

APG X POCAM HACKATHON

#TEAMRESEARCH A.K.A.
NERDY BY NATURE

April 2024



Our Team



**Anastasia
"Nat"
Tubanos**
Fractional VP
Strategy, TI



**Grace
Tong**
VP, Ipsos
Public Affairs



**Nupur
Gokhale**
Lead, Data
Science



**Farida
Badrawy**
Strategy



**Emma
Cunningham**
Strategy
Professor,
Seneca College



**Robin
Brown**
EVP, Dig
Insights



**Kathy
Cheng**
Founder &
CEO, Inca

MENTORS

Our Ambition

To make the biggest impact on diversity and inclusion in marketing (and win!)

Guardrails:

- Push the needle, but must be realistic to operationalize



The Heart of the Ask

To make our work - helping brands solve business problems through creativity* - more reflective of the diverse tapestry that is Canada.

How might we create more **consistency** to ensure reflecting and connecting with ALL Canadians (and their multifaceted identities) is **intentionally considered** in each step of the **strategic and creative process?**

*these can be “ads”, but also experiences, sponsorships, short or long-form content, product innovations etc.

Today

**The wrong we see in the
world
“what’s broken”**

**The window of
opportunity
“re-imagining the
research brief”**

The Research Brief...

There's nothing wrong with it.



Problem: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.

Hypotheses: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.

Goals for the Brand: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.

Research Approach: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.

Research Objectives: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.

General Considerations: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus odio neque, condimentum ac mi eget, posuere sodales augue.



Our People

THE AUDIENCE WE'RE DESIGNING FOR



Brand Managers



Consumer Insights Managers



Brand + Creative Strategists

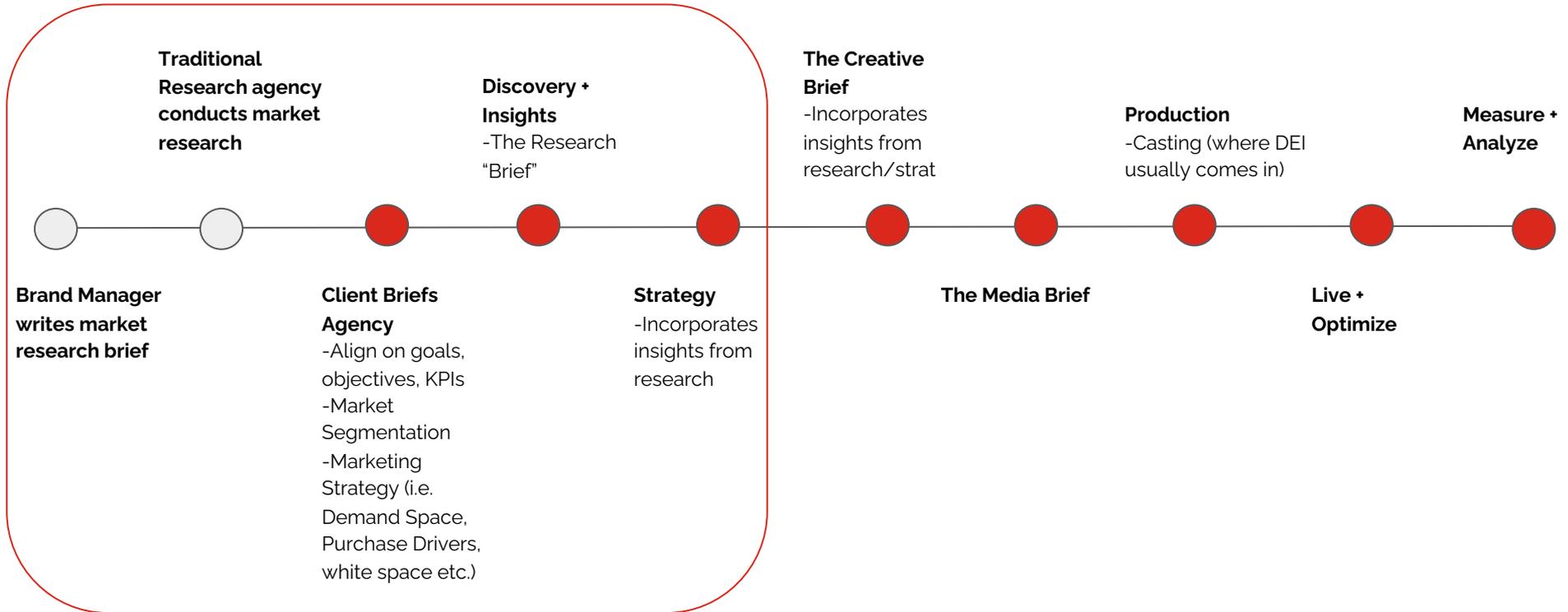
PEOPLE OF
COLOUR IN
ADVERTISING
& MARKETING



APG Canada



Typical Agency Strategy & Creative Process +



THE WRONG WE SEE IN THE WORLD

Canada Has Changed. And Will Continue to Evolve



No longer about mass reach. It's mass niche. Especially with Gen Z.

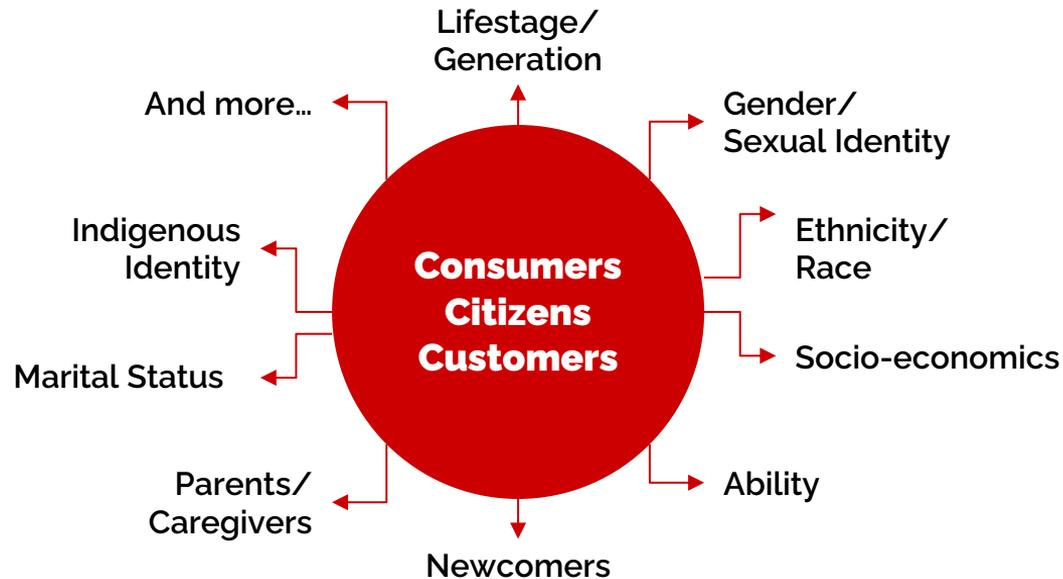
Gen Zs are the most diverse generation yet: ethnoculturally and in values (socially /environmentally conscious)

91% of 18-25 year olds believe there's no "mainstream" pop culture

Gen Z are building communities around subcultures tied to identity and passion points

*Horizon Media, "The Gen Z Field Guide" May – June 2022; Environics "Generation Z segmentation report"

Intersectional identities



So What's the Problem in Marketing and Advertising Today...

1

Narrow POV on diversity:
Lack of inclusion at all stages, from sample frame to goal of finding The Average Canadian or diverse leadership

2

Not always considered in the research and strategy phases

3

Often is an afterthought in the development of advertising, i.e. comes in at casting stage (diversity = #s)

How Do We See Inclusive Marketing?

- Not about tokenism
- Not about ticking a box
- Reflects genuine understanding and empathy
- Is authentic and nuanced
- Values different perspectives, experiences, and backgrounds
- Makes all consumers/customers/citizens feel valued and seen by finding ways to see them



Challenges to Inclusive Marketing



**CULTURE
BARRIERS - FEAR
OF DOING WRONG
THING**



**LACK OF DIVERSE
LEADERSHIP/
TEAMS + BIASES**



**LIMITATIONS TO CURRENT
RESEARCH APPROACHES -
EVOLVING**



**AI = UNKNOWN
AND BIASES**



**KEEPING UP WITH RAPIDLY
EVOLVING AUDIENCE
BEHAVIOURS/NEEDS**



**CLIENTS HAVE TO DO
MORE WITH SMALLER
BUDGETS + TIME**

Agencies Start Exploring In-House

QUAL + QUANT

WHAT CONSUMERS ARE THINKING



Google Trends



WHAT CONSUMERS ARE SAYING



GOING DEEPER



YouGov



We Rely on Research Agencies When We Need the Mythical Perfect Sample

30 years ago, we could get a “perfect sample”. BUT NOW, two forces – technology and diversity – have changed the landscape. Sample may be skewed, the results may be skewed and not reflect the true needs and preferences of the market.

This can lead to bias and incorrect assumptions. And it is no longer enough.

SURVEYS QUANTITATIVE

- Online panels
- Telephone
- Face-to-face
- Mail
- Specialty Panels
- Mixed

QUALITATIVE

- Focus groups
- 1-on-1s
- Online communities
- Ethnography
- In-home/on-site research

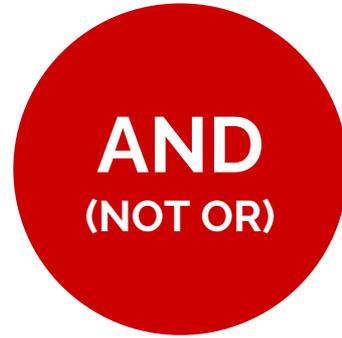


Client objectives +
budget + time +
audience

Which approach/
methodology(ies)
can/should I use?



MASS REACH
(MARKET RESEARCH)



MASS NICHE
(INTERNAL RESEARCH)



THE WINDOW OF OPPORTUNITY



**When diversity is considered right from the research stage,
it isn't just about representation.
It becomes a catalyst for groundbreaking ideas.**

Our Solution to Reimagine Research for Broader Impact



The Inclusive Marketer's Manifesto

In our pursuit of knowledge, we use sensitivity and intentionality as our guiding stars, mindful of the ripple effects of our actions. We vow to:

1. **Ensure diverse groups have a voice through the research** - (gender identity, sexual identity, language, culture, national origin, religious affiliation, age, living with a disability, etc.)
2. **Understand the intersectionality of identities** - Social identities interact and overlap to shape lives and the way people are treated.
3. **Create space to enable productive and challenging dialogue** - Speaking about DEI is complex and multifaceted; allow space for diversity of thought; be mindful of others' experiences including triggers
4. **See that language matters** - and inclusive language is always evolving

With courage as our compass, let us journey forth, lighting the way to a world where research is a force for equity and empathy.



The 6C's to Inform the Development of the Research Brief

CONSUMER TRUTH

- What need do they need filled?
- Is our product a want or a need for them?
- What values or beliefs are most important to them?
- How does intersectionality come into play?
- What are the commonalities between different consumer groups?

CULTURAL TRUTH

- What is happening in the world the consumer lives in (as opposed to the world at large)?
- What cultural narratives are important to your consumer? Which make them happy and which make them sad?

CONTENT TRUTH

- What types of content do they engage with?
- What media sources do they read, listen, or watch?
- What languages do they consume content in?

COMPANY TRUTH

- What makes our company or product different from our competitors in the eyes of the consumer?
- How is our reputation today?
- What is the demographic makeup of employees at the company, especially at senior levels?

CATEGORY TRUTH

- Who is currently buying items in this category?
- Who is not buying them, but should be?
- Is anything new happening in the category?
- Are there any barriers to entering the category?

CONSCIOUS INCLUSION

- Do our target consumers identify as Canadian first? Do we envision them that way?
- Stop assuming Whiteness
- Is there anything we could do that would be disastrous?
- Where do communities overlap to give us the maximum "whitespace"?

Guiding Questions at Each Stage of the Research Process

	TRADITIONAL QUANT SURVEY	TRADITIONAL QUAL	SOCIAL LISTENING INCLUDING AI	SECONDARY/DESK RESEARCH (Vividata)	INFORMAL RESEARCH
Sampling/ recruitment/ methodology	Which methods are you using? Are you ensuring representativeness and reflection of the audience? Does your approach require specific expertise (e.g. living with the audience, Indigenous, etc.)? How are you working with the audience?	Which methods are you using? Are you ensuring representativeness and reflection of the audience? Does your approach require specific expertise (e.g. living with the audience, Indigenous, etc.)? How are you working with the audience?	• Have I selected the right platforms for my analysis? • Have I considered all the platforms in my analysis? • Social media forms can be noisy; how do I filter the data to insight?	• Have I selected the right platforms for my analysis? • Have I considered all the platforms in my analysis? • Social media forms can be noisy; how do I filter the data to insight?	• Have I selected the right platforms for my analysis? • Have I considered all the platforms in my analysis? • Social media forms can be noisy; how do I filter the data to insight?
Questionnaire/ guide design	Is your sample representative of the key characteristics beyond age, gender and region?	Is your sample representative of the key characteristics beyond age, gender and region?	Moderator: when is lived experience required?	Social listening: how do I check my own biases in my prompts?	Example: 1 on 1 interview • How am I recruiting respondents? • How am I formulating my questions?
Analysis and reporting	Survey: Are the demographic and identity questions inclusive?	Survey: Are the demographic and identity questions inclusive?	Survey: Are the demographic and identity questions inclusive?	Social listening: how do I check my own biases in my prompts?	Example: 1 on 1 interview • How am I recruiting respondents? • How am I formulating my questions?

Key Takeaways

1

Traditional **mass marketing principles** can lead to exclusion and/or **perpetuate biases**

2

Multiple inputs on inquiry: **mass reach** AND **mass niche**

3

Build inclusive approach into **planning** and **budget**

4

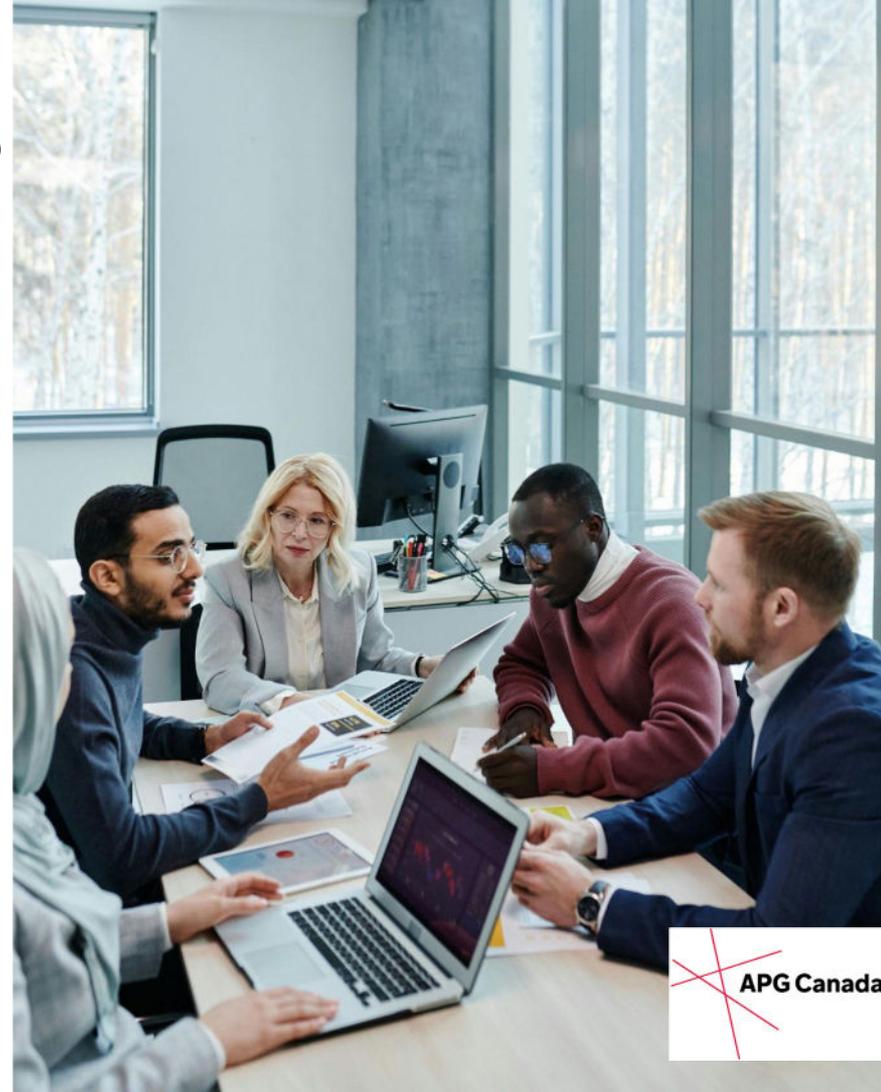
Question and get comfortable with the **spectrum** of research tools

Where Do We Go From Here?

- **Bring the all parties** (Agency and/or the Research Firm) **to the table at the start** to turn business objectives into communications objectives =

1 RESEARCH BRIEF

- **Market research tools need to evolve:** probability panel or synthetic AI data



Make inclusion mainstream by embedding inclusion lens systematically at every step of the research process with
The Inclusive Marketer's Research Playbook!



THANK YOU.

