



# Unveiling The Client Side of Market Research

Scott Peiser & Valerie Sokolova

# Scott Peiser

## FAMILY



Madden (4)



Rowan (3)



Monroe (3)



Stanley (13)

## ROOTS



From Metro Detroit and am diehard  
Detroit sports fan



My favorite sports to play have been  
Tennis, Golf and Hockey



My Wife, Whitney, and I  
are both Double Badgers

## CAREER

AIMIA



PEPSICO

KraftHeinz



propel



# Valerie Sokolova

## PERSONAL



## PROFESSIONAL

**Kraft***Heinz*

newell  
BRANDS



**Rubbermaid**

**HEINZ**  
ESTD 1869

**PHILADELPHIA**  
SINCE 1872





**OR**



# Why are we here

## Marketing



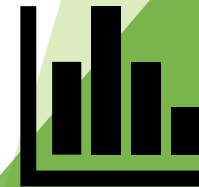
Valerie Sokolova  
*Innovation Marketing*



## Insights



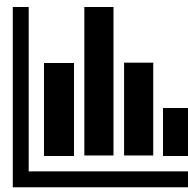
Scott Peiser  
*Innovation Insights*



# Speed vs. Quality



“Speed is a critical advantage that helps us make decisions faster and move projects forward”



“Speed is important, but research that sacrifices accuracy for urgency is just noise.”

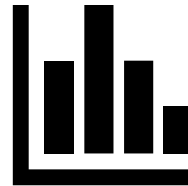
## Implications

- Timelines are continuously being crunched, so doing things faster is often the push from client-side teams
- Rushing research can compromise data accuracy, leading to flawed strategic decisions
- Utilizing efficient and agile research is most useful for more tactical questions

# Being One Team



“Insights are my trusted partners in guiding the research journey, asking the right questions, and forming reco’s”



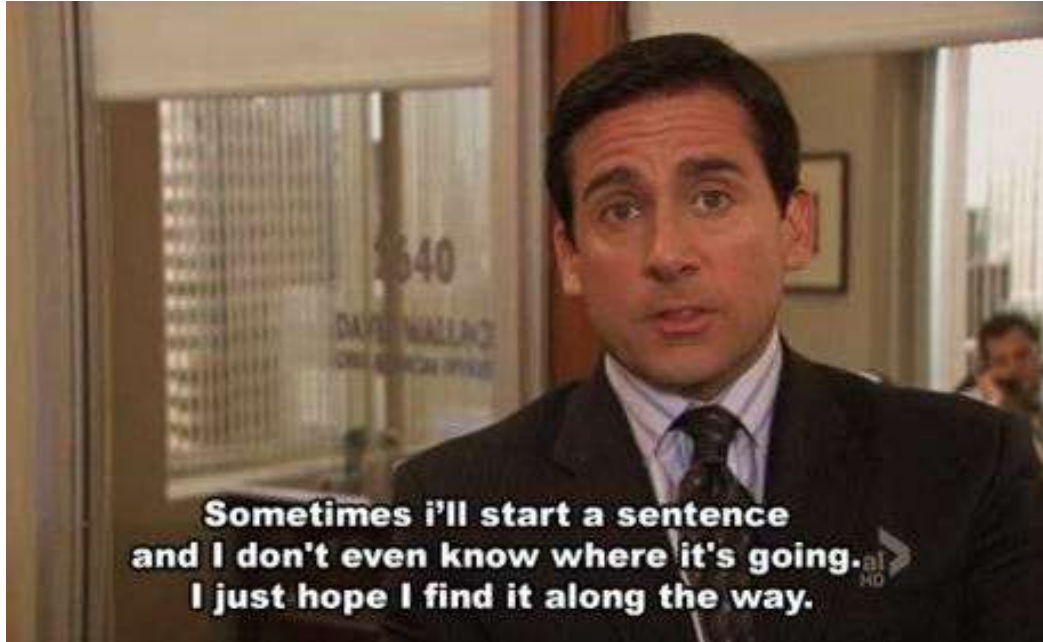
“Insights (and vendor partners!) needs to be brought along the journey to make a true impact on the business”

## Implications

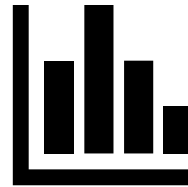
- Cross-functional collaboration ensures insights are aligned with business objectives
- Unified teams drive more comprehensive and actionable research outcomes
- Building real relationships allows for real talk, real results



# Bring A POV



“Strategic partners who understand business & project goals form stronger relationships vs transactional”



“Research isn’t about reporting facts—it’s about uncovering the story that drives action.”

## Implications

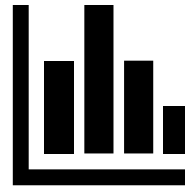
- When all participants bring their full POV, everyone wins by ensuring all perspectives are taken into account
- Insights partners (internal and external) should not be data pushers and should voice their recommendations
- Marketing partners can influence the research by bringing in prior experience to ensure best practices



# Recruiting Correctly



“Best decisions start with understanding the right people. Bad data leads to bad decisions.”



“Who you ask matters just as much as what you ask—quality participants define research success.”

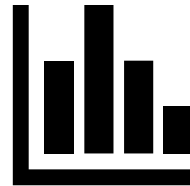
## Implications

- Marketing and Insights teams need to align on the right audience to get accurate budget, timing and relevance of the research collected
- Recruit quality is becoming a bigger issue that, if not addressed, can lead to biased or misleading data
- Rigorous screening enhances data validity and research credibility

# Budget



“Some questions require proven, comprehensive methods; others, we might want to get creative”



“Tight budgets can be a barrier or a solution to boiling the ocean and overdoing the research”

## Implications

- Budgets seem to be constantly shrinking, open communication across internal and external partners is essential
- Cheaper doesn't equal better and defaulting to “cheap” risks the strategic decisions that are being made
- Marketing and Insights can work together on prioritizing where to spend and where to save

**THANK YOU**

