HOW TO OUTMANEUVER THE COMPETITION
WITH ADVANCED AUTOMATED REPORTING

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IRWIN
BROH
RESEARCH

THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

WHAT WE'LL LOOK AT TODAY

01 **IRWIN BROH'S STORY**
A case study

02 **AUTOMATION IN ACTION**
Demonstrating the technology

03 **LEVERAGING MORE**
Innovative ways of using automation further

04 **THE STRATEGIC BENEFITS**
What Automation can do for your business

- Employee-owned, boutique firm established in 1971
- Currently a small, but **mighty**, staff of 8 full-time employees

Our business:
- Custom survey research (B2C & B2B)
- Ongoing customer satisfaction programs
- Syndicated market research
- Customer database management

In-house facilities for:
- Online survey programming
- Data processing, analysis & reporting
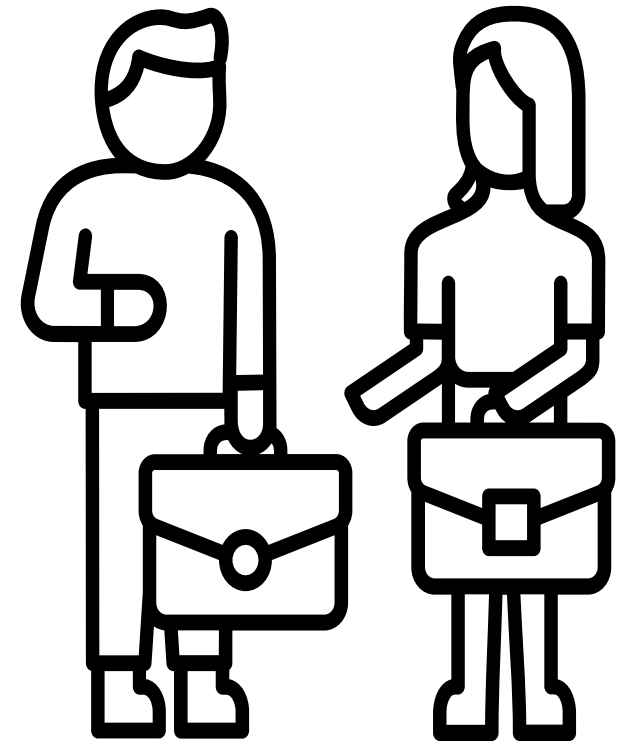
HealthFocus International (HFI) is a division of the company specializing in:

- Shopper insights surrounding health & nutrition

- Custom market research studies to support strategy, brand development, innovation and R&D

- HealthFocus Trend Report

  ➢ Biennial study conducted in more than 20 countries

The Challenge

2007 brought an exciting **challenge** to our team:

How could our small team efficiently deliver high-volume PowerPoint reports with both speed & accuracy?

Our goal:

Free up time spent on tedious manual data entry, allowing us to shift our focus to what really mattered — telling the story behind the data!

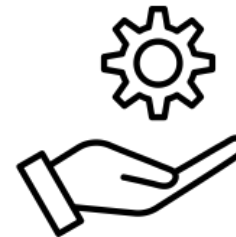## Report automation with E-Tabs Enterprise

Hands-on training

Intuitive & easy to learn

Responsive support

Broad functionality

Greater accuracy

Cost savings

Time savings

- HealthFocus Trend Report

- 25 PowerPoint reports x 186 charts per report = 4,650 total charts

- Time savings to produce 25 reports with E-Tabs Enterprise

Manual: Data entry & checking = 155 hours

vs.

Enterprise: Set-up, auto-filling & checking = 60 hours

Time saved = 95 hours

60%

1) Report **template** created prior to fielding survey

2) Run **crosstabs with preliminary data** shortly after fielding begins

3) **Set-up** Enterprise and the template based on preliminary crosstabs

4) **Run** the Enterprise project and check the report output

5) When **final crosstabs** are available, **run** the Enterprise project

   a) Time to populate one report: < 5 minutes

   b) Thoroughly check the first report
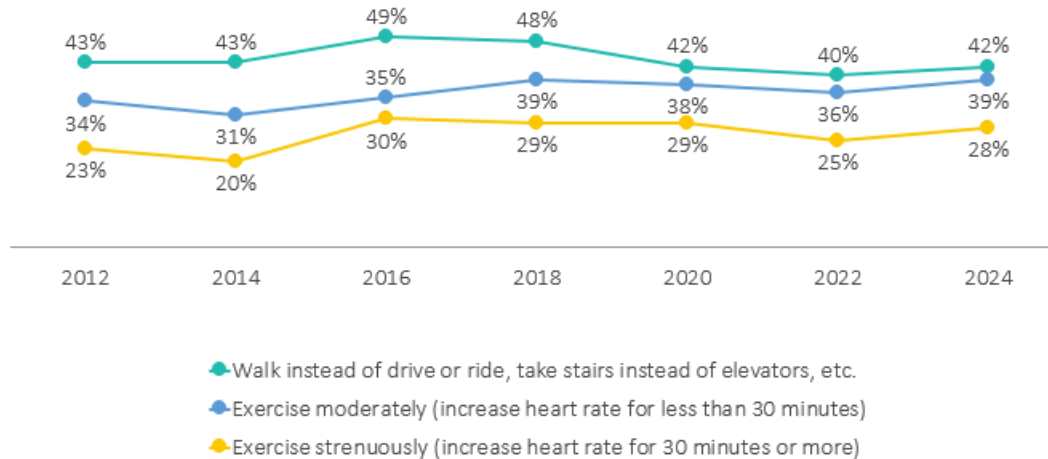
   c) Remaining 24 reports are run and spot-checked

IRWIN
BRŌH
RESEARCH

Frequency of Exercise
Q) How often do you do the following?

Exercise Habits
Three times a week or more

- Walk instead of drive or ride, take stairs instead of elevators, etc.
- Exercise moderately (increase heart rate for less than 30 minutes)
- Exercise strenuously (increase heart rate for 30 minutes or more)

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Demographic Overview
2024

2024 Global Trend Study – Australia Report | 34
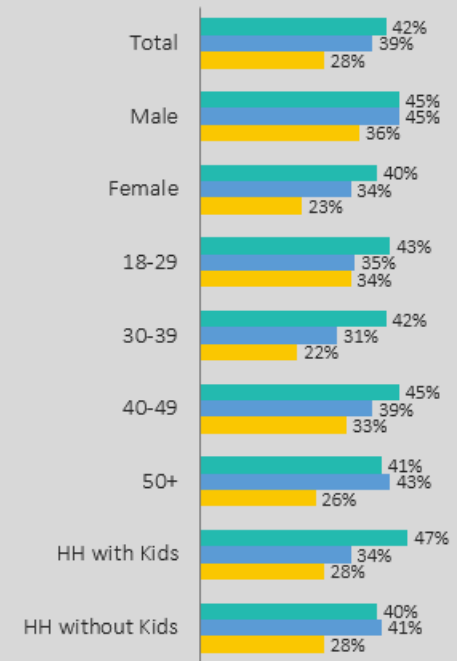
Changing Label Claims

Q) When shopping for foods/beverages, how important are the following statements on labels?

Label Claims Extremely/Very Important	2022	2024	Change
No antibiotics or growth hormones	45%	50%	+5 pts
Fortified/Enriched with vitamins or minerals	28%	31%	+3 pts
Plant based	23%	26%	+3 pts
Grain free	20%	22%	+2 pts
Low/No fat	38%	40%	+2 pts
High protein	47%	48%	+1 pts
GMO free	40%	40%	-
Grown without pesticides	48%	47%	-1 pts
No artificial colors or flavors	55%	54%	-1 pts
Provides one full serving of fruit or vegetable	48%	46%	-2 pts
No artificial sweeteners	53%	51%	-2 pts
Lower in salt/sodium	50%	47%	-3 pts
Natural	58%	54%	-4 pts
High fiber	54%	50%	-4 pts
Low calorie	39%	35%	-4 pts
Low carbohydrate	37%	33%	-4 pts
Whole grain	51%	46%	-5 pts
Fresh	72%	66%	-6 pts
Certified organic	34%	28%	-6 pts
No preservatives	56%	49%	-7 pts
Reduced sugar (e.g., 25% less sugar)	51%	41%	-10 pts

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IRWIN BROH RESEARCH

Communicating Nutrition and Shopping for Wellness

To achieve their health goals, label reading is common: in Australia, 50% of consumers consistently read food packaging, with the ingredient list and nutrition panel getting the most attention.

When it comes to label claims, the 5 most important to shoppers in Australia are: 1) Fresh, 2) No added sugar, 3) Natural, 4) No artificial colors or flavors, and 5) No artificial sweeteners.

They report getting the most useful health and wellness information from Online sources (49%), Medical experts (e.g., doctor, registered dietitian, etc.) (40%), and Friends/Relatives (30%).

Consumers have varying views on large, name brands and smaller, niche brands. Big brands continue to lose ground to smaller brands, with 36% of Australian consumers saying niche-brand companies are better than large brands at producing healthier products, while 30% find them more trustworthy.

Australian consumers are motivated by numerous factors when choosing foods and beverages. Their top 5 brand influences are: 1) Price, 2) Taste, 3) Nutrition, 4) Natural, and 5) Recognizable ingredients.

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Other Examples of Enterprise Projects

Generating pie charts, bar charts and tables for over 100 products

Source → Output

1 file, 100+ sheets → 100+ files

Quarterly tracking study

Source → Output

Crosstabs →

ABOUT US

- **Acknowledged MR industry leader** in Data Visualization, Online Dashboards and **Automated Reporting solutions**

- Winner of **numerous MRS/ASC awards** and HM The Queen's Award for Enterprise
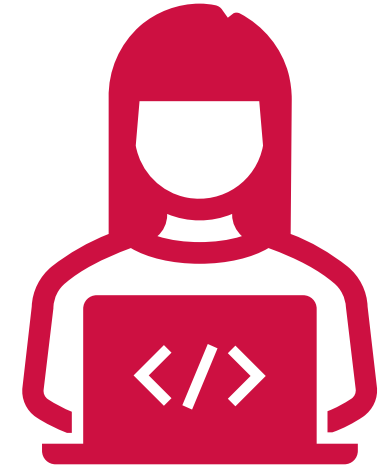
- **24-hour** Global **support**

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AUTO CHARTING OR AUTOMATED REPORTING ?

AUTO CHARTING - INFLEXIBLE!

- Macros

- Images of charts instead of editable objects

- Online analysis exporting too simplistic

- Limited on chart types, number of charts per slide

- Very few options for handling changing conditions

AUTO CHARTING OR AUTOMATED REPORTING ?

- Can read in MR banner tables, SPSS files

- Can handle variance across time or markets

- Changing Brand lists, numbers of bands

- Can read in testing, or calculate significance

- Handle low-base conditions

- Automatically align brand logos, indicators

- Calculate differences, trends, generate standard analyses
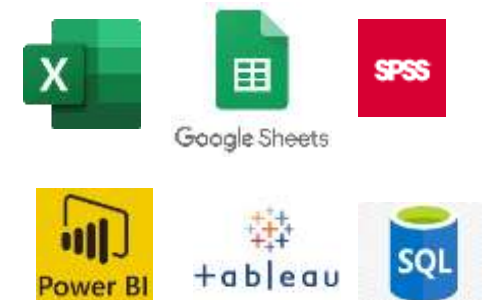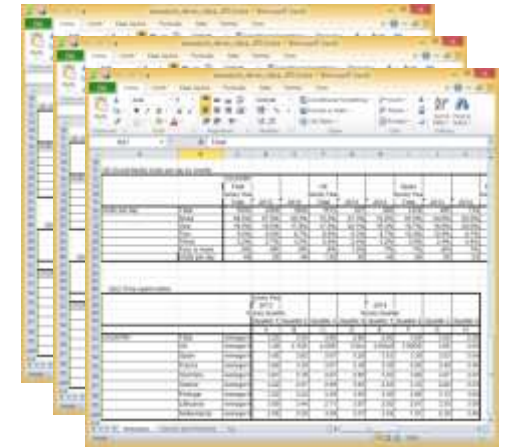
AUTOMATION DESIGNED FOR MARKET RESEARCH!

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"NOW YOU'RE TALKING!"
"SO MUCH MORE DETAIL IS POSSIBLE
THAN JUST SETTLING FOR
AUTO-CHARTED REPORTS."

FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION

Data pulled into your own existing template

Project   Goto   Backup   Help

Script   Constants   Sources   Tables   Data   Calculations   Rules   New Window

ject Options

| roject Files | Project Info |

Project Folder   C:\E-Tabs Enterprise projects\Orango demo\
Data Files   Drinks.xlsx
Sample Data.xlsx

Template File   Orango BHT - PowerPoint - Template.pptx
Translation File
Output File   Orango BHT - Wave 4.pptx
Other Files

nt Projects
Powerpoint - Orango Demo (C:\E-Tabs Enterprise projects\Orango demo\Powerpoint - Orango Demo.epg)

| Latest News | Release Notes |

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⚠ **Generate reports on our E-Cloud!**

With Enterprise Cloud, you can generate automated, editable PowerPoint/Google Slides outputs from your online dashboards (including PowerBI and Tableau). See the video below:
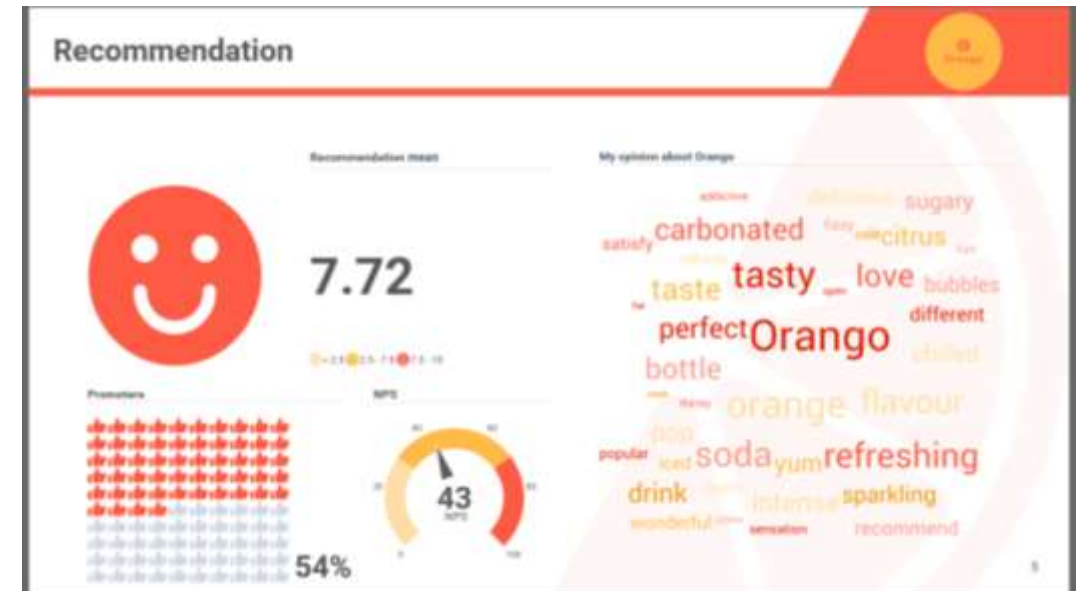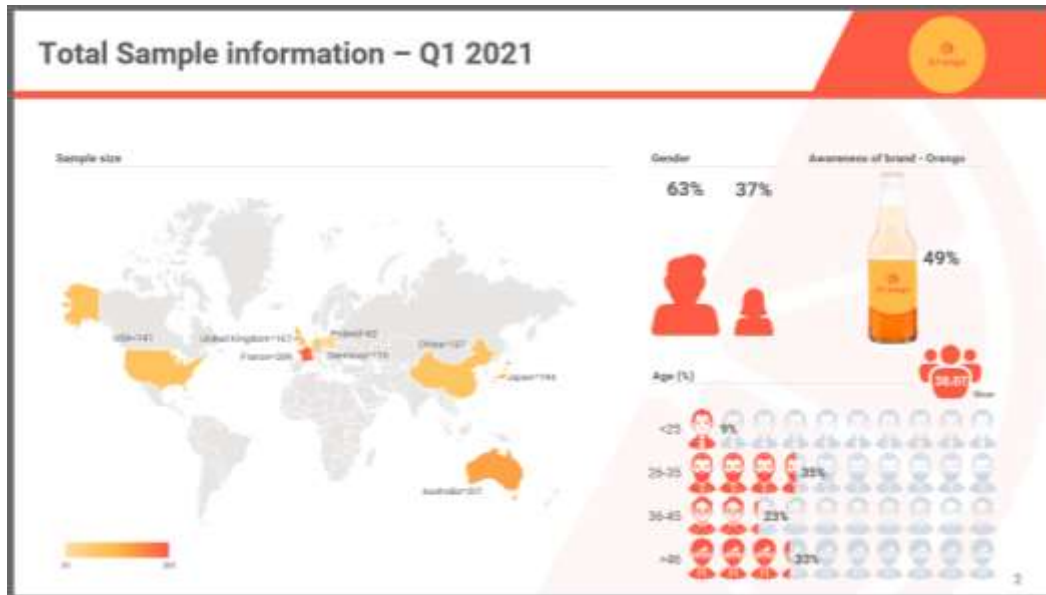
▶ 2:26   ◀) ⚙ ⛶

Book a demo HERE

You can keep up to date with new features by clicking the icons below:

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NOT JUST YOUR STANDARD CHARTS....

DATA-DRIVEN INFOGRAPHICS TOO

TYPES OF PROJECTS
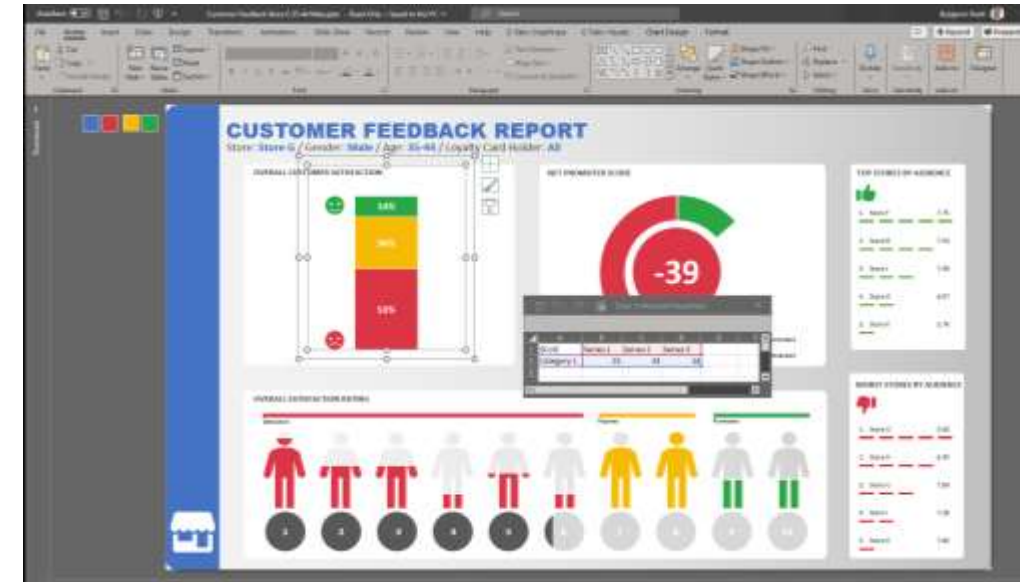
TRACKERS

MULTI COUNTRY

SEGMENTATION

CX SAT

LEVERAGING MORE FROM AUTOMATION

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

- We provide the software, training and support

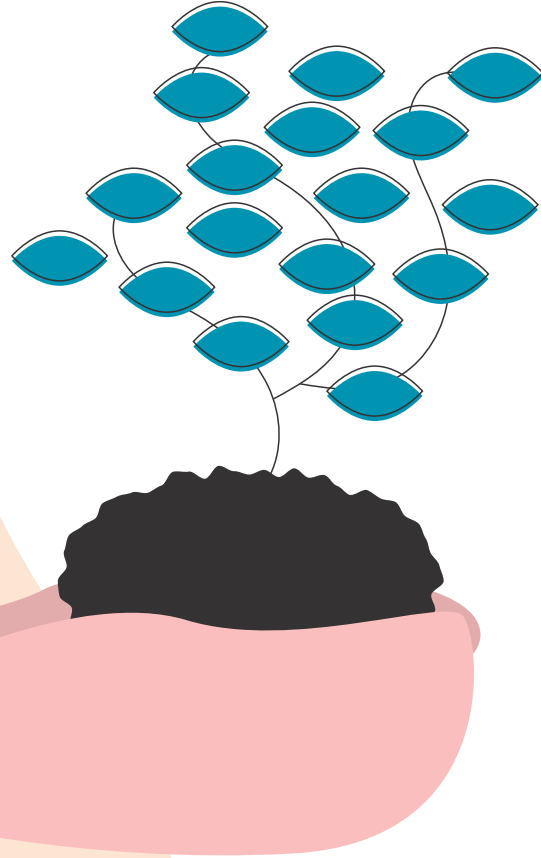- Automate everything – Google, PowerPoint, Excel +

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU

- Give us your template, tables and instructions

- Any project –PowerPoint, Google Slides, Excel +

- We set-up and then update each wave/market

STRATEGY FOR GROWTH

- Creates opportunity for added value
- Creates time for more insights
- Creates options for more revenue
- Builds stronger client relationship
- Increased employee satisfaction