

Agile research: Buzzword or game changer?



TRADITIONAL
METHODOLOGY



AGILE
METHODOLOGY

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Presented by: Dan Coffin, Director

The buzz

How Agile Market Research

How To Make Market Research More Agile

by Brooke Patton · May 17, 2018 · 0

What is Agile Market Research?

One of the hottest terms in market research at the moment is the word 'Agile'. However, there is a lot of confusion about what exactly it means and how it is used.

Two definitions, with Two Differences

One of the reasons that there can be confusion is that the term 'Agile' is used in two different ways.

What Defines Agile?

There are a variety of definitions of 'Agile' and its roots based on the principles of rapid and flexible response. The agile approach drives a quick and efficient process.

Real-Time vs. Agile

Both agile and real-time market research require a careful approach when applying research methods are found by data science.

Further, real-time research is all about the reality of a customer's experience and takes into account the reflections of a customer.

In the end, it shouldn't really be a choice between the two. **data should complement one another.** For real-time research to be used successfully in the market research industry, it must be coupled with primary research. Only then will we be able to use it in a more effective way.

AGILE MARKETING RESEARCH – MYTH OR REALITY?

Posted on August 24, 2017 by Annelies Verhaeghe



Agile is buzzing, with terms like 'Agile' being thrown around without any real meaning in research, where words like agile are not in the researcher's glossary. Yet, in the current notion of speedy or automated research, the need for agile is becoming more apparent. Operating in this VUCA world (Volatile, Uncertain, Complex, and Ambiguous), the need for agile research is becoming more apparent.

the traditional research cycles are often too heavy. To cope with this, the market research industry, just like many other industries, has laid eye on the principles behind agile product development.

The core lies in moving away from a plan-set-optimize-launch-learn research approach to a more ongoing do-learn mentality, this by gathering cross-functional teams that work on a series of short iterative cycles.

clients have been altering their production cycles to be able to utilize more real-time data coming from not only traditional MR data collection process, but also from CRM systems, social media, and other external sources like transactional data, etc.

The MR Industry should be able to remain relevant. As information has become real-time, more widely available, it replaces historically formulaic and lengthy market research campaigns with techniques that are quick ("agile") to identify and remedy gaps in a company's performance in order to drive results and improve ROI.

Insights: agile research

Why Your Marketing Department Needs Data. Right Now!

Research technology can unlock new potential for all companies by helping marketers and business owners anticipate and react to consumer opinions immediately. Engaging in this marketing activity enables any business to transform itself into an agile organization.

Agile Research into the Business Decision-making

to innovate. More and more of your end-

information, more to do more: hat if doing more to ou more? What if, ld quality results, stance: What if you actical approach ends and consumer ess practices in real-



What is it and where did it come from?

The Agile Manifesto
adopted by software
developers in 2001

Individuals and interactions

Working software

Customer collaboration

Responding to change

Change in mindset



Exploratory / flexible research objectives

Tight focus on business need

Easily digestible insights

“Minimum viable feedback”

Change in technology



Software for quick survey/screening creation

Platforms for faster internal collaboration

Rapid sample access

Live dashboards

Instant video editing

Natural language processing

Transcription tools

Autocoding verbatims

Agile ≠ fast*



Agile = nimble

A key principle of agile research is **learning and iteration**
(as opposed to static testing)

Agile applications



Gauge

Gauge consumer understanding of new products & services as they are being built



Conversations

Exploratory conversations with customers to help build proposals



Testing

Organic testing and development of brand names



Consumer

Quick consumer read



Real-time

Real-time customer feedback during product lifecycle



Response

Gather response to developments in the marketplace as they happen



Measure

Measure consumer reactions to ongoing promotions

How to use
agile principles
to generate
insights faster



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Case study

Demand assessment in oncology

Main phase

EU5

n=60 per market
30 minute interview

Agile phase

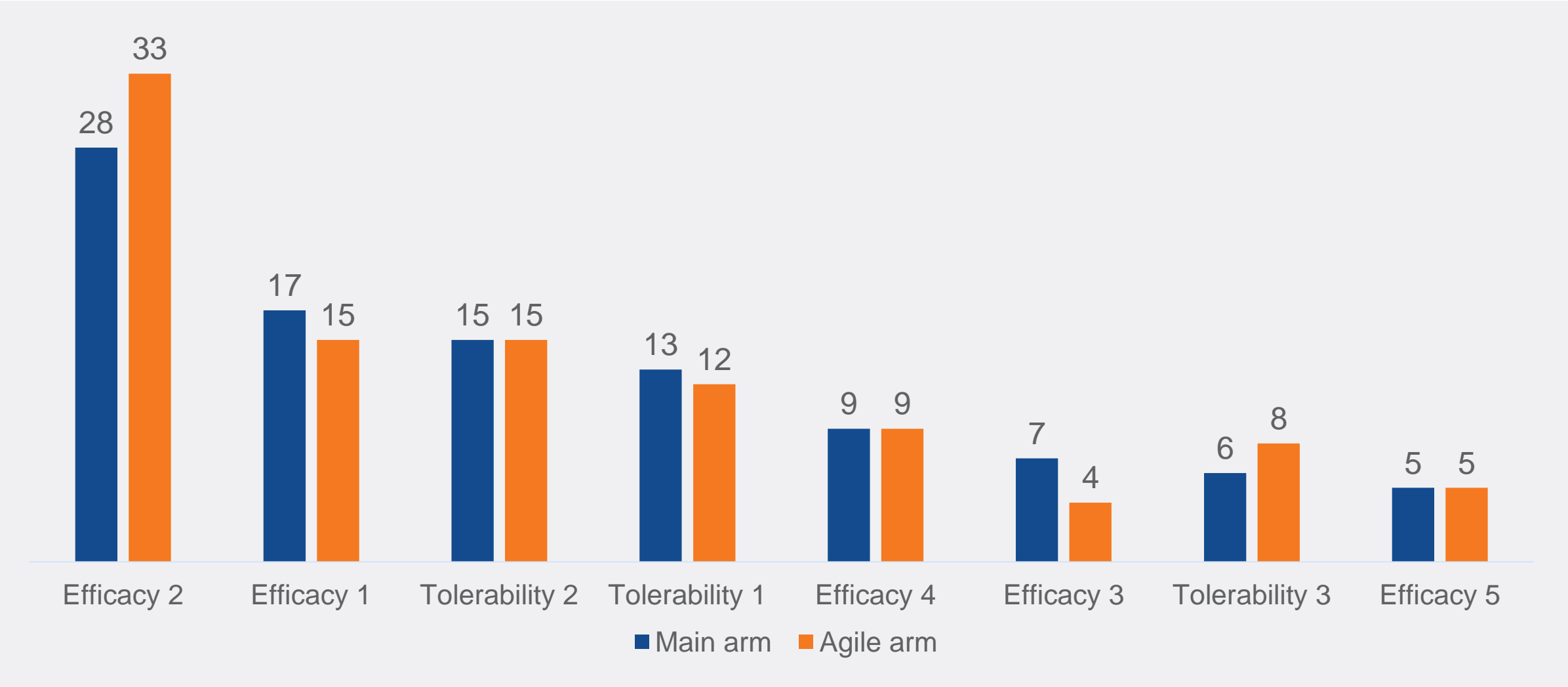
UK

n=40 per market
7 minute interview

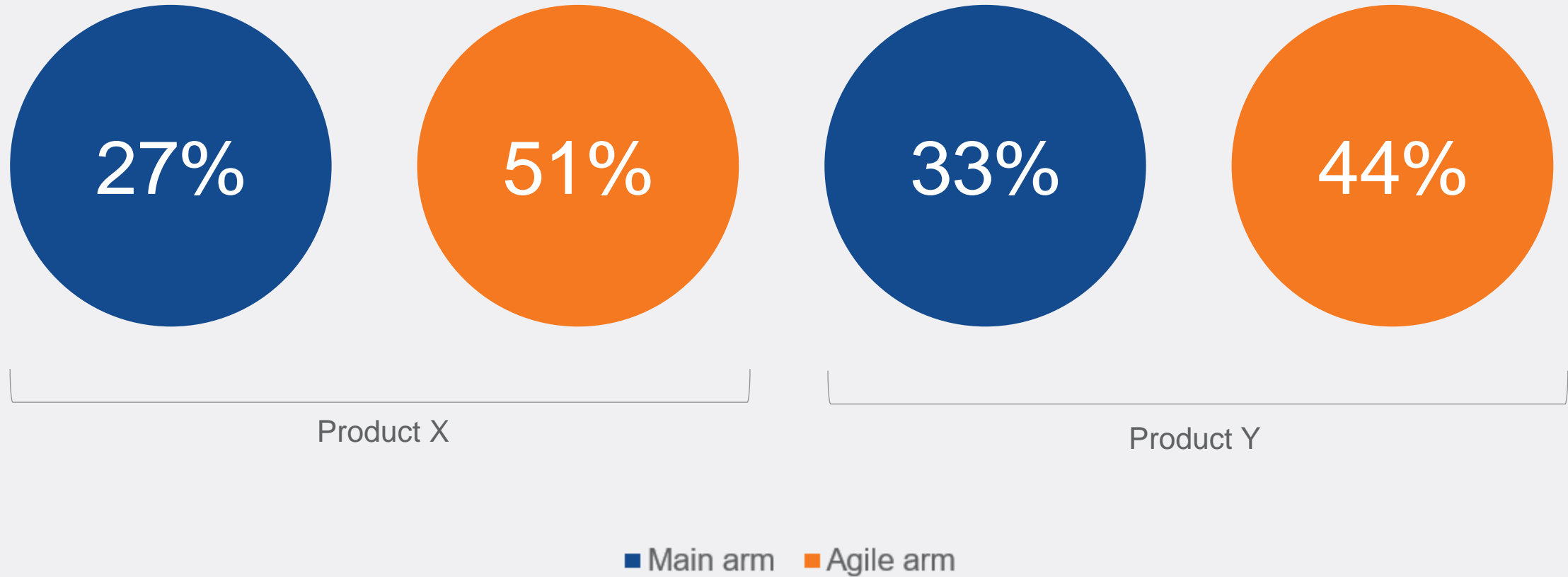


M3 GLOBAL RESEARCH

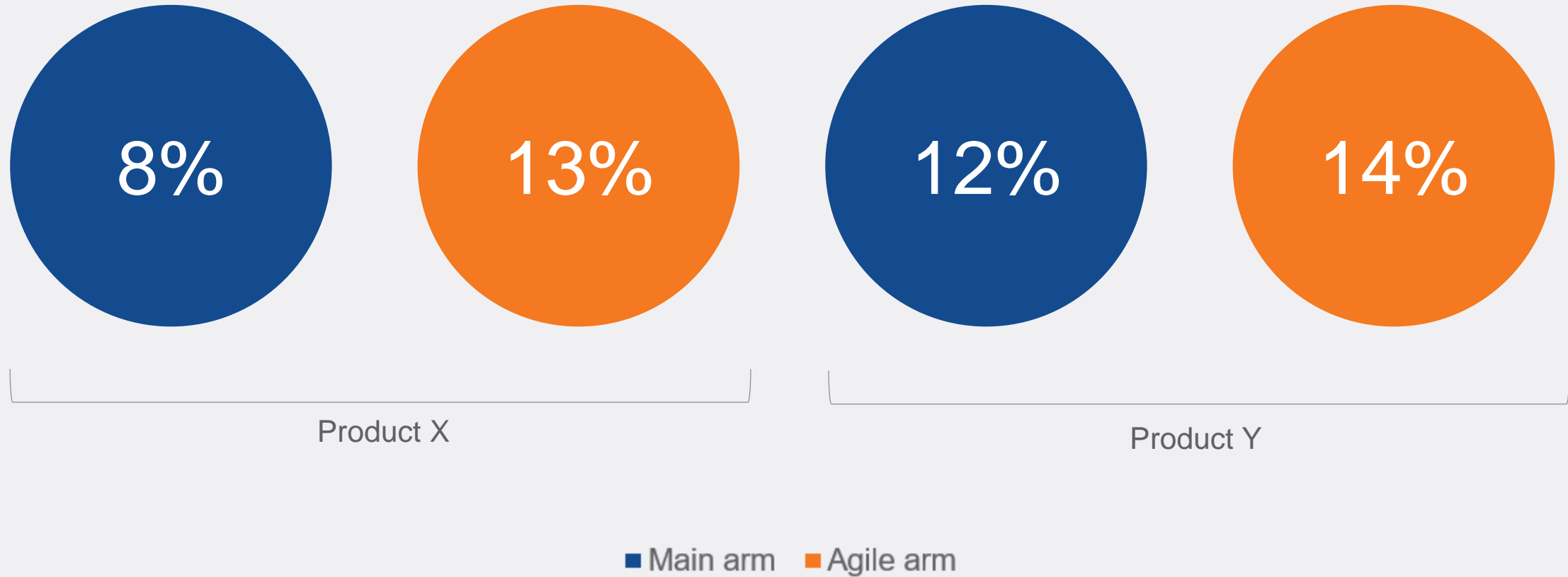
Drivers of prescribing

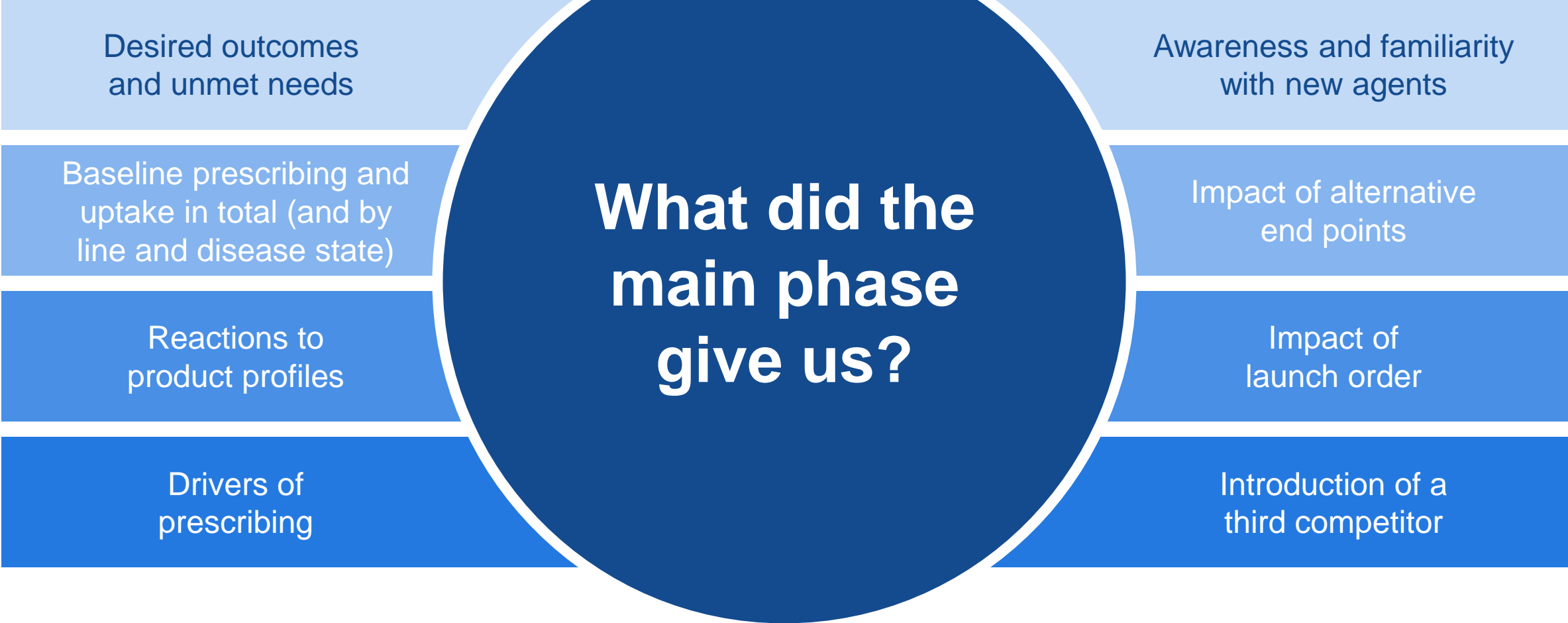


Likelihood to use Product X / Y



Anticipated market share Product X / Y





What did the main phase give us?

Desired outcomes
and unmet needs

Baseline prescribing and
uptake in total (and by
line and disease state)

Reactions to
product profiles

Drivers of
prescribing

Awareness and familiarity
with new agents

Impact of alternative
end points

Impact of
launch order

Introduction of a
third competitor



What did the agile phase give us?

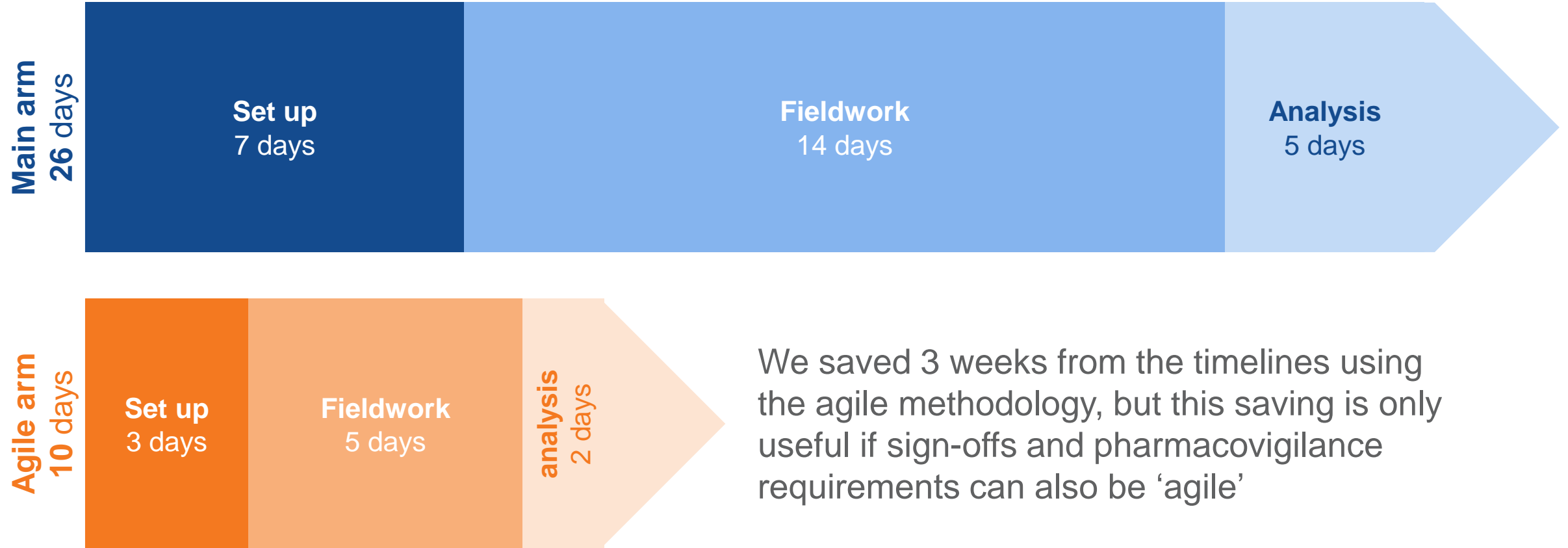
Desired outcomes and unmet needs

Baseline prescribing and uptake in total
(and by line and disease state)

Reactions to product profiles

Comparison of timelines

From sign-off of materials...





Approvals

Long approval times are not conducive to agile research

However, you can consider:

- Standard banks of pre-approved questions
- Pre-approved survey structure to use across multiple brands / therapy areas

Considerations



Careful planning

Getting the deepest insights from the least amount of data
Risk of making more work for yourself



Less context

Fewer data points with which to interpret results



Self-service models

A lot of knowledge and responsibility on one individual

Applications in healthcare

Customer reaction to competitor approvals/withdrawals

Early assets/BD assessments

Disease prevalence & awareness in preparation for pitch

Use insights to better develop questionnaire/materials

Quick forecasting as part of bigger piece of research

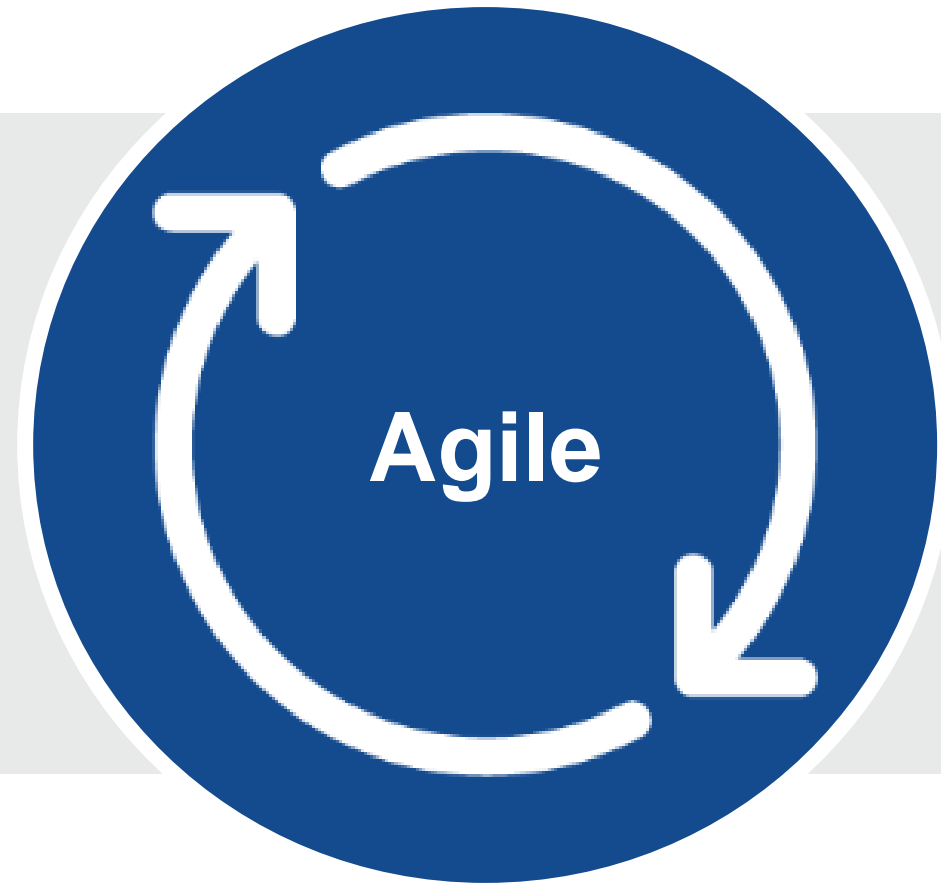
Pre/post campaign sentiment

Exploration of findings from main phase of research

Iterative testing of key messages/product profiles /Creative concept testing

Conclusions

Buzzword or
game changer?



...Somewhere
in between?

Definite interest in healthcare in less cumbersome research approaches

Agile lends itself well to specific applications

A useful tool to have in your research armamentarium

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