



BIG DATA:

FROM A MR PERSPECTIVE



What exactly is Big Data?

- **Explosion in amount of available data**
- **Increase in our capacity to retrieve, store and analyse**
- **Often considered to be brand's own digital assets**
- **No clear definition, more of an approach to business / a 'mind-set'**
- **Term is starting to become meaningless!**



Big Data	Market research
Tracks what consumers do	Tracks what consumers think (and do)
Reflects move for brands from product to consumer orientation	Consumer orientated
Focuses on behaviours, contexts	Focuses on 'attitudes' and individuals
Largely based around facilitating customer experience / targeting	Wide breadth of consumer issues addressed
Moving towards a single customer view of the base	Single customer view for sample of base – also market view
Largely a-theoretical inductive analysis	Deductive analysis built around explicit and implicit consumer frameworks
Multiple unstructured often product based data sets	Single structured data sets
Real time	Not in real time

Is there a bigger opportunity?



‘The present time is a very special time in the history of social science because we are witnessing a dramatic transformation in our ability to observe and understand human behaviour’

Duncan Watts, Microsoft

Disciplines are revolutionized by the development of novel tools: the telescope for astronomers, the microscope for biologists, the particle accelerator for physicists, and brain imaging for cognitive psychologists. Social media provide a high-powered lens into the details of human behavior and social interaction that may prove to be equally transformative.

Scott Golder



Smart Data: Mixing Big Data and Market Research

Builds an understanding of relationship between actions (what) and thoughts (why)

Optimises personalisation and targeting through enhanced consumer understanding (how can we improve the activity?)

Big Data personalisation & targeting is undertaken within context of wider consumer strategy (is activity supporting the brand?)

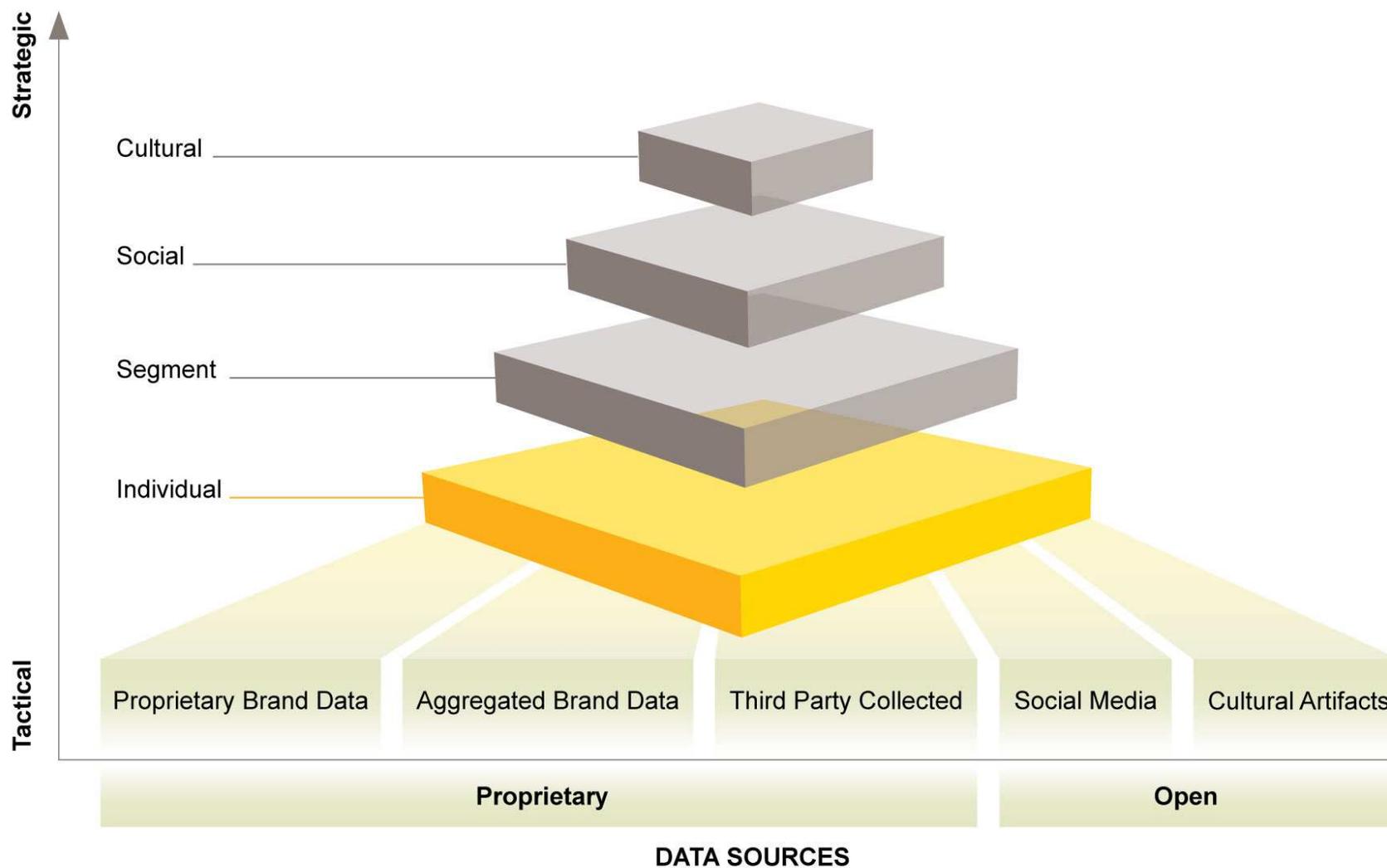
Identifying where a technology driven SCV is needed and where dots can be joined up by other means (at what point does the technology investment cease to offer an ROI?)

Opportunity for fast turnaround 'experiments' in real time to test theories – mixing inductive and deductive approaches (e.g. testing theories relating to optimising information roll-out for maximum preference uplift)

Opens up completely new analysis opportunities e.g. social / cultural



A manifesto for Smart Data



Smart Data: Mixing Big Data and Market Research

Individual:

- How can we apply our understanding of the consumer to facilitate Big Data optimisation? (e.g. informing media lay-out)
- How can Big Data facilitate our understanding of the consumer? (e.g. which media lay-out patterns have most effect?)

Segment:

- Can we integrate social, individual & behavioural into segmentation?

Social:

- How can we recognise and influence 'social networks'?

Cultural:

- Can we identify VERY long term cultural trends?



A few provocations:

- **‘Theory is what allows you to extrapolate outside the observed domain’ Hal Varian, Google**
- **‘Big Data can mean Big Errors’ Nate Silver**
- **‘If you know what questions you are asking...you may be able to work with a 2 per cent sample’**
- **Context and behaviours vs attitudes and individuals?**
- **Data lockers: From CRM to VRM?**
- **Is MR able to stretch from survey methodology?**



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