Zero to 16 countries
From start up to viable multinational research option in 3 years
James Fergusson, MDI Founder and CEO
We are MDI
Operating in 6 languages across 18 countries
We don’t believe in ‘device agnostic’ or ‘mobi

The mobile phone is arguably the biggest enabler in human history!

Is the market research industry doing it justice?

• Why are we treating mobile like ‘just another’ fieldwork tool?

• Mobile has revolutionised consumer behaviour; can we really fit traditional market research into mobile?

• Surely the very essence of market research must change?

• Research should be conducted in a manner that makes sense to consumers: shorter surveys allowing for in-the-moment feedback and measurement of behaviour
Admission of Fault or Stating the Obvious

Big companies are still not thinking about mobile in the right way. They see mobile as an extension of digital, when they should be viewing it as a revolution that will change their business.
MDI believes Mobile Only is essential

Our Mobile Only tools...

- **Advanced Mobile Survey Tool (RapiTest™)**
  - Mobile survey platform
  - Mobile platform agnostic – deploy via SMS, Chat, Social Media or email
  - Surveys scripted and deployed within an hour
  - Video compression and creative content protection
  - Full reporting project turnaround within 48-64 hours
  - Disruptive in speed, response, cost & insights

- **Mobile Community Platform**
  - Proprietary Chat-Based Research platform
  - Quant & Qual on same customer interface
  - Image capture as survey response
  - Qual chat overlaid on quant surveys – providing context driving insight
  - Geo enabled – tasks & surveys triggered via coordinates or beacons
  - All data points linked longitudinally at respondent level
  - Client branded communities
  - MDI multi client access communities
  - Ability to scale

Affordable
Actionable
Accessible

RESEARCH, ANYWHERE.
MDI RapiTest – affordable, actionable, accessible

Standalone made for mobile research platform
Combines video compression, data security, proprietary MR & Passive Data
Platform agnostic – SMS, Email, Chat, Social Media, Event

- Comms tracking
- Sponsorship evaluation
- Digital content impact evaluation
- Brand activation evaluation
- NPS measurement
- Customer satisfaction
Platform Agnostic

Ecuador multiple concept test n=962 completes in 6.2 hours – total incentives $125

Mexico concept test n=462 completes in 2.6 hours – total incentives $250

(no other direct field cost)
MDI RapiTest
Global Offer

White Labelled in Seconds
Reporting

Responses to the underlying message were positive
The advert resonated at a highly emotional level, despite the element of sadness

What do consumers think about the advert overall?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Excellent</td>
<td>59%</td>
</tr>
<tr>
<td>Quite Good</td>
<td>00%</td>
</tr>
<tr>
<td>Average</td>
<td>11%</td>
</tr>
<tr>
<td>Terrible/poor</td>
<td>2%</td>
</tr>
</tbody>
</table>

Overall appeal for the ad is good
59% of consumers indicated that it is ‘quite appealing’ and brand attribution is good with nearly 9/10 identifying [BRAND]

How appealing did you find the ad overall?

<p>| | |</p>
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Extremely appealing</td>
<td>79%</td>
</tr>
<tr>
<td>Quite appealing</td>
<td>59%</td>
</tr>
<tr>
<td>Neutral</td>
<td>27%</td>
</tr>
<tr>
<td>Not very appealing</td>
<td>19%</td>
</tr>
<tr>
<td>Not appealing at all</td>
<td>1%</td>
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</tbody>
</table>

What emotion did the advert evoke in consumers?

Sadness

Did you realise this ad was for [BRAND]?

Yes: 84%
MDI Mobile Community Research Platform
Multifunctional cross mobile smartphone operating system insights platforms

Chat based
Quantitative
Qualitative
Longitudinal combination & Analysis
Image Capture
Survey Response
Location enabled

APPLICATIONS

• Longitudinal consumption diaries
• Adding context to behaviour
• Product / concept testing
• Longitudinal campaign evaluation
• BTL campaign effectiveness evaluation
• Mobile ethnography
• Retail audit missions & mystery shops
• Brand & ad tracking
• Deep diving quant findings
• Big ticket research – U&A, segmentation
• Stand alone qual studies
Here are some of the meds I get prescribed. I no longer take Minax as it was no help. I only take antibiotics now when it looks as though there is an infection. Movalis, Targin and endone I still use to help manage the pain as necessary. I will take some pictures of clothes and dressings too. I have just had my son come down with a bug. Then because of worrying about him and sleepless nights I have had a flare 🙁. It's always the way these things go.

I was 15 when I got my first flare up, I went to doctors straight away but over the course of 7 yrs. was always mis diagnosed to finally get referred to a infectious diseases specialist who diagnosed me with HS ...

Being mis diagnosed for such a long time made me incredibly frustrated and fall into a severe depression as I thought there was something wrong with me that no one else had, I felt very alone and at times wished I could end my life.

I was told a few different diagnosis... Staphylococcus infection in the nose, using the wrong deodorant, not washing properly, ingrown hairs. I was referred to the infectious disease specialist by my GP, as he had no idea what it was... I didn't see anyone but a general practitioners. I was diagnosed with stage 3 HS, he referred me to a plastic surgeon to see about removal of skin and skin grafts.

I was in a long term relationship the is currently up in the air. It impacts relationships because when you are in pain, which is quite frequently, you don't want to be intimate. It can also affect how you feel being seen naked. You have open wounds and scars and whilst the other person may not mind, you can feel quite self conscious about it all.
This is crazy, seeing this and remembering she’s THE SAME AGE AS ME blows my mind....

When you look at something like that - do you wish it was you - that you were living that kind of lifestyle, or are you just happy to look on?

I guess I wish it was me to an extent... but seeing posts like that I just kinda think like is that really necessary? She’s 18..... and she has multiple cars, does she really need a Ferrari? Makes me think of all the poor people and how much she could be helping them, yet she decides she needs different cars for different days. I think that annoys me. I get that there are wealthy people out there who buy luxurious items but I will never understand those who have 4+ cars for different days of the week.

I love Rihanna because she can rock any style she feels. She looks so good in any style
Evolving individual tasks into longitudinal Insights

Research Design

- Short, structured in-app surveys to gather contextual insights
- Ongoing digital diary of beauty, skincare and health purchase and usage behaviours
- Regular 2-way interactions with people, while also providing anecdotal insights into personal context and beauty topics
- Photo task engagements providing context into beauty purchasing behaviour

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishment Survey</td>
<td>Ad hoc survey</td>
<td>Ad hoc survey</td>
<td>Ad hoc survey</td>
</tr>
<tr>
<td>N=420</td>
<td>Ad hoc survey</td>
<td>Ad hoc survey</td>
<td>Ad hoc survey</td>
</tr>
</tbody>
</table>
Client Branded Community – One Central Platform Multiple Countries

Spanish surveys
Client Branded Community Case Study – One Platform Multiple Countries

Thai surveys
Client Branded Community Case Study – One Platform Multiple Countries

Chat in three Languages

Do you want to earn $3 for 2 minutes of your time? You have until lunchtime to answer the special “Best sandwich toppings” survey that you have qualified for!

Awesome will go do it now 🤓

Today’s quick question... who makes the best chicken sandwich? Tell us your favorite and why!

Hmmm... I would have to say Burger King. Their variety is so great, I just loooove their bacon and cheese tender crisp. It’s all my favourite things rolled into one 😋

Yum... thanks for letting us know!

¿Cómo describirías sus tiempos de comida durante el fin de semana en lugar de durante la semana? Por favor, use tantos detalles como sea posible

De lunes a sábado, contamos con una persona que cocina en mi casa, pero los domingos no trabaja, así que salimos a comer a la calle.

¿Dónde se come comidas con su familia durante el fin de semana? ¿Todos se sientan alrededor de una mesa, se sienta delante del televisor, o comer por separado?

En la mesa, pero también tenemos televisión ahí y esta prendida siempre

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Supported by Research Now

mdio
Central Management Tool – facilitates local and global management
Our global app: Research, Anywhere

Enables us to deploy in new markets within 5-7 days to support ad hoc longitudinal projects
We are MDI

Mobile only & scalable delivering...

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