

## **Workshop Title: Using Technology to Transform Sensory and Consumer Research**

Sponsored by: ASTM Committee E18 on Sensory Evaluation

Friday, April 23, 2010

8:30 am – 5:00 pm

Renaissance St. Louis Grand and Suites Hotel

This hands-on and interactive one-day workshop is designed for all sensory, consumer, and market research practitioners, whether you are currently using technology in your research or not. We will spend the morning building a foundation for understanding how technology is best utilized in our research from building respondent and product databases to respondent selection to data collection and management. The afternoon session will demonstrate and introduce you to techniques and ideas for using technology in your research, both qualitative and quantitative, that you may not have seen or thought of before. Please join us as we explore the possibilities to transform our work and our organizations through effective use of technology.

Workshop Participants can expect to take away:

- Understand how to lay the foundation for an organization to realize the value of and implement technology in research.
- Expand knowledge and first-hand experience of what's possible in technology options and applications in research.
- Gain insight into how other practitioners are using technology to ask questions or get responses to improve research efforts.

We welcome two Keynote speakers, experts in acquiring and using technology to transform research.

Tony Gardner, Partner, Innovation Performance, at Accenture, a global management consulting, technology services, and outsourcing company

<http://www.accenture.com>

Bart van Roekel, VP Noldus Information Technology, partner in the "Restaurant of the Future", featured on National Public Radio, a living lab for innovative consumer research in Wageningen, The Netherlands.

<http://www.noldus.com/>

<http://www.noldus.com/news/noldus-becomes-partner-restaurant-future>



## Using Technology to Transform Sensory and Consumer Research

### ***Build a Technology Mindset***

- 8:30 Introduction by Workshop Coordinators
- 8:45 **Keynote: Emerging Technology and Research – The Impact on Insight Development and Innovation**  
Anthony Gardner, Partner, Innovation Performance, Accenture
- 9:45 **Leverage technology to connect with consumers and liberate your research**  
Peter Hall, Partner, Insight Counts
- 10:15 Break
- 10:30 **Are you ready for a new era of sensory and consumer research? Paper to automation and beyond**  
John Castura, VP Innovation R&D, Compusense
- 11:00 **The Value of Technology for Delivering Insights**  
Greg Stucky, Chief Research Officer, Insights Now!
- 11:30 Q & A for morning speakers
- 11:45 Lunch

### ***Implement Technology into Your Business***

- 1:00 **Keynote: Measuring consumer behavior: Novel methods lead to new insights**  
Bart van Roekel, VP Noldus Information Technology, partner in the "Restaurant of the Future"

2:00 – 4:30 Technology Demonstrations (Small groups rotate between suppliers)

**Online Focus Groups** – Derek Sawchuk, Marketing Manager, Itracks, [www.itracks.com](http://www.itracks.com)

**Online Communities**– Annie Pettit, Chief Research Officer, Conversition [www.conversition.com](http://www.conversition.com)

**Restaurant of the future** by Bart van Roekel, Noldus Information Technology and Dr. Marchel Gorselink, Wageningen UR

<http://www.noldus.com/news/noldus-becomes-partner-restaurant-future>

**Online Ethnographic Research**– Revelation, Steve August, Founder and CEO [www.revelationglobal.com](http://www.revelationglobal.com)

**Online Quantitative Research** - Frank Hayden, Sr. Director, Client Development, Toluna including Greenfield online [www.greenfieldonline.com](http://www.greenfieldonline.com)

4:30 – 5:00 Report out of Insights by Participants and Afternoon Presenters

## Speaker and Supplier Bios

### Keynote Speakers

**Tony Gardner** is a Partner in Accenture's Innovation and Growth practice and focuses on the CPG industry. He has over 20 years experience in developing and leading growth, innovation and marketing strategies. He has deep experience in garnering and leveraging VOC and consumer insights. His experience covers multiple industries, both B2B and B2C, including CPG and Retailers across numerous channels. Prior to joining Accenture, Tony enjoyed leadership roles in two boutique consultancies and spent 7 years with the Procter and Gamble Company in various management roles.

**Bart van Roekel** is the Vice President of Noldus Information Technology Inc. and manages the North American headquarters located in Leesburg, Virginia. He started his career with Noldus in 1993 as a Sales Engineer after graduating from the University of Hertfordshire in England, where he earned his Master's degree in electronics and software engineering. In 1996, Mr. van Roekel relocated to the United States where he founded the North American headquarters and where he continues to be closely involved in system design and system integration.

### Industry Presenters

**Peter Hall** is a founding partner of Insight Counts, an online data collection firm specializing in consumer management and recruiting for on-site research. For over 25 years, Peter has led innovative organizations using a holistic approach to process and product development and strategically leveraging existing products and technologies. He is published on this topic in professional journals serving industries from mining to manufacturing to medicine. Focusing on using technology to enhance and streamline existing business processes, Peter brings a practical and economical perspective to the world of consumer research.

**John Castura** is Vice President Innovation, Research & Development of Compusense Inc. He has seen the evolution of software for sensory and consumer research from a developer's perspective. For the last decade, John has managed the programming resources at Compusense as the technology has grown from LAN platforms to the Internet. John's presentation will cover the transition from computerized systems designed to replace paper and pencil to the dynamic world of interactive software that capitalizes on recent advances in computing. Along the way the technology has expanded the nature of sensory and consumer research by enabling highly productive collaboration, centralizing real-time monitoring of global testing programs, accelerating data collection, and engaging consumers in entirely novel ways. Opportunities arising from access to global markets, social networks, mobile computing, point-of-sale technologies, advances in neuroscience, and other factors have the potential to change further the way that research is done. John will speculate on where this is all headed as we move forward.

**Greg Stucky**, Chief Research Officer of InsightsNow, provides strategic research consulting to InsightsNow's client base and guides innovation and product development initiatives for the company. He specializes in consumer research for product design and development, and has worked on more than 300 new or improved food and personal care products over the past 19 years. Stucky is also an active industry advisor, serving as the Past Chairman of the Sensory Evaluation Division of the Institute of Food Technologists and for three years as Chairman of the sub-committee on sensory application for the sensory evaluation committee of ASTM International.

## Technology Suppliers

**Bart van Roekel**, Vice President of Noldus Information Technology Inc., is representing “Restaurant of the Future”.

In spite of enormous investments in research, development and marketing, the failure percentage of consumer product launches is relatively high. This is especially true for the food and beverage industry. The majority of new food products disappear from the market within a year after their introduction. It is becoming increasingly clear that traditional consumer research methods are insufficient to unravel food preferences and habits. Controlled lab experiments fall short in ecological validity, whereas interviews, surveys and focus groups ignore the unconscious factors driving food choice. Therefore, companies are looking for new methods to more effectively predict new product acceptance and to reduce product development costs. There is increasing consensus that food selection and consumption should be studied when and where it occurs, through observation of consumers in a naturalistic context. For this purpose, the **“Restaurant of the Future”** was established in Wageningen, The Netherlands as a “living laboratory” for the study of food choice, eating and drinking behavior. **Noldus Information Technology** is one of the four founders of this research facility, responsible for data collection and analysis technology and tools. The Restaurant of the Future serves as a test bed for novel research methods, techniques and tools. Research projects commenced in early 2008 and in 2009 the first studies were completed, delivering valuable new insights in eating and drinking behavior of various categories of consumers. At the same time, these studies have fostered the development of novel measurement and analysis tools, including software tools (The Observer, FaceReader, etc.) as well as experimental techniques for automatic motion tracking, behavior recognition and emotion detection. After a brief description of the Restaurant of the Future and its facilities, a number of studies based on novel behavior research methods and tools will be reviewed

**Derek Sawchuk** is a dynamic marketing professional slightly obsessed with qualitative research, technology, social media and the future. He is the Marketing Manager at Itracks leading product management, product marketing, marketing communications and public relations. In addition, Derek also manages several online forums including Oq the largest group of its kind for online qualitative practitioners and was instrumental in launching the first ever online community for qualitative researchers.

**Itracks** online focus groups give you fast top level reaction to concepts and media from geographically dispersed respondents. Respondent anonymity elicits direct, honest feedback helping you to quickly discern the heart of any issue. Itracks is....

- **Fast:** Book, recruit and run your groups in a matter of days. Perfect in a time crunch, online groups let you respond quickly to your clients needs.
- **Honest:** Capture the gut level reaction of your respondents while maintaining a personal rapport. Simultaneous typing eliminates the influencer affect, while common interest and moderator skill builds the group dynamic.
- **Global:** Conduct multi-location groups in one evening or recruit respondents that cut across geographic boundaries. Itracks Qualitative Software is currently available in 20 languages.

**Steve August** is the founder and CEO of Revelation, a Portland-based market research software company that creates the next generation of online qualitative research applications. Before founding Revelation in 2007, Steve was a principal of KDA Research where he directed KDA's efforts in using technology to develop innovative research techniques and methodologies. Steve has 15 years of diverse technical and creative experience acquired from successful stints as a system administrator, webmaster, multimedia producer, and business intelligence software consultant. He has worked on market research projects for the Consumer Electronics Association, Hewlett Packard, Philips Design, Intuit, the Kaiser Family Foundation, and the San Francisco Zoo.

**Revelation** is a new platform for online qualitative research that combines the richness of ethnography with the reach of the Internet. Previously, online qualitative research meant bulletin board or chat-based focus groups. Now Revelation enables you to go out into your customers' world and capture behaviors, experiences and emotions wherever and whenever they happen, without even leaving your office. Revelation makes it easy to create engaging studies that capture customer experiences with a startling richness. Without any scripting or programming, researchers can create diaries, photo tours, and projective activities that allow you immersion in the true customer experience. Revelation's reporting and analysis tools get you to the insights faster.

**Annie Pettit**, PhD, has more than 15 years of experience as an online market researcher. She specializes in data quality and, more recently, in social media research as Chief Research Officer at Conversition. She is on a campaign to broaden awareness of privacy and ethics issues in this developing field. Annie was previously the VP of Online Panel Analytics at Ipsos as well as the Research Scientist at ICOM. Her expertise in research methods and data quality has been highlighted through numerous conference presentations, including CASRO, MRA, MRIA, NetGain, and IIR. She has also published numerous articles in both professional and refereed magazines and journals. Annie tweets at @LoveStats and maintains the LoveStats marketing research blog where she occasionally showcases her attempts at being a better baker and gardener.

**Conversition** is a marketing research firm that listens to consumers by applying scientific research principles to the collection and analysis of online social data. Our strength lies in combining the expertise of respected market researchers with that of social media mavens. Our services are complementary to traditional market research methodologies and help you gain a more holistic view of how people engage in conversation regarding your product, service or brand.

evolistenT is Conversition's product. evolistenT is where full service market research meets social media. evolistenT represents the next generation of full service market research, one that listens to digital word of mouth. We listen to what consumers are telling us through online social media - rather than trying to evoke reactions by asking response limiting questions. evolistenT sources data from online Social Media and applies fundamental market research techniques to analyze the results for you.

**Frank Hayden** has been with Greenfield Online since April 2006. He is responsible for leading a team for the reseller market and also manages Toluna's top accounts. Frank has been pivotal in maintaining high level relationships with our largest accounts and delivering Greenfield's messaging of technology, quality and providing on-line respondent access. Frank also is a guest lecturer at Depaul University in Chicago for their MBA Marketing Program.

Frank is an active participant in the research conference circuit and has been a long-term member of the AMA. Prior to joining Greenfield Online, Frank spent 5 years with Motient, a wireless data network provider and Honeywell, the leading controls company for 8 years. Frank is a graduate of the University of Texas, with a BBA in Finance and in Marketing.

**Toluna**, now including **Greenfield Online** is now the world's largest online market research panel and online survey software provider to the global market research industry. Providing online market research sample and online advanced survey programming expertise to over 1,500 of the world's leading market research agencies. Get in touch with over 3.7 million active panel community members across 33 countries, 16 specialty research panels, reaching niche segments to provide quality survey research data for your online market research projects.