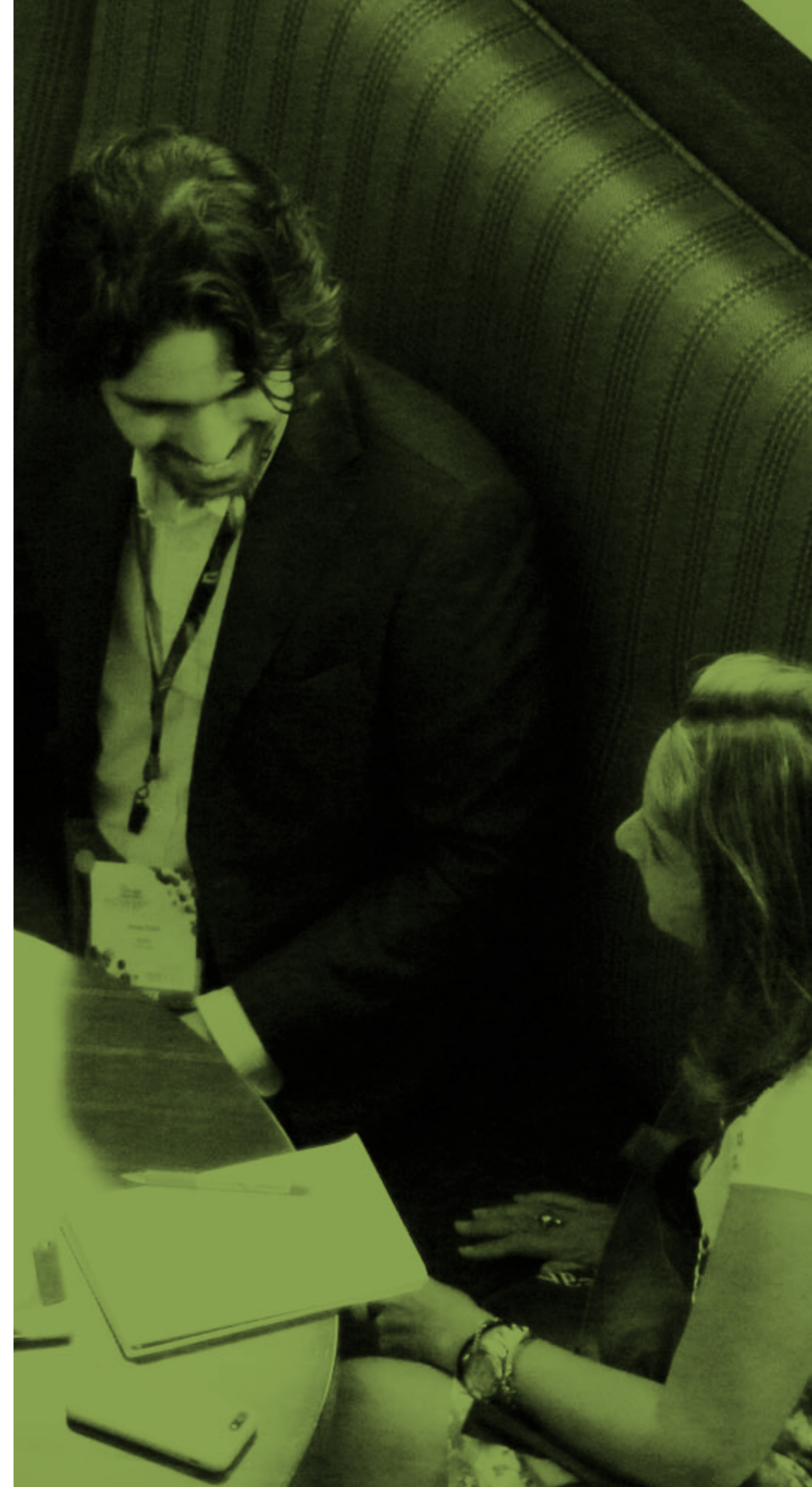
THE FUTURE OF INSIGHTS

GreenBook connects insights professionals from all over the world with people, information, and ideas that generate results. Through our reports, events, webinars, blogs, a supplier directory, and a new expert marketplace, we provide the resources, learning, and inspiration that researchers need to succeed:

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- **GreenBook Blog**
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THE FUTURE IS AT IIEX.

IleX events by GreenBook are the most innovative, client-driven insights events in the world. IleX has come to be known as the home of new thinking, new technology, and new research impact. Join our global network of innovative insights pros and be a part of the future of insights.

- **IleX Asia Pacific**

December 12 - 13, 2017 in Bangkok
iiex-ap.insightinnovation.org

- **IleX Europe**

February 19 - 20, 2018 in Amsterdam
iiex-eu.insightinnovation.org

- **IleX Health**

March 27, 2018 in Philadelphia
iiexhealth.insightinnovation.org

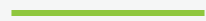
- **IleX North America**

June 11 - 13, 2018 in Atlanta
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