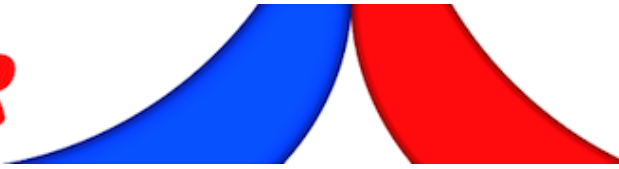


# #NewMR



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# B2B is the Cinderella of Market Research



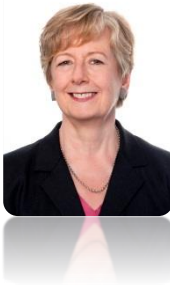
Phyllis Macfarlane, Global  
Training Director, GfK  
Consumer Experiences

# Why is B2B research the Cinderella of the MR Industry?



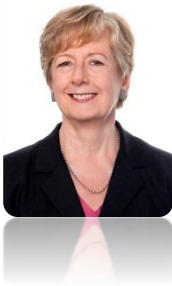
- B2B research is more difficult
- You need to think more about what you are doing - go back to first principles
- Sample properly, define the respondent properly
- Collect complex data about a company
- Weight the data
- Understand how business markets work

# A short history of B2B Research

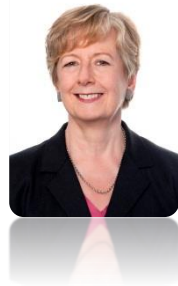


- In the old days, clients were either B2B or B2C
- Very few clients served both Client bases – if they did, they were seen as very different markets
- Mainly because the distribution channels were so different
- As technology became cheaper, and affordable by Consumers, new companies developed - who didn't distinguish between B2B and B2C in the same way
- Mainly because the distribution channels were the same!
- And because Market Researchers tend to be client focussed, the MR specialisation eroded

# So, now you have to be able to do both B2B and B2C



- But B2B is much rarer
- So you may not have a lot of experience
- That's where the 10 questions can be really helpful
- To remind you of the pitfalls of B2B research
- So you don't make basic mistakes



# B2B Research IS Different

1. Why is B2B research different?
2. How do I define the Universe?
3. Where can I find sample?
4. What's the 20:80 rule all about?
5. What about sample design?
6. How do I define the respondent?
7. How do I collect the data most effectively?
8. How do I deal with missing data?
9. Do I need to weight the data?
10. Are there specific issues with Ethics and Confidentiality?

# Cinderella or Frog Prince?



- B2B research IS more challenging than B2C research
- But it is also more rewarding
- Add the skills to your personal portfolio
- And you may find that you have your prince!
- You will certainly have added value to your skillset

# THANK YOU



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# Q & A



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