





Andres Christian Siahaan

Head of Research at Non Fiction

31 years old

6+ years in market research

Expertise

- Advertising Research
- Market Understanding
- Usage & Attitude Study
- Brand Health Tracking

Industry Specialties

- Telco & technology
- FMCG
- Aviation
- Pharmaceutical
- Finance



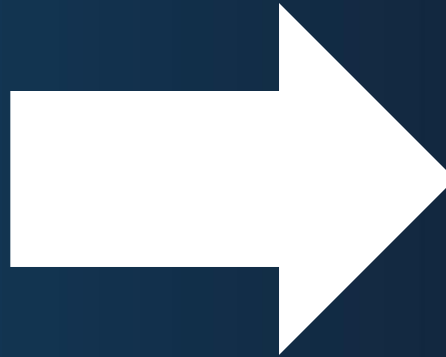
GET INTIMATE WITH YOUR CONSUMERS

Today's consumers are smarter.

**People can choose what
they want to see and hear.**



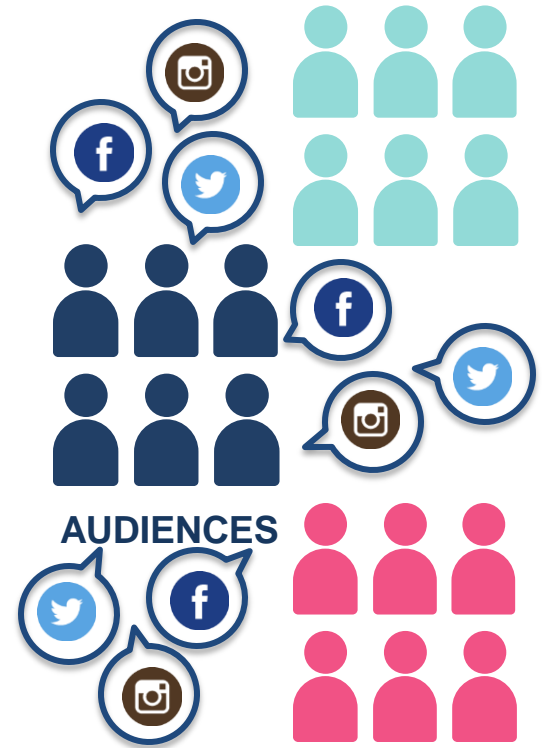
Once upon a time...



AUDIENCES



...then NOW



Consumers want, and expect, to be heard.





Demographic

Psychographic

Consumer
Behavior

Media habit



RELEVANCE

When we try to be relevant...

...they will want to **see**

...they will want to **listen**

...they will want to **interact** with us

...they will have an **engagement** with us

The key to today's marketing is
WINNING CONSUMERS TRUST WORD-OF-MOUTH
in this
VARIOUS CHANNELS

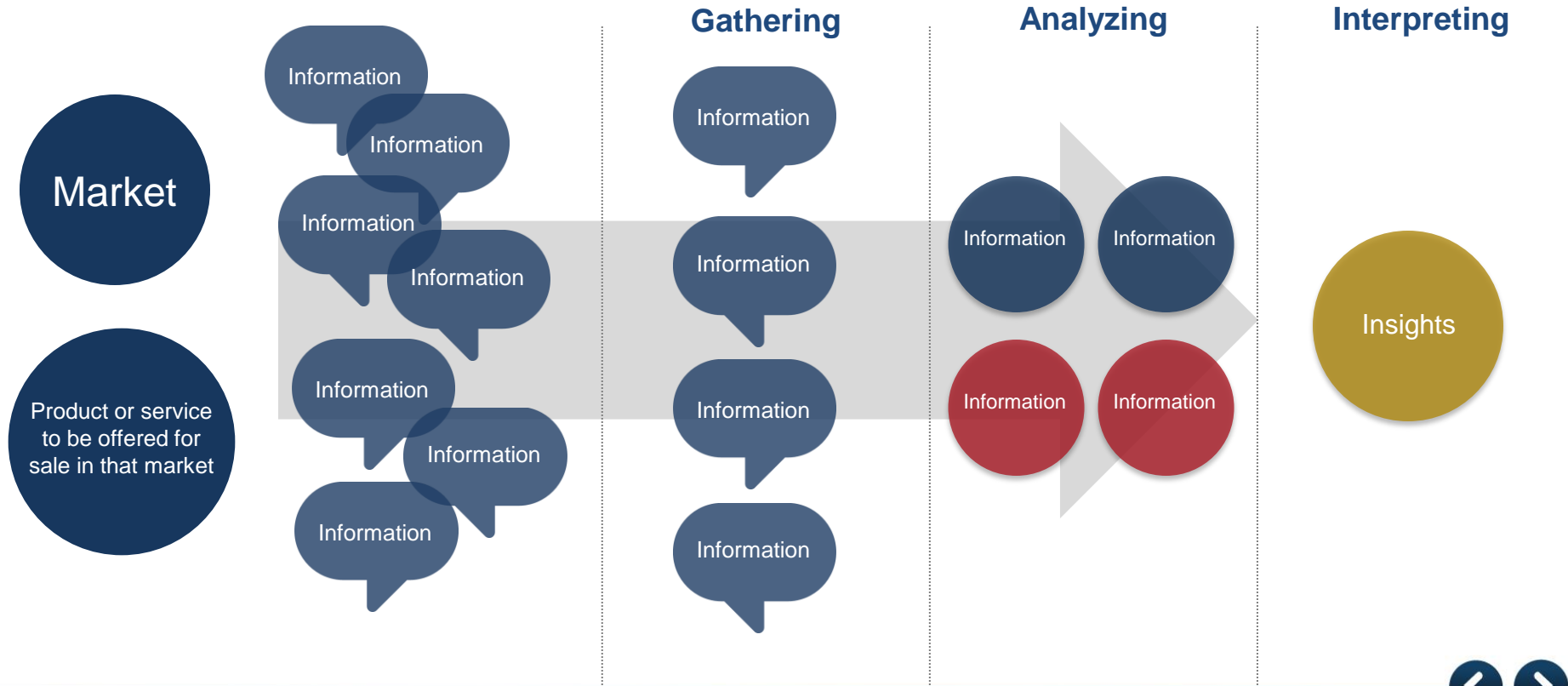


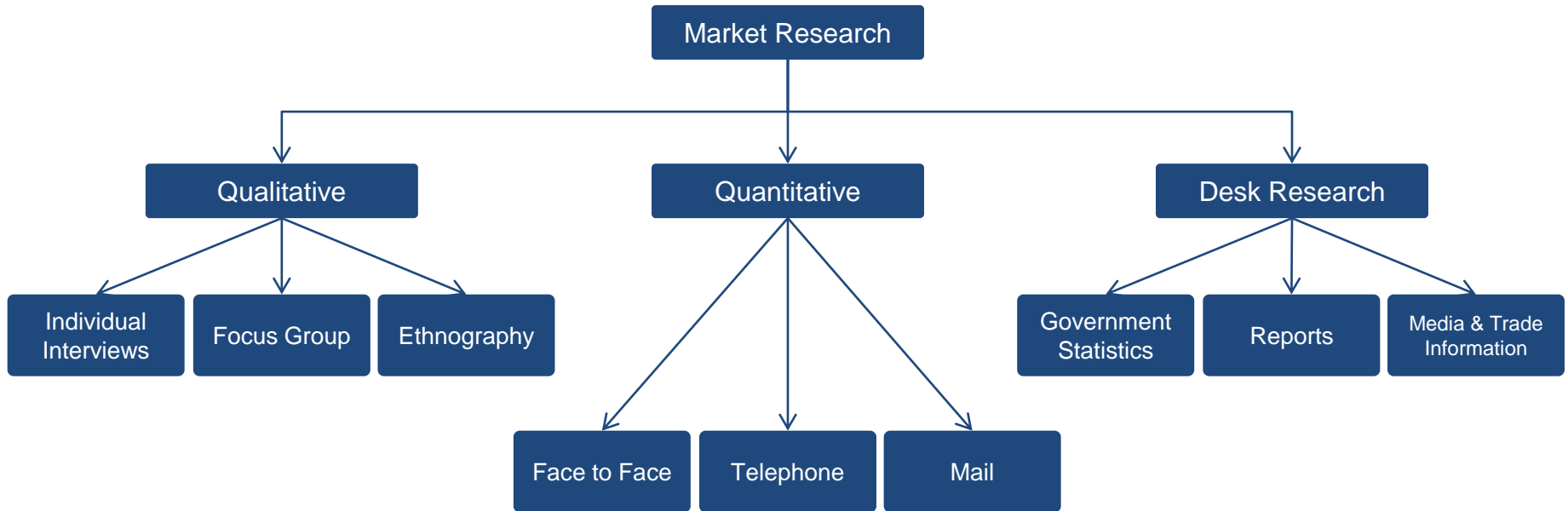


How do we know the audience?
How do we able to be relevant to them?



One of the **most accurate solution** is through **MARKET RESEARCH.**





AVERAGE FOR 1 PROJECT: ± 1.5 months

Do you want to wait that long?

How market research should adapt to this era?



How market research should adapt to this era?



Market research should embrace technology



Online survey



Online Focus Group



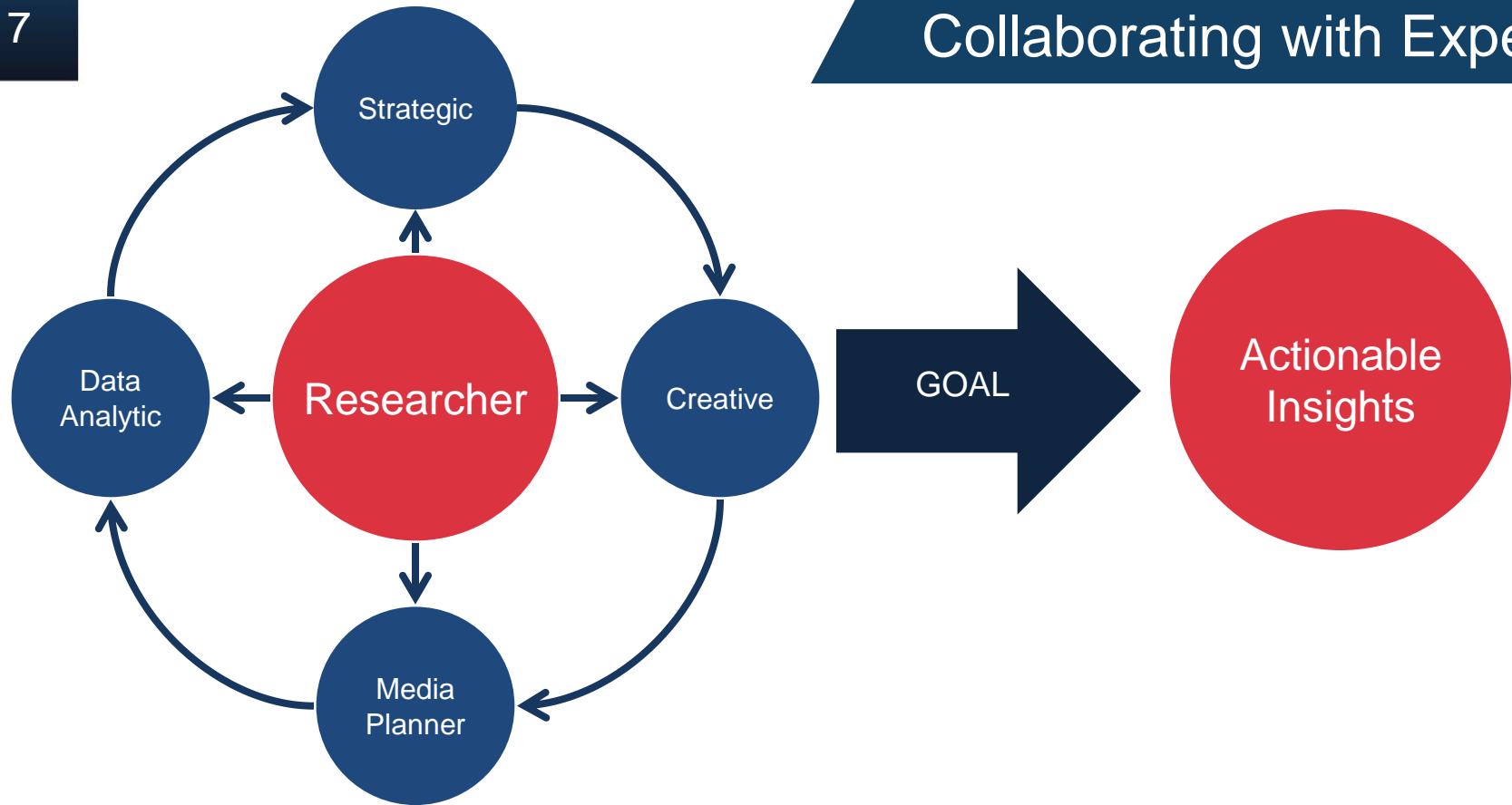
Online In-Depth Interview



Focus Group Chat

How market research should adapt to this era?





How market research should adapt to this era?





Absorbing knowledge from other experts.

How market research should adapt to this era?



With these capabilities, market research will be able to meet the needs...

Q & A

