

Russell research

RE-TOOLING EXISTING METHODOLOGIES FOR A VISUAL WORLD

February 27, 2018

HELLO, QUIRK'S EVENT

About Us

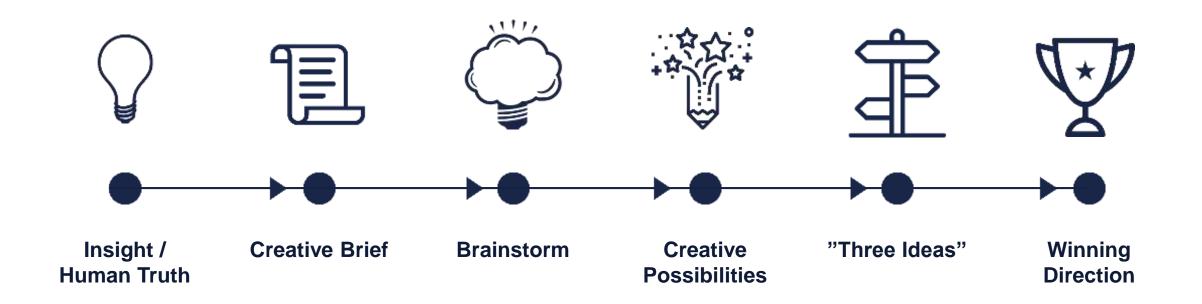
- CX Focused Custom Research
- Consumer & B2B
- Client-Inspired Solutions

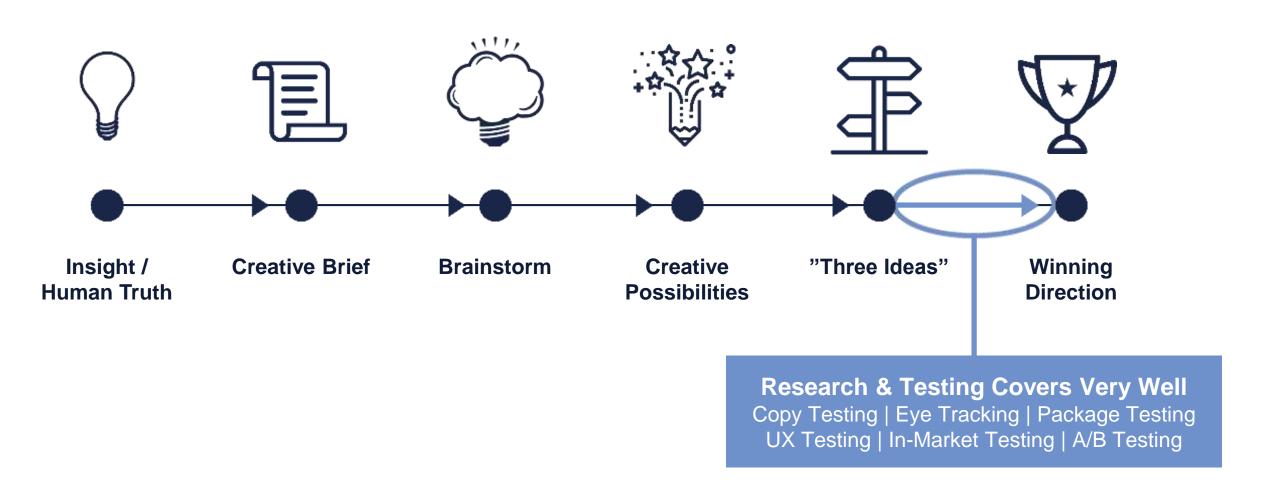
Agenda

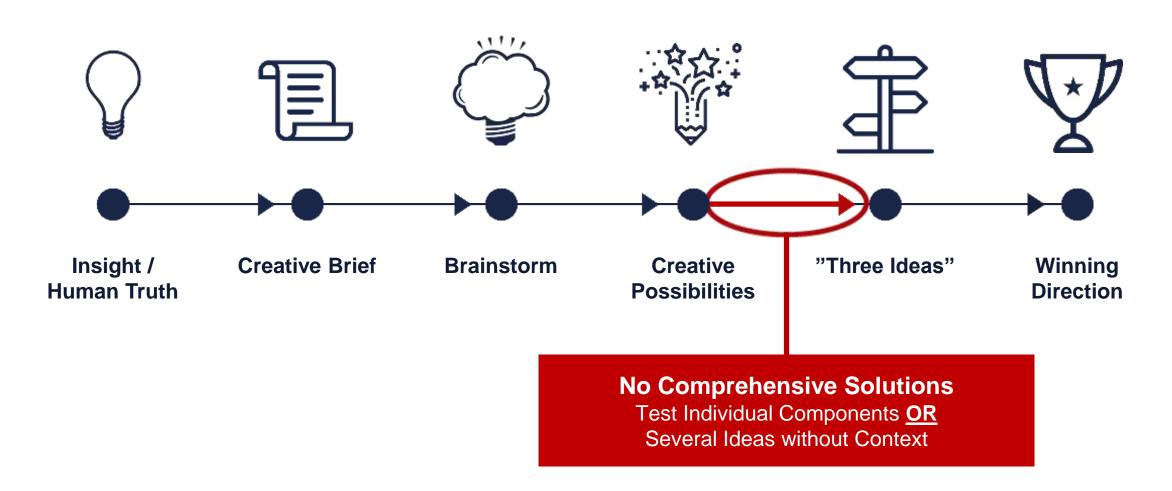
- Re-tooling an existing methodology
- Case studies
- Integrating into your organization

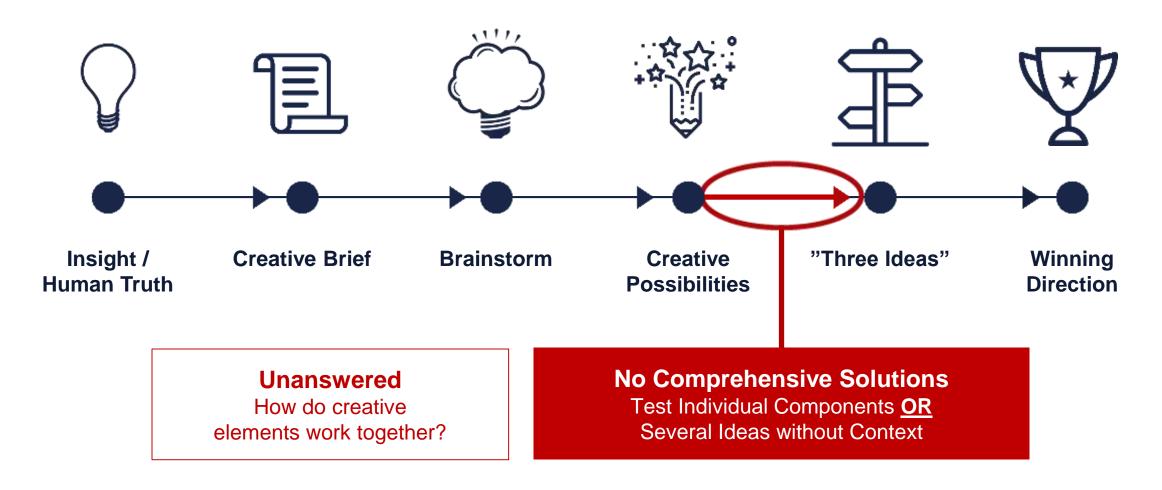


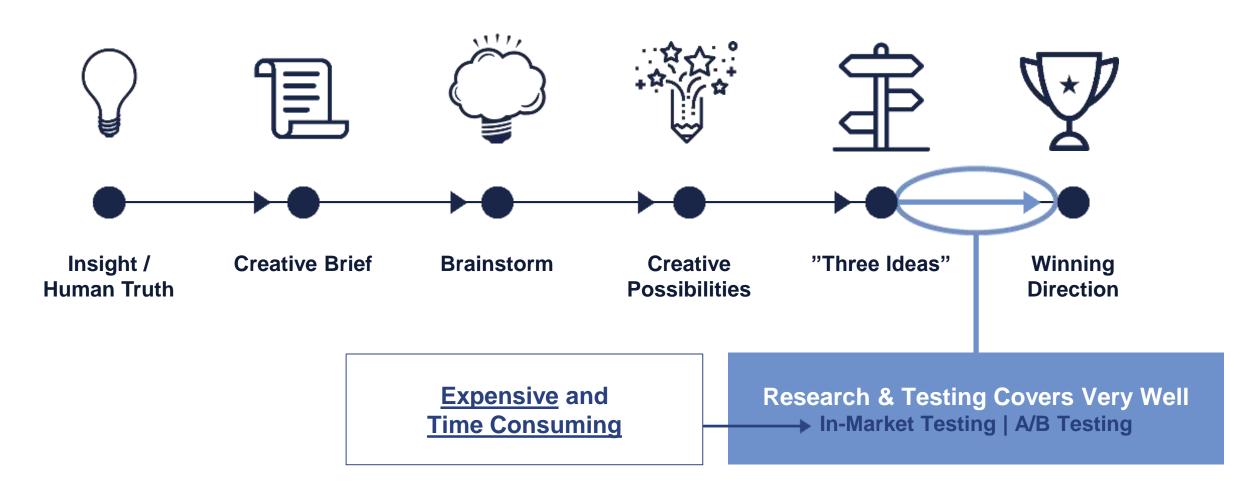
Marc Goulet | Vice President, Client Development











It's expensive to figure out in the real world.

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

John Wanamaker, father of modern advertising and a "pioneer in marketing"

It's expensive to figure out in the real world.

P&G Cuts More Than \$100 Million in 'Largely Ineffective' Digital Ads Had little impact on its business, proving those digital ads were largely ineffective.



It Can Take a Really Long Time

Netflix highly personalizes artwork:

- Algorithms based on millions of data points
- Analysis based on 100MM+ members
- Gives visual "evidence" for why a title might be good for members
- Resulted in a meaningful improvement in how members discover new content



Client Business Challenge

- Government requests minimum level of vehicle safety recall compliance
- Requested compliance levels often not met
- Manufacturers required to send a safety recall notice / letter to owners

Research Challenge: Recall Letters are Complex



THIS NOTICE APPLIES TO YOUR VEHICLE SAFETY RECALL R27/NHTSA 15V-393 YOUR VEHICLE INFORMATION

> 2014 ACME SUV VIN AB123456

YOUR SCHEDULING OPTIONS

- 1 YOUR BESTOPTION CALL THE CUSTOMER CARE HOTLINE: 1-800-123-4567 24 hours a day, 7 days a week
- 2 CALL YOUR DEALER
- 3. VISIT OUR RECALL WEBSITE: http://recalls.acme.com

You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle IdentificationNumber (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS:

Please reference Safety Recall R27

SAFETY RECALL NOTIFICATION

POWER LIFTGATE MODULE

This notification is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your vehicle [1] requires a safety recall repair. To ensure you and those around you are safe, you need to call us now.

Your immediate attention is requested as the power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

AS THE OWNER OF THIS VEHICLE YOU ARE REQUIRED FOR YOUR SAFETY AND THE SAFETY OF OTHERS TO RESPOND

WHY DOES MY VEHICLE NEED REPAIRS?

The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative

HOW DO LRESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?

Your dealer will inspect for evidence of water intrusion and the power liftsate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be necessary depending on service schedules. We will service your vehicle free of charge (parts and labor). [3] Please bring this letter with you to your dealer

TO SCHEDULE YOUR FREE REPAIR CALL 1-800-123-4567 TODAY

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmerecallreimbursement.com to submit your reimbursement request online [2] Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed on your vehicle.

Thank you for your attention to this important matter.

Acms Recall Resolution Team

PLEASE. WE NEED TO HEAR FROM YOU. CALL TODAY 1-800-123-4567 TODAY

- [1] If you no longer own this vehicle, please help us update our records. Call 1-800-123-4567 or visit your personal website to update your information
 [2] If your dealer fails or is unable to remedy this defect without charse and within a carried of a four control of the con If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, Nabonal Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hodine at 1-888-327-4236 (TTY
- [3] You can also mail in your original society and proof of payment to the following address for reimbursament consideration: Acres Customer Assistance, 123 Main Street, Anytown, MI 1245; Attention: Recall Reimbursament.

Note to lesson receiving this recall notice: Federal regulation requires you to forward this recall notice to the lesses within 10 days



NHTSA Campaign Number: 15V-393

URGENT SAFETY RECALL

This notice applies to your vehicle, VIN:123456789AB123456

Dear Alexander Hunter

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Acme has decided that a defect which relates to motor vehicle safety exists in certain 2014 and 2015 model year Acme vehicles. Our records indicate that your vehicle falls within this population.

What is the problem?

☐ The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inonerative and/or cause a fire.

What will Acme do?

☐ Your Acme dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. This procedure will be performed at no charge to you. The actual time required to perform the procedure should be about 2.5 hours, however your vehicle may be needed longer depending on the dealer's schedule; therefore, we recommend scheduling a service appointment to minimize inconvenience

What should you do?

☐ For more information regarding this Recall Campaign, including a link to make a service appointment, please visit

www.acme.com/CampaignR27

Input your 17 digit Vehicle Identification Number to verify that your vehicle qualifies for this Recall Campaign. Input your zip code and a list of the five closest dealers will appear. Click on "Schedule Service" for your preferred dealer.



POWER LIFTGATE MODULE

IMPORTANT SAFETY RECALL NOTICE

R27/NHTSA 15V-393

This notice applies to your vehicle (VIN: 1234567890AB123456).

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

Dear Alexander Hunter

Acme Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 and 2015 model

The problem is... The power liftgate control module on your vehicle may experience a corrosion induced high resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

What your dealer Acme will repair your vehicle free of charge. To do this, your dealer will inspect for evidence of water intrusion and the power liftgate module electrical connectors for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connectors, the module and electrical connectors will also be

> All involved vehicles will then receive a power liftgate module water shield after repairs are complete. The work will take about 2.5 hours to complete. However, additional time may be

necessary depending on service schedules.

What you must do to ensure your

Simply contact your Acme dealer right away to schedule a service appointment. Please bring this letter with you to your dealer.

If you need help... If you have questions or concerns which your dealer is unable to resolve, please contact the Acme Recall Assistance Center at either recalls acme com or 1-800-555-1212

Please help us update our records by filling out the attached prepaid postcard if any of the conditions listed on the card apply to you or your vehicle. If you have further questions go to recalls acme.com

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmerecallreimbursement.com to submit your reimbursement request online or you can mail your original receipts and proof of payment to the following address for reimbursement consideration: Acme Customer Assistance, 123 Main Street, Anywhere, MI 12345, Attention: Recall Reimbursement. Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you've had previous repairs and/or reimbursement you may still need to have the recall repair performed on your vehicle.

If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to safercar gov

Thank you for your attention to this important matter,

Customer Services / Field Operations Acme Motors LLC

Note to lessors receiving this recall. Federal regulation requires that you forward this recall notice to the lesses within 10 days.

Research Challenge: Recall Letters are Complex

Include a picture?



SAFETY RECALL NOTIFICATION

POWER LIFTGATE MODULE

SAFETY RECALL R27/NHTSA 15V-393 YOUR VEHICLE INFORMATION

> 2014 ACME SUV VIN AB123456

YOUR SCHEDULING OPTIONS

- 1. YOUR BEST OPTION CALL THE CUSTOMER CARE HOTLINE: 1-800-123-4567 24 hours a day, 7 days a week
- 2. CALL YOUR DEALER
- 3. VISIT OUR RECALL WEBSITE: http://recalls.acme.com

You can find your nearest dealer and review all your scheduling options from this website. You will be asked to provide your Vehicle IdentificationNumber (VIN) to protect and verify your identity. You can find the last eight characters of your VIN provided above.

DEALERSHIP INSTRUCTIONS:

Please reference Safety Recall R27

This notification is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act to inform you that your vehicle^[1] requires a safety recall repair. To **ensure you and those around** you

Your immediate attention is requested as the power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause afire.

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WHY DOES MY VEHICLE NEED REPAIRS?

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HOW DO LRESOLVE THIS IMPORTANT POWER LIFTGATE MODULE ISSUE?

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TO SCHEDULE YOUR FREE REPAIR CALL 1-800-123-4567 TODAY

WHAT IF I ALREADY PAID TO HAVE THIS REPAIR COMPLETED?

If you have already experienced this specific condition and have paid to have it repaired, you may visit www.acmerecallreimbursement.com to submit your reimbursement request online [3] Once we receive and verify the required documents, reimbursement will be sent to you within 60 days. If you have had previous repairs performed and/or already received reimbursement, you may still need to have the recall repair performed on your vehicle.

Thank you for your attention to this important matter.

Acms Recall Resolution Team

PLEASE. WE NEED TO HEAR FROM YOU. CALL TODAY 1-800-123-4567 TODAY

- [1] If you no longer own this vehicle, please help us update our records. Call 1-800-123-4567 or visit your personal website to update your information [2] If your dealer fails or is unable to remady this deflect without shapes and with the contract of t Hypotr dealer fails or is unable to remely this defect without charge and within a researche time, you may submit a writing complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-588-327-4236 (TTY Highway Traffic Safety Automoscas, 1-800-424-9153), or go to safercar gov
- 3 You can also mail in your original receipt and proof of payment to the following of the for reimbursament consideration: Acme Customer Assistance, 123 Main Street, Agricon, MI 1244, Attention: Recall Reimbursament. Note to lesson receiving this recall notice: Federal reon requires you to forward this recall notice to the lessee within 10 days

Color usage?



URGENT SAFETY RECALL

This notice applies to your vehicle, VIN:123456789AB123456

Dear Alexander Hunter

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Acme has decided that a defect which relates to motor vehicle safety exists in certain 2014 and 2015 model year Acme vehicles. Our records indicate that your vehicle falls within this population.

What is the problem?

☐ The power liftgate control module on your vehicle may experience a corrosion-induced, high-resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inonerative and/or cause a fire

What will Acme do?

☐ Your Acme dealer will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corrosion. The vehicle will be repaired to eliminate the water intrusion. On vehicles found with corrosion in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. This procedure will be performed at no charge to you. The actual time required to perform the procedure should be about 2.5 hours, however your vehicle may be needed longer depending on the dealer's schedule; therefore, we recommend scheduling a service appointment to minimize inconvenience

What should you do?

☐ For more information regarding this Recall Campaign, including a link to make a service appointment, please visit:

www.acme.com/CampaignR27

Input your 17 digit Vehicle Identification Number to verify that your vehicle qualifies for this Recall Campaign. Input your zip code and a list of the five closest dealers will appear. Click on "Schedule Service" for your preferred dealer.



POWER LIFTGATE MODULE

IMPORTANT SAFETY RECALL NOTICE

R27/NHTSA 15V-393

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

Dear Alexander Hunter

Acme Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 and 2015 model

The problem is... The power liftgate control module on your vehicle may experience a corrosion induced high resistance short circuit in the power liftgate control module electrical connector(s). The power liftgate control module electrical connector(s) could allow water intrusion and cause the module to become inoperative and/or cause a fire.

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What you must do

Simply contact your Acme dealer right away to schedule a service appointment. Please bring this letter with you to your dealer.

If you need help... If you have questions or concerns which your dealer is unable to resolve, please contact the Acme Recall Assistance Center at either recalls acme com or 1-800-555-1212

Please help us update our records by filling out the attached prepaid postcard if any of the conditions listed on the card apply to you or your vehicle. If you have further questions go to recalls acme.com

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If your dealer fails or is unable to remedy this defect without charge and within a reasonable time, you may submit a written complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, or you can call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to safercar gov

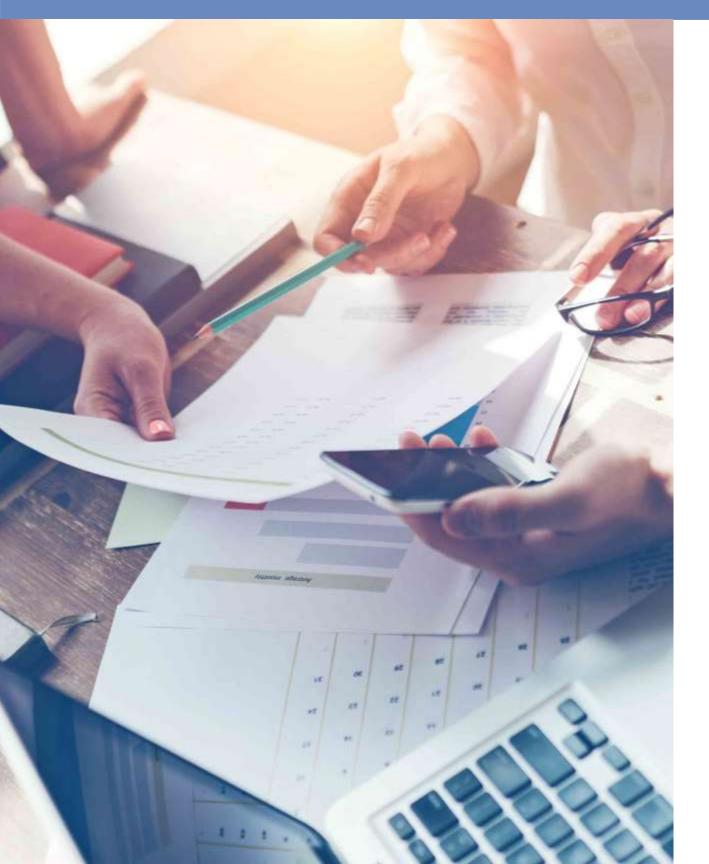
Thank you for your attention to this important matter

Customer Services / Field Operations Acme Motors LLC

Note to lessors receiving this recall. Federal regulation requires that you forward this recall notice to the lesses within 10 days.

Call to action?





How Do We Address Similar Challenges?

- Understand how individuals make complex judgments
- Evaluate the <u>sensitivity</u> of changes in various attributes
- Determine the effects of reconfiguring existing options

Our Solution

Develop a form of conjoint analysis where all options are presented in a completely visual format.

Research Solution

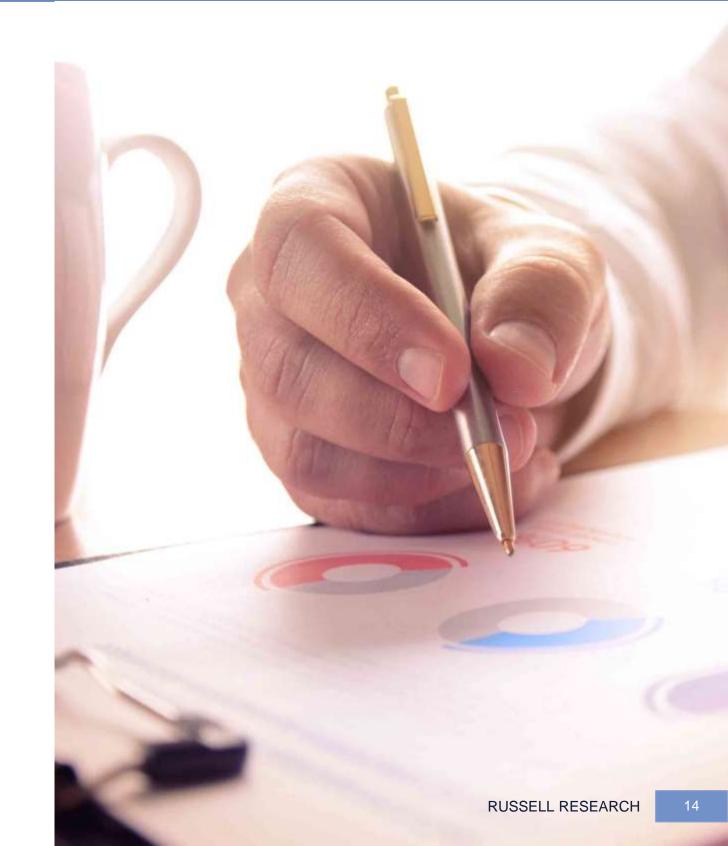
7,500+ online interviews

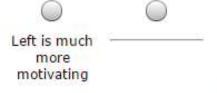
100+ combinations evaluated

Identified optimal letter design

Presented at safety recall conference

Many recommendations implemented throughout industry







somewhat

more

motivating



Indifferent

or





Right is

somewhat

more

motivating





Right is much more motivating



IMPORTANT SAFETY RECALL

POWER LIFTGATE MODULE



THIS NOTICE APPLIES TO YOUR VEHICLE SAFETY RECALL REFRRITSA 15V-365

YOUR VEHICLE BEORMATION

2017 ACMESET

F2N:48122404

YOUR SCHEDULING OPTIONS

1. YOUR BESTOP TON

HOTLINE: 1-800-123-4567

24 hours a day, 7 days a week.

http://wealls.actes.com

I. CALL YOUR DEALER

CALL THE CUSTOMER CARE

3. VISIT OUR RECALL WEBSITE:

Two can find your overest dealer and review

all your scheduling options from this volume

You will be asked to provide your Vehicle

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Duar Alegander Heater

This writington is sent to votate accordance with the National Traffic and Matter Valuate Safrey Act to soliton you that your velocie¹⁰ requires a safety small repair. To ensure you and those around you are safe, you need to call us now.

Time transform attention is requested as the person liftings assembles able electrical assertants? could allow mater intention and cause the module to become important and in cause after

AS THE OWNER OF THIS VEHICLE YOU ARE REQUIRED FOR YOUR SAFETY AND THE SAFETY OF OTHERS TO RESPOND

WHY DOES MY VEHICLE NEED REPAIRS?

The power liftgate control module on your vehicle may represent a correspon induced, high recivious short careat in the power liftgate control module electrical connector(s). The power liftgate control modula electrical connectors's could allow water increases and cause the module to become suspensive

HOW DO LIKESON VE THIS IMPORTANT POWER LIFTGATE MODULE ISSUES

Your dealer will impact for evidence of water instructed and the power liftgate module electrical conservors for conseque. The refer to will be respect to climinate the many intractor. On vehicles found with conscious in the power liftgate module electrical consecutation, the module and electrical connectorial will also be replaced. All involved vehicles will thus receive a power lifeger-incohile many should after require any complete. The work will take about 2.3 hours to complete. However, additional tree may be increasely depending on service schedules. We will across your rehide flow of charge that and laber. 11 Pieze bring this letter with you to your dealer

TO SCHEDULE YOUR FREE REPAIR CALL 1-800-123-4567 TODAY

WHAT IF LALREADY PAID TO HAVE THIS REPAIR COMPLETED?

If you have desafy experienced this specific condition and have paid to have it repaired, you may visit TEXT accomplished property and all your mechanisms report relies. There is necess and verify the required decommon, construenment will be sent to you within 60 days. If you have had pervious repairs performed and or already reserved resolvaneous, you may still used to have the recall repair performed on your vehicle.

These year for your amenture to this requirement to:

Jone Facult Resolution Days

characters of your VIV provided above. DEALERSHIP INSTRUCTIONS:

Please reference Salety Raigh RD

PLEASE, WE NEED TO HEAR FROM YOU. CALL TODAY 1-800-123-4567 TODAY

- you no horger you this relating please help so gallers nor necessit. Call 1-500-127-4967 per riset your passened reducts to replace your infampation: 2) pear destine fails or is stable to consult this defect withour charge and within a separative from two majoritums a vector compliant to the Administrational Engineer Tradit Salvey Administration and A
- [3] You can do real to two copied ensure and proof of payment in the following address for nonthinorman consideration. Acres Continue. Lett Made Street, Appenies, 12 (201), America Secul September 1.

Here is become receiving the count better. Twins despitation requires you to for each the receivable to the bases within 15 days.

This series applies to your vehicle. 2014 Acres Vehicle VEN INDISETRICATION

R27 / NHTSA 15V-393





YOUR SCHEDULING OPTIONS

S. TOCK MENT OPTION

Call the Arme Escall Assistance Center at 1-800-123-4965

2. Call your authorized. Actor Dealership, Asia them to hold the parts for year vehicle at to order them before your appointment.

3. Visit our Broad Website. recolls, across your

You can find your season doder and series all your scheduling options from this reducts. You will be asked te previde your Vehicle Identification Number (VDF) to greatest and verify your identity. You can find the last eight characters of your VDS provided.

DEALERSHIP INSTRUCTIONS

Please reference Safety Recall R21.

URGENT SAFETY RECALL

POWER LIFTGATE MODULE

This numbers is being sent to you in accordance with the National Traffic and Motor Vehicle Safety Art to inform you that you [1] vehicle requires a sofety recall repeir. Actor has decided that a defect, which relates to mator vehicle safety, exists in certain 2014 and 2015 model year Acres velocies. To socrary you and those around you are safe, you need to have your vehicle required now.

Tase immediate attention is requested as the percer lifegure control module on your rehicle war experience a correction induced, high-resistance short circuit in the gover liftguin control modula electrical connector(s)

WHY DOES MY VEHICLE NEED HEFAIRS?

The power liftgate control module electrical connector(s) could allow mater intrusion and cause the module to become inspective and or many a fire.

HOW DO I RESOLVE THIS DIPORTANT POWER LIFTGATE MODELE ISSUE? Your authorized Acree dealership will inspect for evidence of water intrusion and the power liftgate module electrical connector(s) for corresson. The volucie will be reposed to elements the water intrusion. On vehicles found with convision in the power liftgate module electrical connector(s), the module and electrical connector(s) will also be replaced. The work will take about 2.5 hours to complete. Your time to important to us - so please be aware that additional time may be necessary depending an nervice otherwise. We will corries your vehicle free of charge (parts and labor)[2]. Heave being this letter with you to verse dealers him.

TO SCHEDULE YOUR OWN REPAIR CALL LANGUED AND TODAY

WHAT IF LALBEADY PAID TO BAYE THIS REPAIR COMPLETED? If you have already experienced that specific condition and have passing have it reported, you may visit www.accommodificated national costs to rightal year conductorment request politics[7]. Once we receive and verify the required documents, reinforcement will be control you within 60 days. If you have had personal repairs performed and entiready received minimassment, yoursey still need to have the recall repor performed.

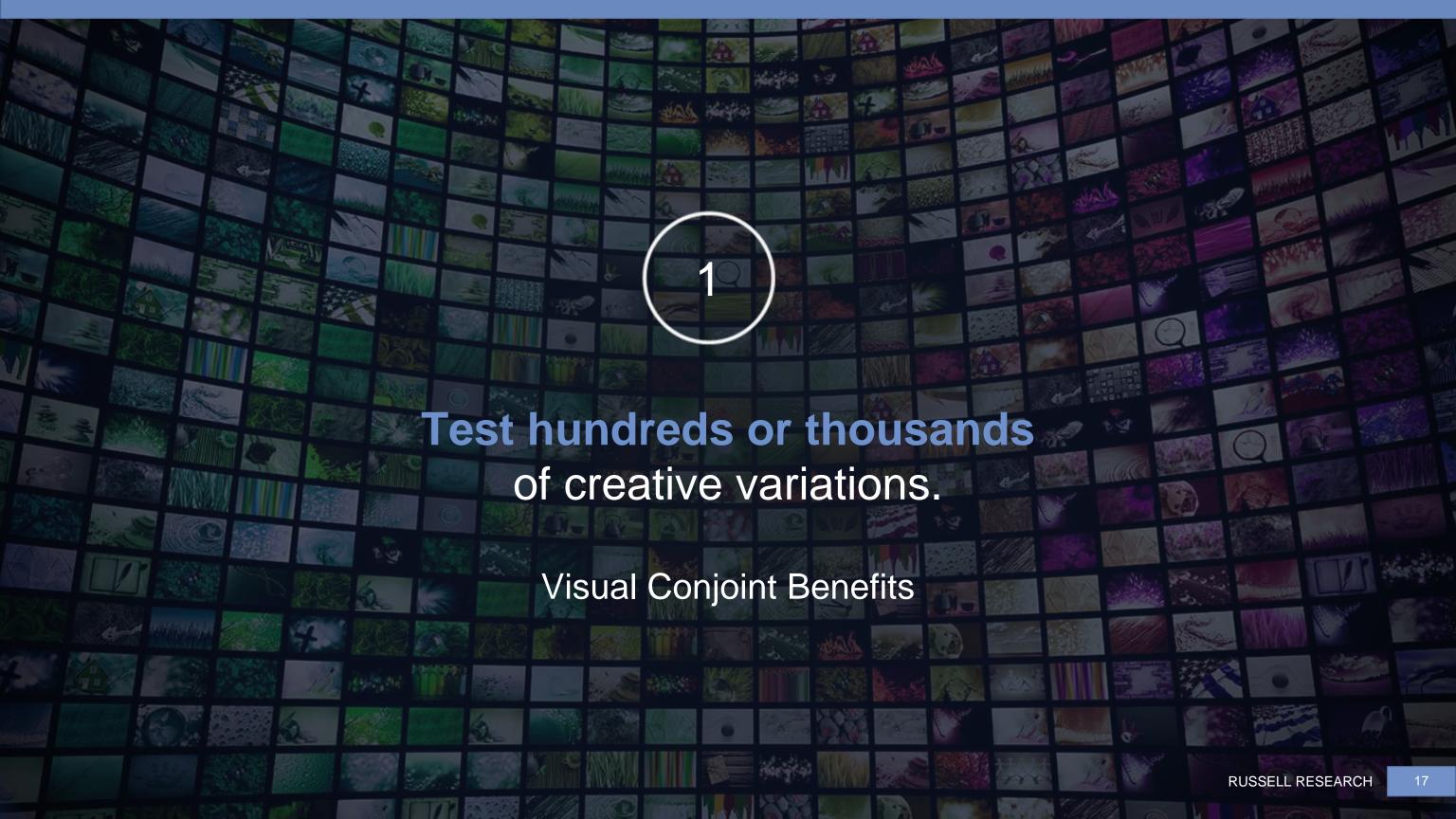
Thank you for your attention to this proportion makes: Customer Service/Field Operations, Acure USA

- [1] If you had begue not that which place help an update for recent, Cull the Association Current of 1 889 (23)-697 (regulate new information. If If you hade help as help is passed in the association from the complete to the Advanced not. Natural Highway Traits Eafrey Advanced not. 1200 New Servey, Natural Highway Traits Eafrey Advanced not. 1200 New Servey, Natural Highway Traits Eafrey Advanced not. 1200 New Servey, Natural Highway Complete to the China Valuation for the SERVEY 1206 (CTV) 1 800 Cd #100), or you cannot be adding a valuation of the China Valuation for the China Valuation for the China Valuation of the China Valuation for the China Valuation for the China Valuation for the China Valuation for the China Valuation of the China Valuation for the Ch
- [2] You can do not in your regard owages and proof of gapman raths following abbres for resilience security and proof of gapman and a following Eural Engineering.

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Research Solution

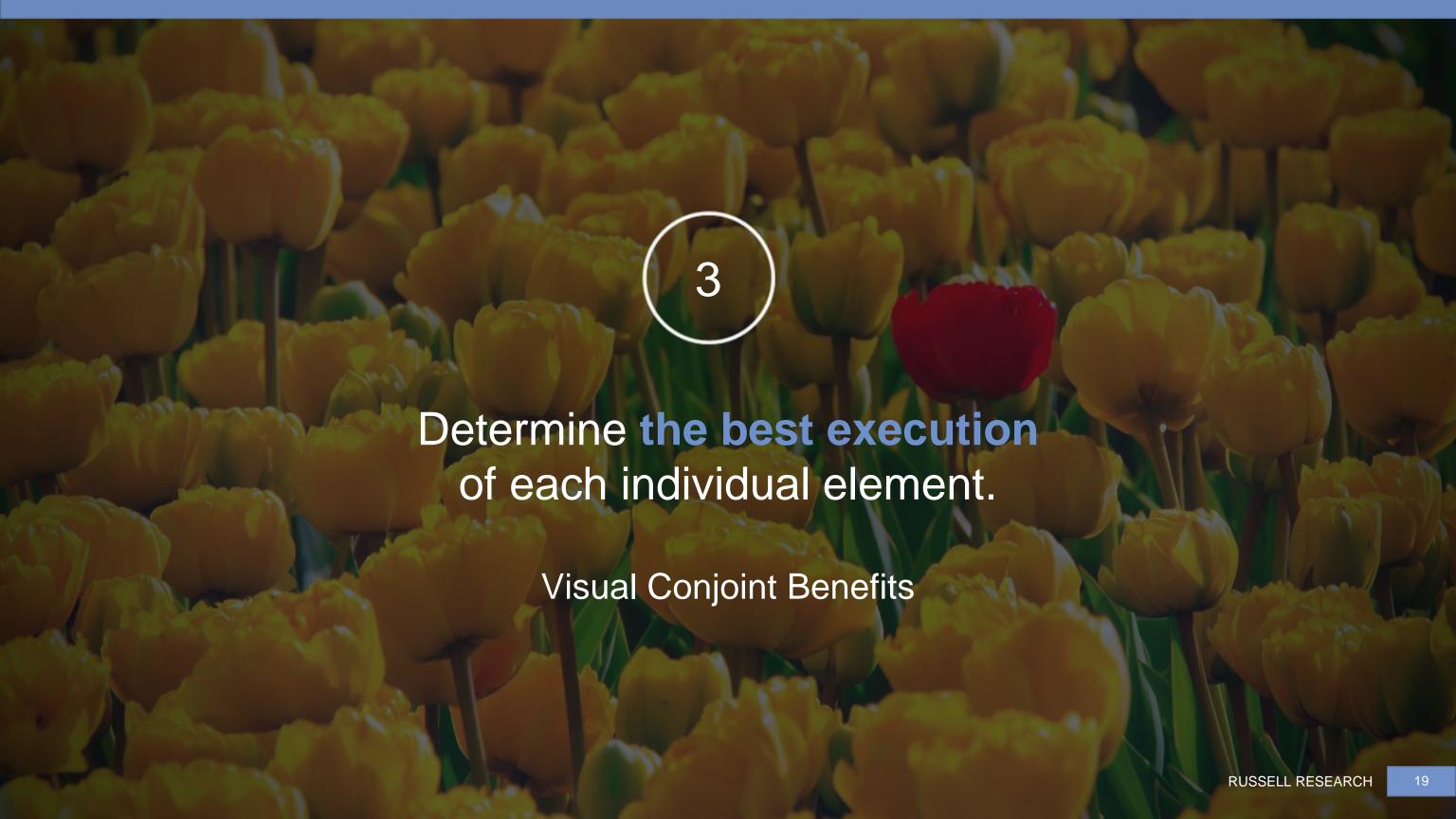
6 KEY BENEFITS OF VISUAL CONJOINT

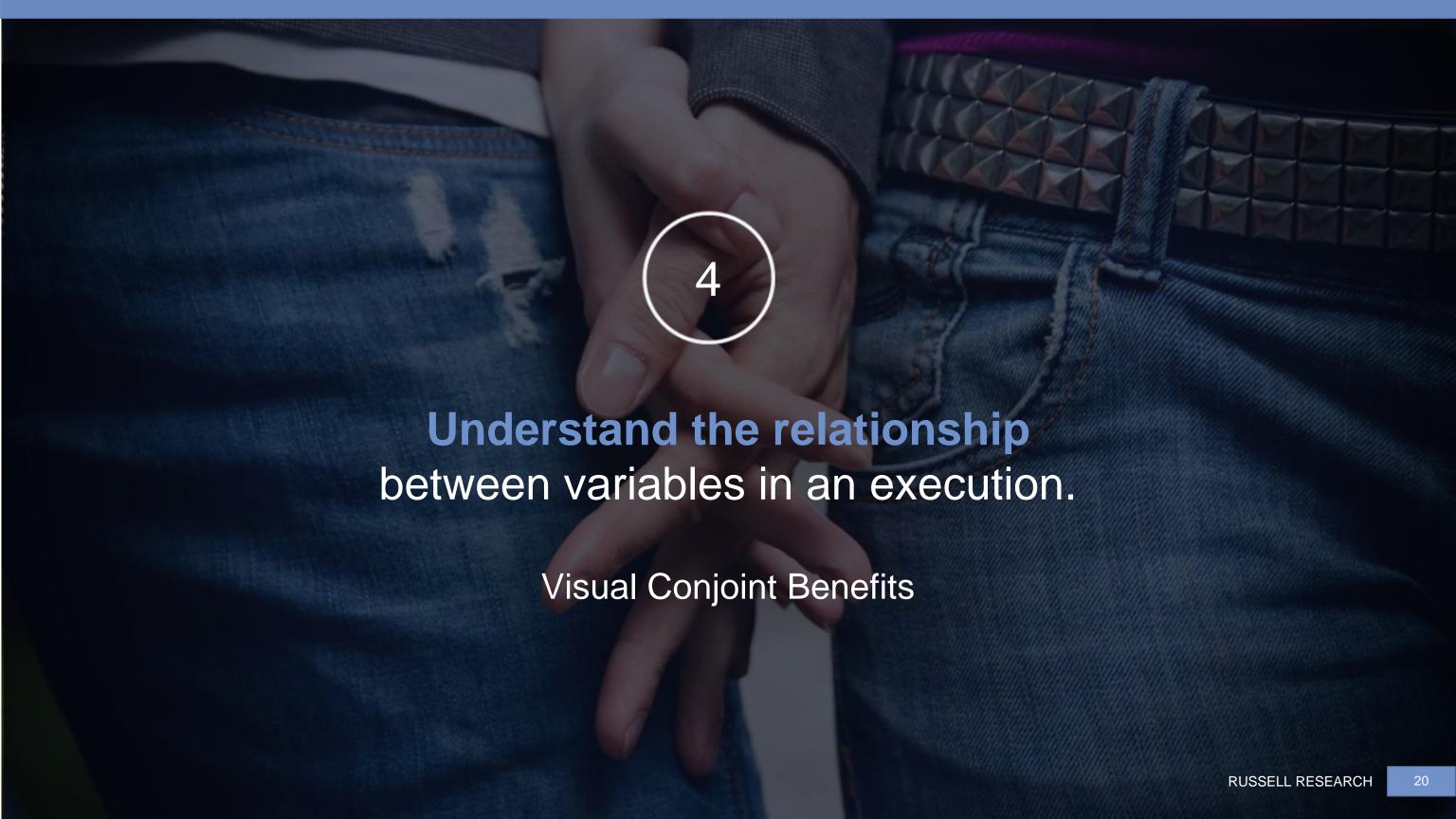


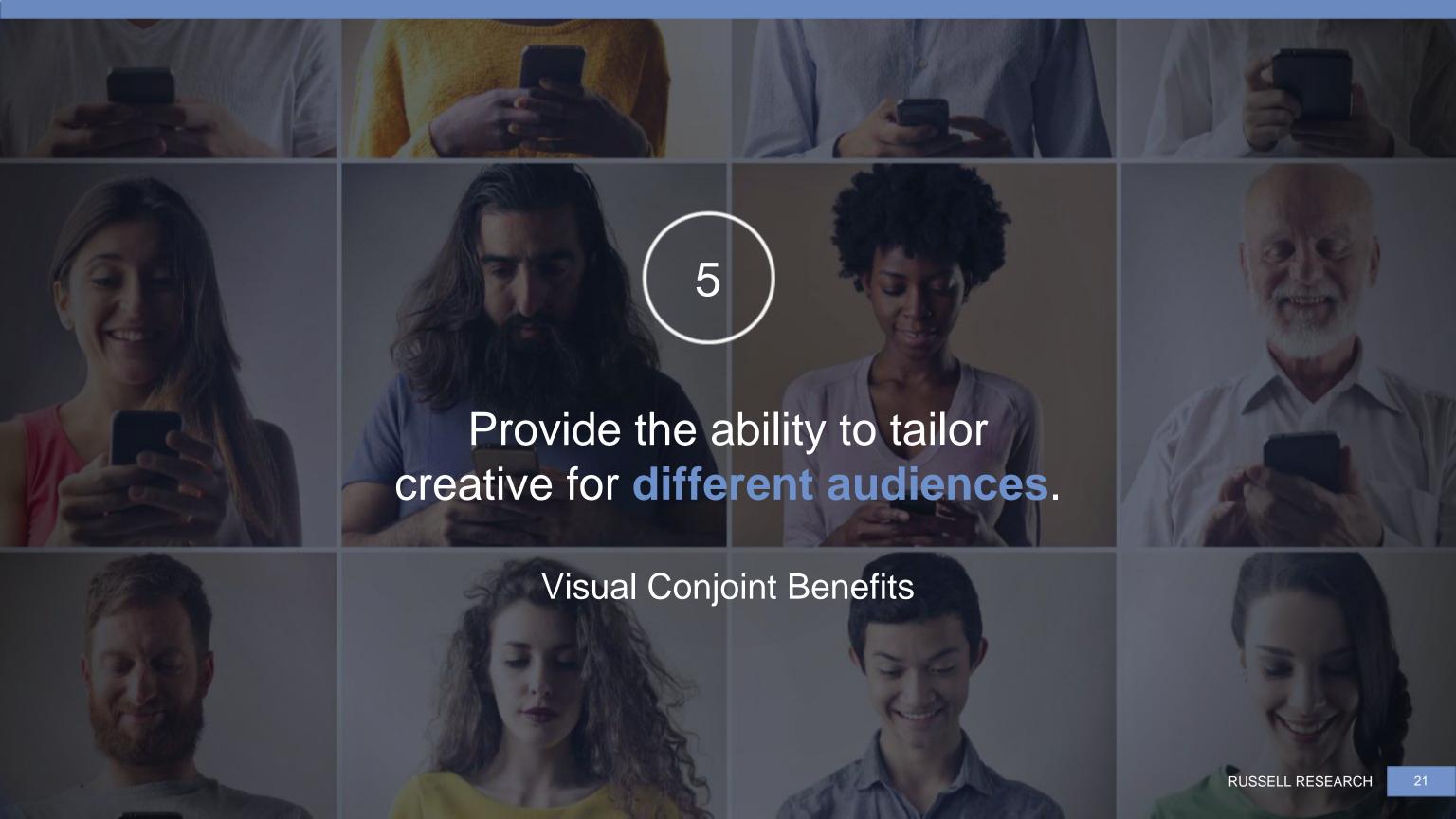
2

Identify the impact of individual elements in a finished product or piece of creative.

Visual Conjoint Benefits









Provide the ability to guide optimization at different stages of the purchase journey.

Visual Conjoint Benefits

Wide Range of Applications















1 Print

- 2 Direct Mail
- 3 Digital & Websites
- 4 Offers

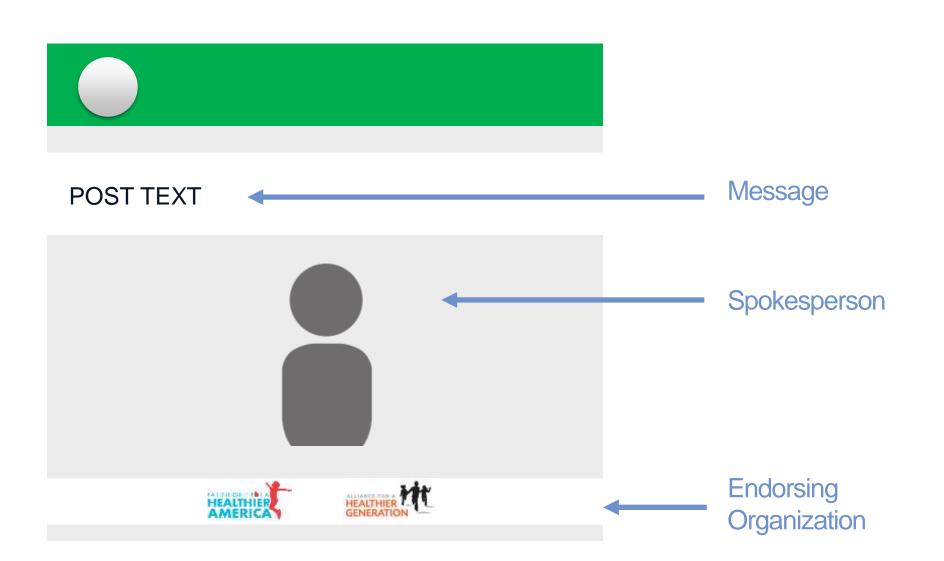
- 5 POS/ Signage
- 6 Packaging
- 7) ????



How it Works

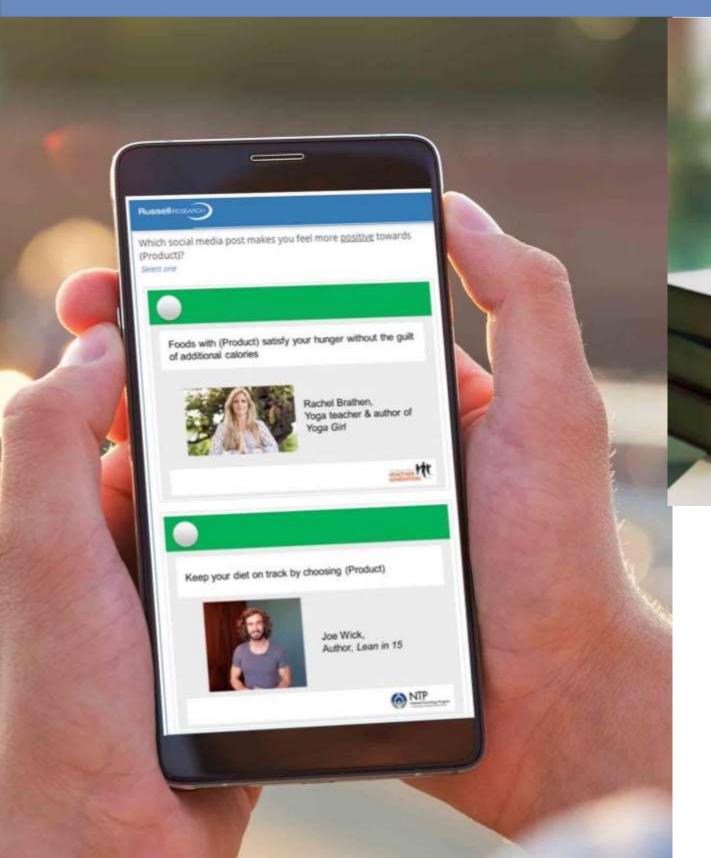
The design of visual conjoint is similar to other conjoint-based studies:

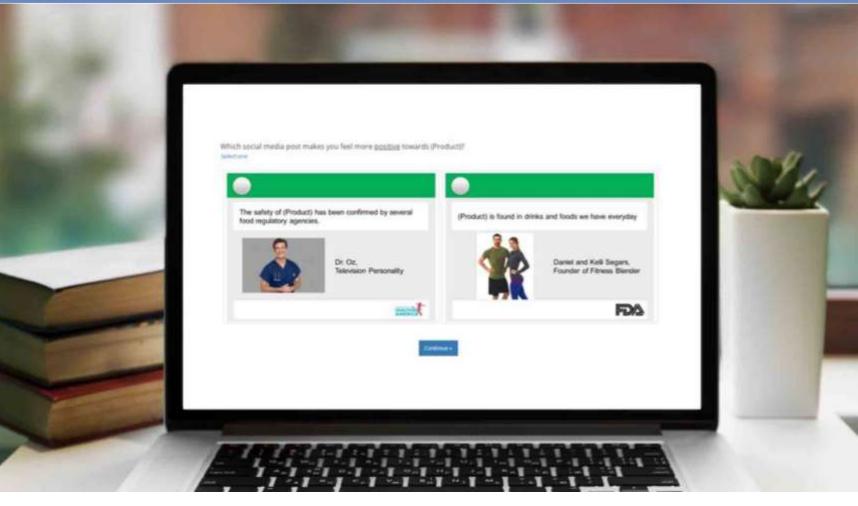
- A <u>conjoint map</u> is developed which defines the attributes and levels to be included in the research
- A <u>visual template</u> is created which outlines how each individual element will work within the execution
- The individual <u>visual and text elements</u> are created
- The conjoint question(s) are developed with a <u>key</u> metric of success decided upon
- Post-field, a <u>conjoint simulator</u> is utilized to help identify the optimal visual combinations overall & by key segment



Simple Example

Social Media

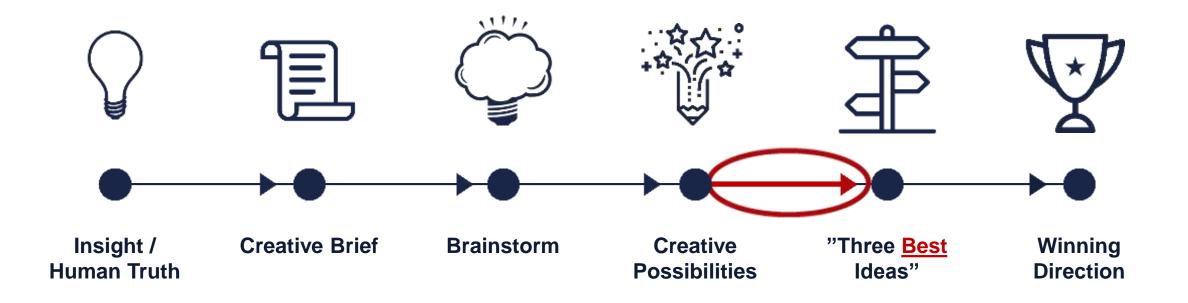


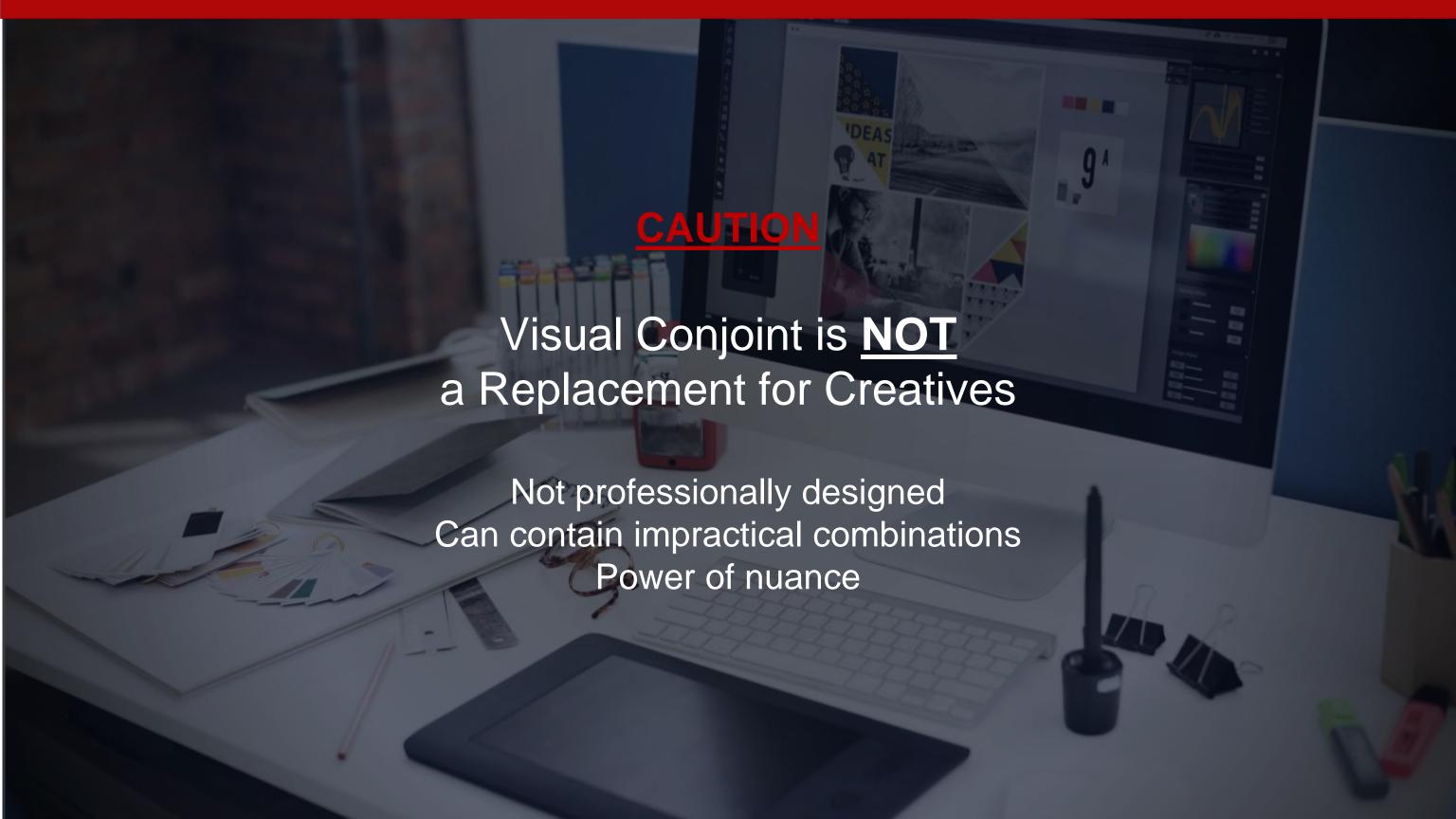


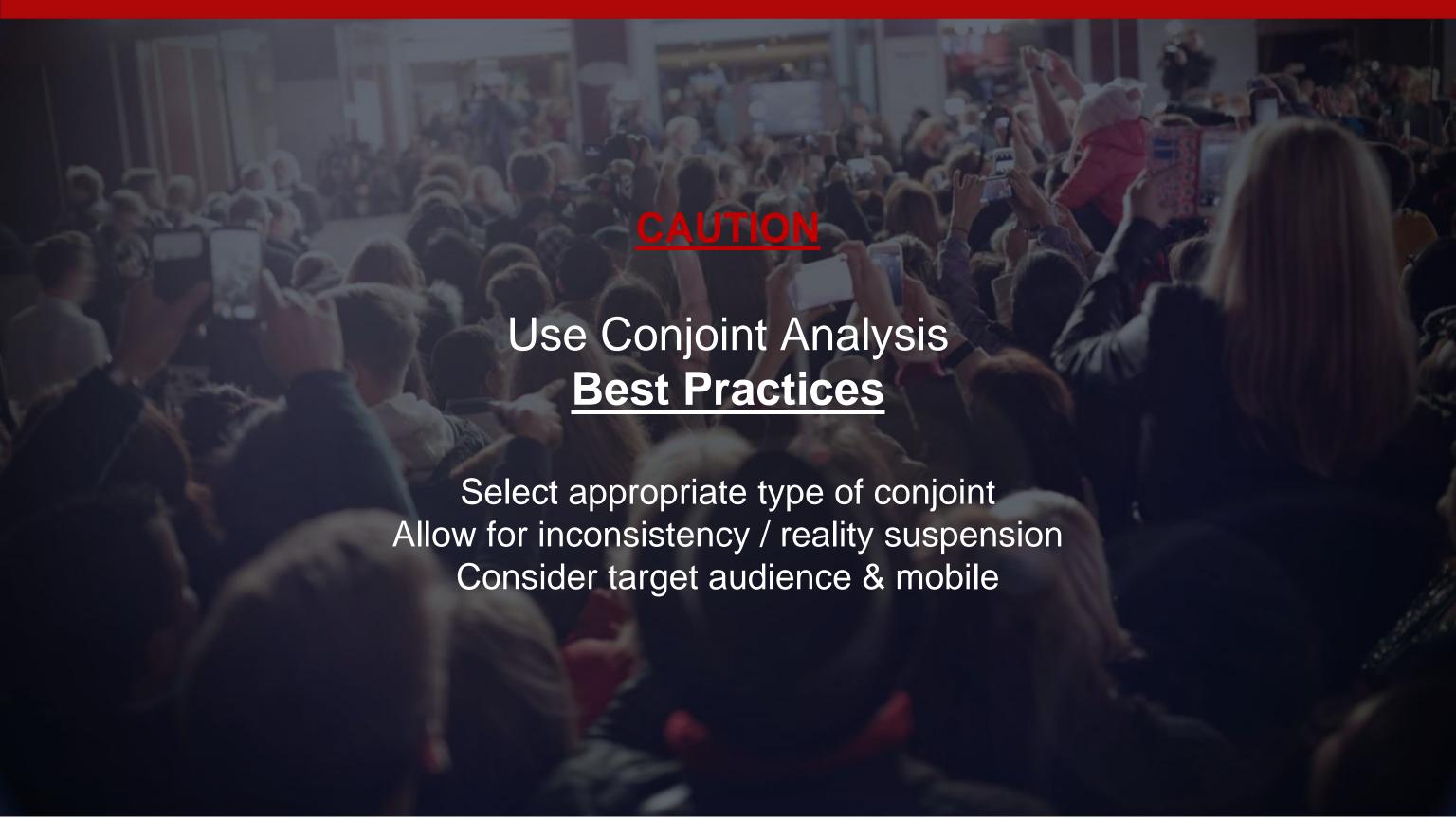
- 4 attributes, 2-13 levels = 2000+ combinations
- Narrowed to <10 optimal combinations
- Identified targeted creative recommendations by key demographic and behavioral segments

CAUTION

This is Not the Final Test



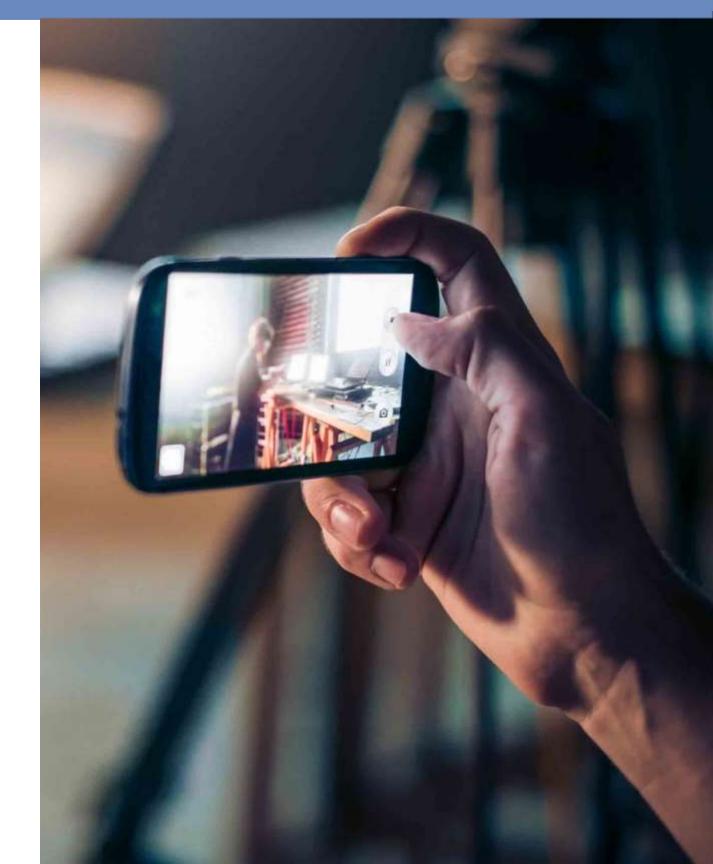




Complex Example

TV / Video End Card

- Video where final 6 seconds varies by offer
- Establish best practices
- Images change, copy changes, screens change, voiceovers change
- Solution: 6 second videos
- 1,000+ videos created
- Mobile optimized by displaying 1 at a time



Thank You

Any Questions?

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