What “The Godfather” has to do with Coca-Cola

IleX North America June 2017
Atlanta

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In ITALY and SWITZERLAND, a consigliere is an advisor who works very closely with the boss, a trusted confidant (often a family member), and with the unique capability of challenging the boss when needed to ensure plans are foolproof.
The Godfather

La Greca
WHAT THE CONSIGLIERE DOES?

- Share learnings back to markets
- Audit & analyze unexplained changes, tracker vs. reality
- Centralized best-practice MR methodology hub
- Support as MR methodology consultants
- Protocol compliance & data quality
- Qnr design & implementation
- Manage changes in field agencies
UNDERSTANDING GAPS IN INTERVIEWER NOTES OF NEW AGENCY

KEY ISSUE: In spite of having a strong protocol, data changed drastically after switching fieldwork providers.

OUR FIND: New interviewers were not insisting as much as old ones when prompting brands.

OUR SOLUTION: Re-training the interviewers and implementing new QC processes.
IDENTIFYING SPEEDING UP INTERVIEWERS

KEY ISSUE:
Tracker data showing a collapsing market against sales and Nielsen data

OUR FIND:
Uncovered executional issues, survey length reduced dramatically while interviewers expertise grew

OUR SOLUTION:
Re-train interviewers. Around 60% of the interviews needed to be replaced in order to guarantee the quality of the study
CHANGE OF SAMPLE COMPLETION & COMPOSITION AND INTERVIEWER FLUCTUATIONS

KEY ISSUE:
Unexplained data fluctuations (particularly evident for Coca-Cola brand)

OUR FIND:
Major methodological and executional changes were disregarded in terms of their impact on the data

OUR SOLUTION:
Keep consistency: stable interviewers teams, constant training and new QC processes
IMPACT OF EXECUTIONAL DECISIONS

KEY ISSUE:
Over 60% of brands showed a declining trend in consumption to previous years.

OUR FIND:
An upgrade in the collection platform resulted in longer loading times, with interviewers ‘compensating’ for this with fewer prompts.

OUR SOLUTION:
Restauration and re-process of data.

# brands ever consumed

LOI
Smart Proofing
the Beverage Tracker
CREATING TRANSPARENCY: ONGOING QC REPORTING
Why is this so important?
OUR STAKEHOLDERS RELY ON

100% confidence to base decisions on the information we have available

Knowing that we can rely on the data no matter where it comes from is a MUST
OUR STAKEHOLDERS RELY ON

How useful is this information?

How can it be combined with other information and data sources?
OUR STAKEHOLDERS RELY ON

SPEED

Information request on short notice

Ability to have our insights readily available when needed
This is not a role clients are willing to invest in very often, as they simply rely on their fieldwork supplier for this.

However, without the external, vigilant eye of the consigliere, such an approach would cause irreparable damage based on the executional blind spots highlighted in our presentation.

For us, the choice paid off time and time again.
Transparency of Data Collection

- Volatility of Results
- Visibility of Data Quality
- Reality check of Results
- Objectivity of Delivery
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Gracie!