EVERYTHING OLD CAN BE NEW AGAIN

Finding the “Right Fit” for Optimal Research
Today’s Speakers

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Today’s Agenda

✓ Introductions
✓ New and Shiny vs. Tried and True
✓ Finding the Right Fit
✓ Case Studies
✓ Q&A
We believe our world is best when consumers have a voice.

We simplify connections between brands and consumers, using our expertise, services and platforms to clear a direct path to feedback. Along the way, we make it easy for you to prioritize the insights you need to drive growth.
OUR EXPERIENCE

3,900 clients worldwide

30+ years experience

4,000+ completed studies each year

3 proprietary technology platforms

3 focus group facilities

640,000+ qualified respondents in our nationwide panel
“Fashion is made to become unfashionable.”

Coco Chanel
THE “TRIED AND TRUE”

- Quantitative Surveys
- In-Person Focus Groups
- Online Qualitative
THE “NEW AND SHINY”

- Automation
- Artificial Intelligence (AI)
- Prediction Markets
- Big Data
Debunking Myths

- The RIGHT way doesn’t have to be trendy.
- The RIGHT way doesn’t have to be boring.
- New and shiny techniques alone are not research.
Why “New and Shiny” Isn’t Better
“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”
Case Study:
PARKING LOT CONFESSIONS

“Simplicity is the keynote of all true elegance.”
“Before you leave the house, look in the mirror and take one thing off.”
“Don’t spend time beating on a wall, hoping to transform it into a door.”
“It’s always better to be slightly underdressed.”

Case Study: QUICK–TURN RESEARCH
Would you rather chase after “new and shiny” or make “tried and true” research your own?
Do I need to dress up or dress down?

Do I want to layer numbers, context or both?

Can I use this again?
QUESTIONS?
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