

GroupM Czech Republic
Data & Analytics

mPanel 2022 Credentials

June 2022





mPanel introduction

01

Our motivation & ambition

02

Parametres of the project

03

Re-contact studies

04

Basic outputs

group  DATA &
ANALYTICS

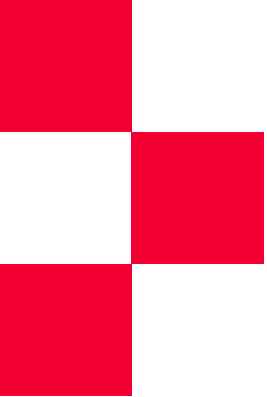


OUR MOTIVATION & AMBITION




Consumers behaviour data are the **key**
building blocks for every
communication strategy preparation






Consumption and media **behaviour are changing**, and market data projects do not react promptly enough





They need to **cover a great extent the current and coming trends** in media consumption, consumers' behaviour, their attitudes towards categories and brands as well as their lifestyle



*m*Panel

Extension of Audience Origin

The project team

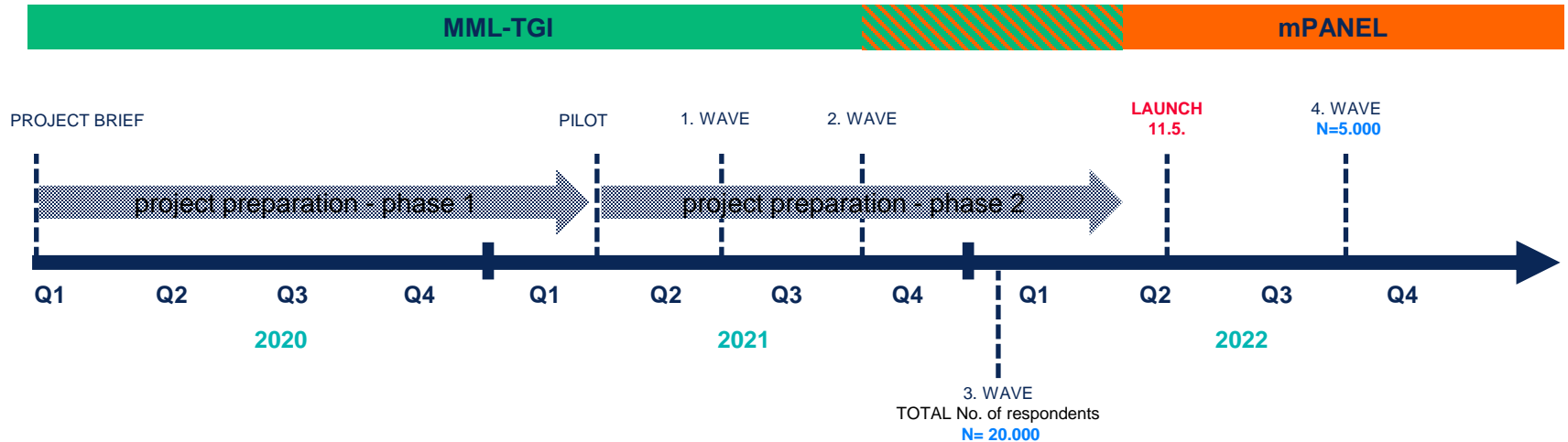


- Project owner & sponsor
- Research team of about 10 members
- Hundreds of hours of preparation behind us



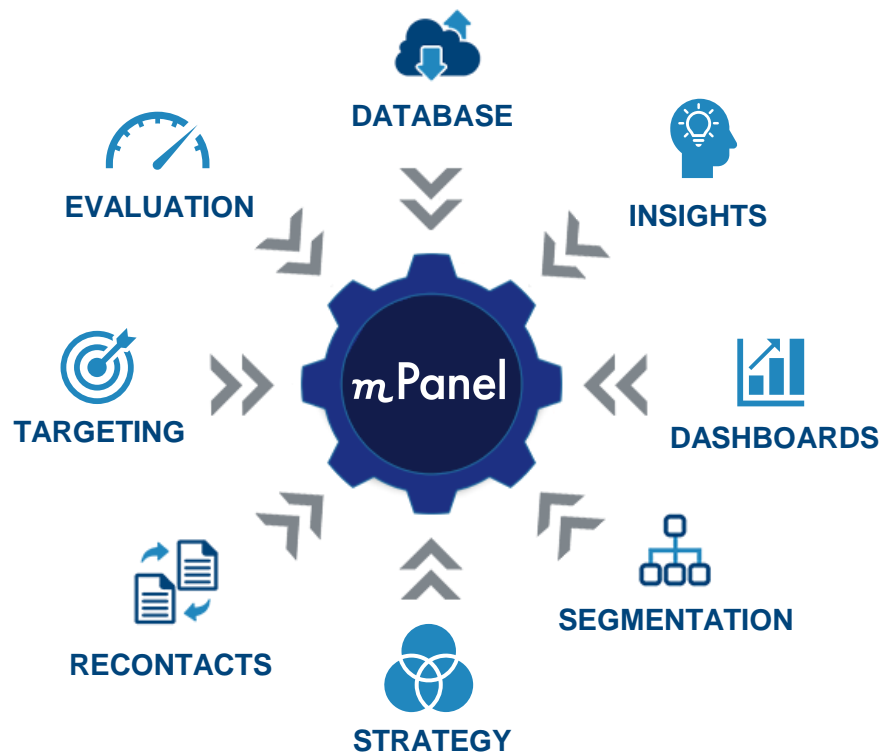
- Project management
- Project implementer (methodology, data collection, fusion)
- Data collection at the Czech National Panel
- Software by AdWind Software (AdWind Kite)

Project timeline – 2 years of preparation



PROJECT PARAMETERS

mPanel is not
„just“ research



Project basic set-up

- internet population 15+
- CAWI
- 2 parts (**CORE & CATEGORY**)
- 2 waves a year
- N = 5000/wave
- data fusion – replication onto the whole sample
- interactive dashboards
- data accessible in AdWind Kite software

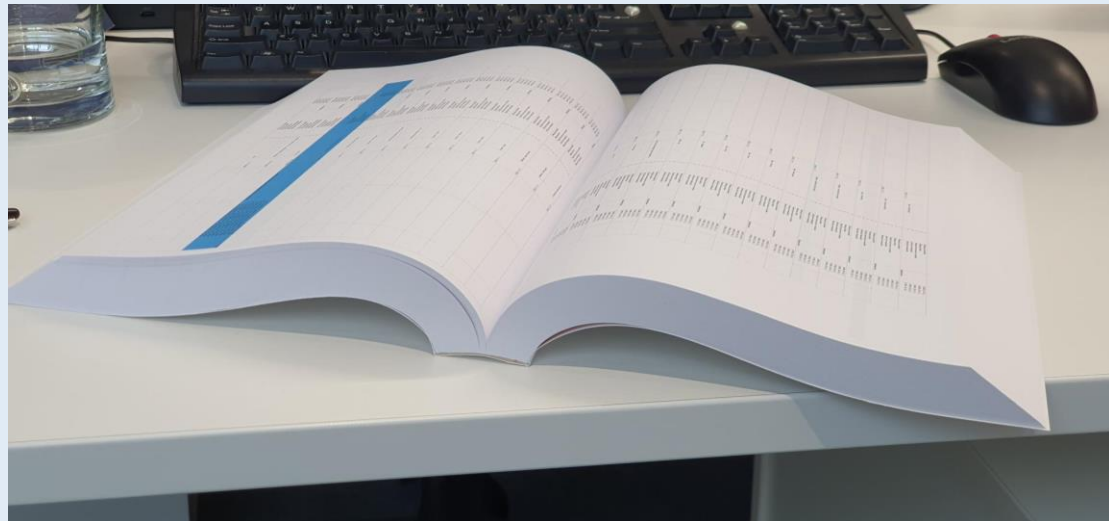
CORE

110 min
All
(N=5.000/wave)

CATEGORY

164 categories
180 min
N=800/category/wave

mPanel questionnaire



mPanel's key benefits

TAILOR-MADE & UNIQUE & EFFECTIVE & FLEXIBLE

- Fully in-line with GroupM global strategy - local extension of global Audience Origin
- High marketing potential project, market unique
- Tailored 100% to cover GroupM needs
- Clever concept of data fusion instead of unbearable single-source data collection
- Solid base for re-contact studies
- Prompt reaction to clients' requests

CONSUMER FUNNEL

- Covers 170 consumer categories in a scope of complete marketing funnel.
- Provides information about Brand Bias – I know exactly what brand I will choose; I have preferred brands I choose from; I have no idea what brand I will choose

CONSUMER JOURNEY & MEDIA TOUCHPOINTS

- mPanel provides a base for strategic media planning – selection of the most suitable communication opportunities for 30 product categories and each consumer journey phase

ACTIVATION OF AUDIENCE IN RTB

- mPanel data are collected using the Czech National Panel, that is fully integrated to GroupM DMP mInsights
- Therefore, the created audience can be directly targeted in the programmatic buying of digital campaigns.

SOFTWARE & DATA

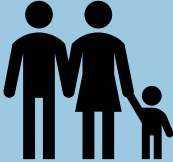
- Data are available in AdWind Kite software
- Data are stored in a cloud, therefore are accessible whenever from anywhere.
- We have access to raw data for other advanced analyses, data fusion and re-contact studies




CORE

Core topics

Sociodemographic



Life-style



Media



Online



Purchase & consumption



Core in detail

Sociodemographic (5 min)

Lifestyle statements (20 min)

- approx. 150 statements (TGI 550)

Media behaviour (25 min)

- Reach and ATS of common media activities, viewer/readership, favourite media, TV reception, OOH format noticeability, etc.

Digital behaviour (25 min)

- PC skills, frequency of internet use (where, on what devices, how often), household internet connection, internet provider, reach of basic internet activities, video portals yesterday, ad blocking, online shopping (how often, what, where), social networks (what, how often)

Shopping and consumption behaviour (20 min)

- Purchase of food, drugstore products, use of services, frequency of purchase, use / consumption for defined categories

Others (15 min)

- Travelling, health, household amenities, ...

A woman with long brown hair, wearing a dark blue turtleneck dress, is standing in a cosmetics aisle. She is looking at a shelf of products and reaching out to touch one. To her left, a camera operator in a white shirt is holding a camera on a boom. The aisle is filled with shelves of various cosmetic products. In the background, there are signs for 'LOREAL PARIS' and 'MAGELLANE'. A shopping basket is visible in the foreground.

CATEGORIES

Categories



WHAT DO WE ASK

- Brands awareness, brands preference while shopping, consumption or usage
- Type preference
- Other category specific information
- List of brands – typically the most frequently bought or used and the most important for GRM clients



HOW DO WE ASK

- Category questionnaires are served to pre-defined TG – typically to those who consume or buy the category (known from CORE questionnaire – Shopping and consumption behaviour)
- Max 30 categories per respondent
- Categories are selected randomly; however, it is taken into consideration:
 - Grouping the categories into bigger clusters
 - Endeavour to have even number of respondents answering category questionnaires. It should be approximately 800 responses per category.

Touchpoints - what touchpoint was the most influential for the customer when selecting a product:

Did you notice anything about category XY in the following places, recently?

When you recall your last shopping experience of the following product, what touchpoint **helped you the most to decide?**



Smart questioning & data fusion

Respondent's burden - average length of the questionnaire

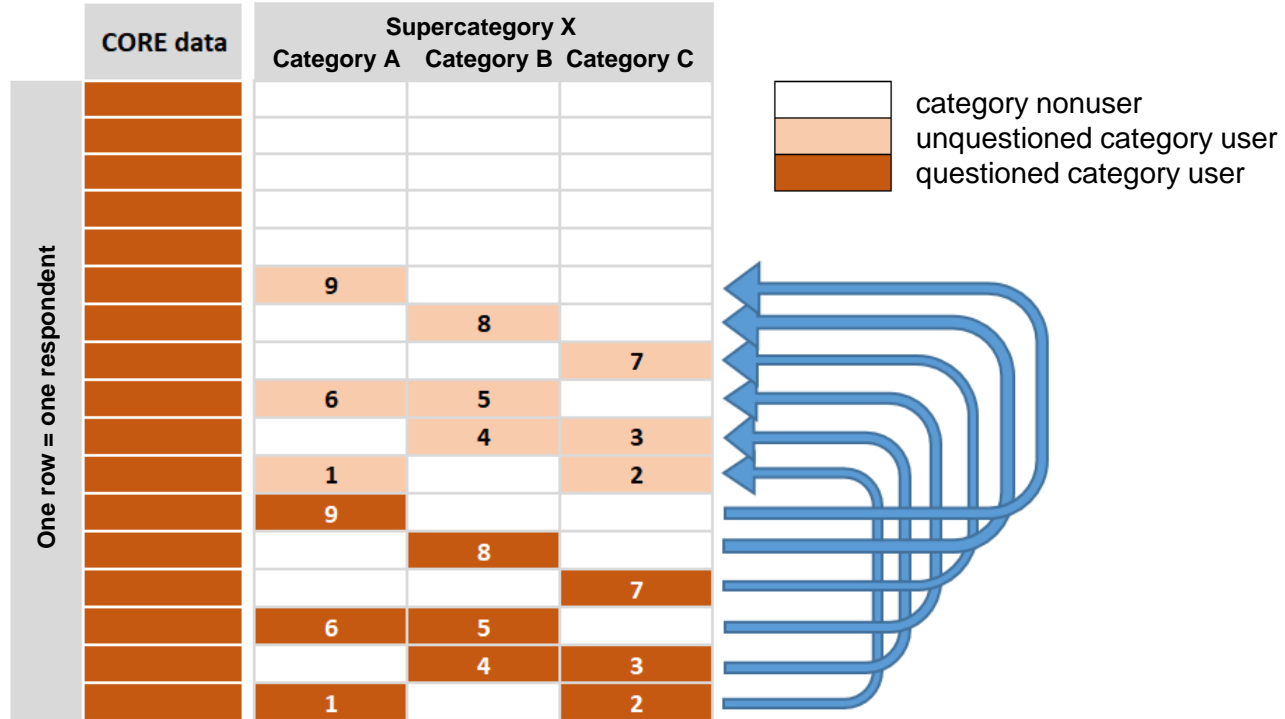
- Core 110 minutes – divided into two parts
- Categories – altogether 3 hours – divided into 3 parts

Data fusion

- Helps limit the respondents' burden
- Fused and non-fused data were compared and revised not to create any data noise

„Many-to-one“ fusion

- each **Recipient** will receive data from just one **Donor** for a given supercategory
- one respondent will figure as a **Donor** multiple times (data replication)





RECONTACTS

What are our re-contact possibilities?

1

**Add mPanel data to
current research**

2

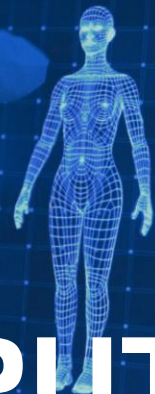
**Adhoc requests
mPanel**
(adhoc research or
Omnibus)

3

**New brand or
category or topic
for mPanel**

BASIC OUTPUTS

group^m



1936521

JANA NOVAKOVA

44 years old, she is married with one kid in a family of four, considering herself a "grown-up" parent, living in cities with 20 000 - 99 999 inhabitants, in a wider-center. She shops regularly at LIDL, monthly spends upto 10 000 CZK for grocery and drugstores' shopping. And once in 2-3 months she visits hairdresser where she spends upto 1.000 CZK.

How will we work with mPanel?

Dashboards
(currently 7 in total)

Shopping/consumption of retail categories
Shopping frequency
Purchase vs Consumption
Brand bias
Brand funnels
Touchpoints
Media Consumption

Automated PPT analysis

Soc-dem description of the target audience
Lifestyle behaviour
Media Consumption

Software KITE

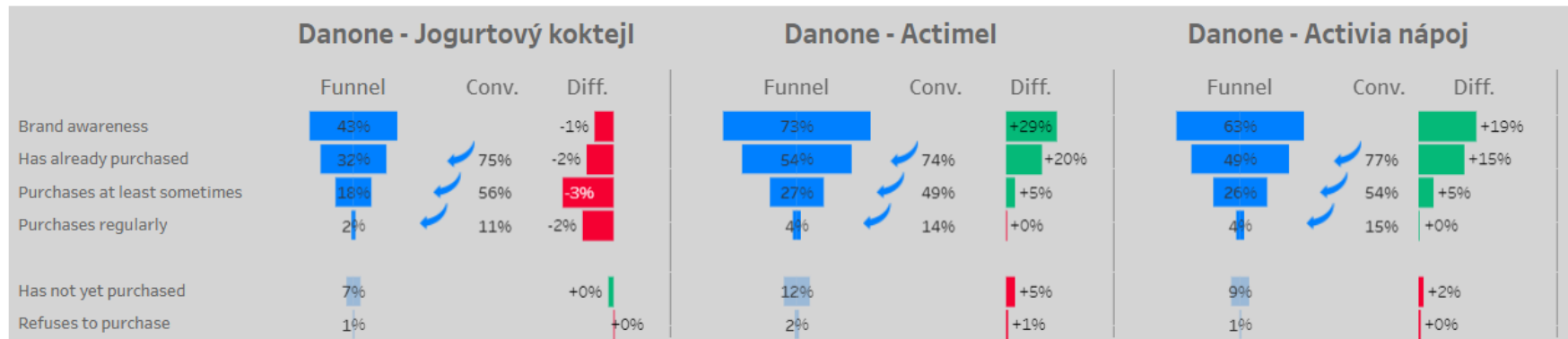
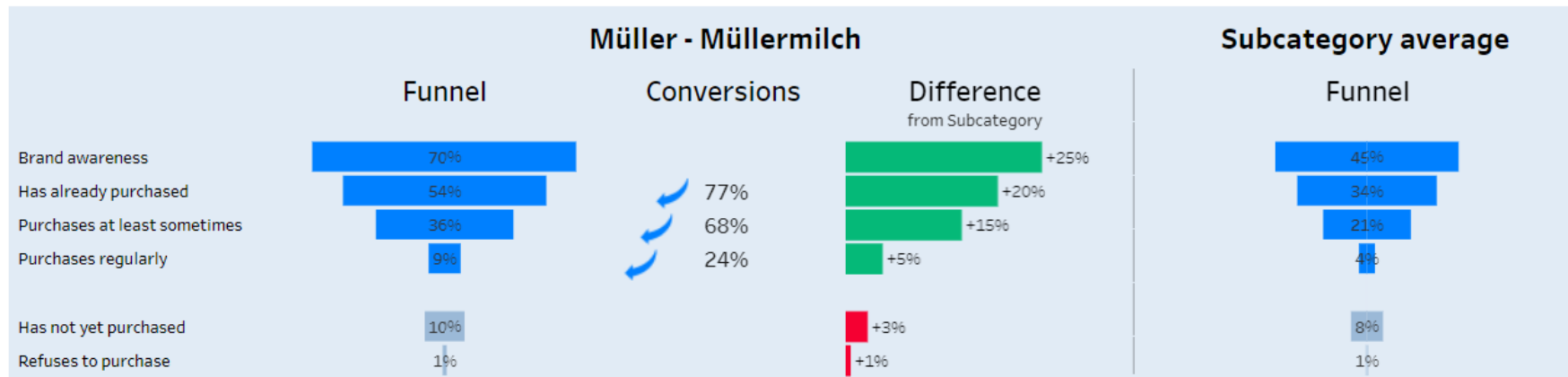
Basic software for data analysis

Analytical SPSS

Segmentation
Factor analyses
Correspondence maps
Decision trees
Access to the primary data

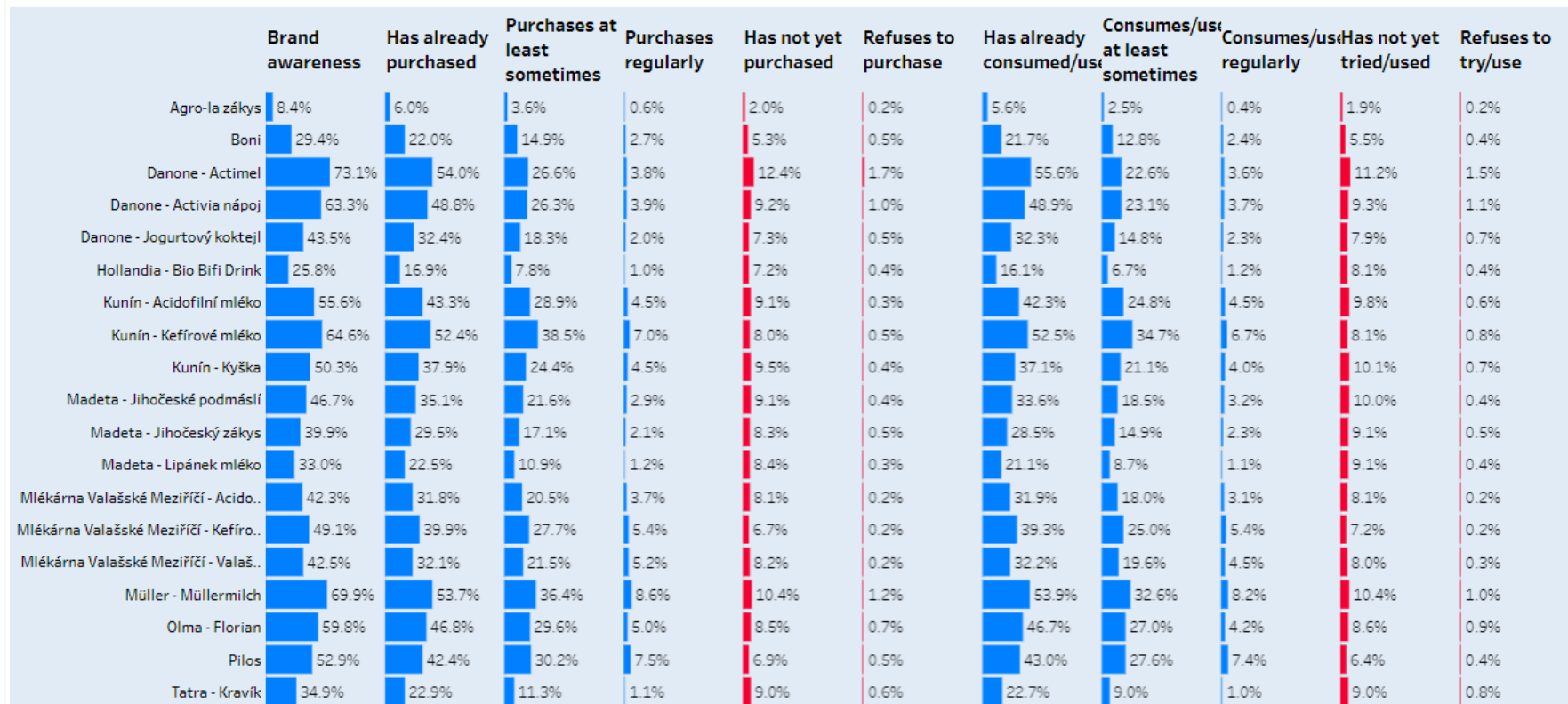
Dashboards – Brand Funnels (shopping /consumption / consideration)

Subcategory: Dairy drinks, buttermilk, kefir | Category: Milk and milk products | Vertical (default): Food



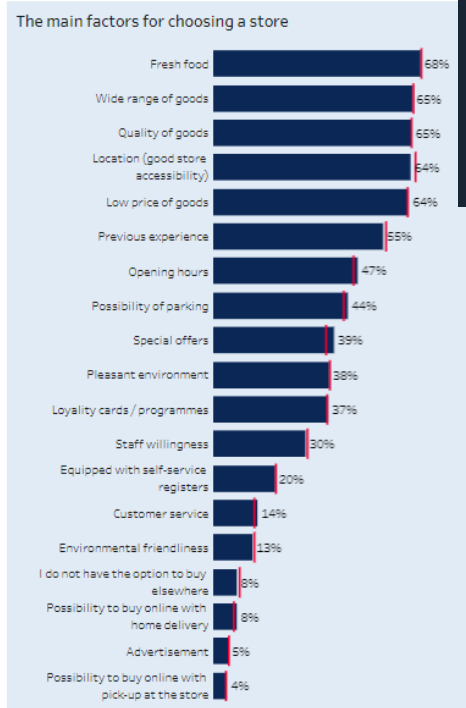
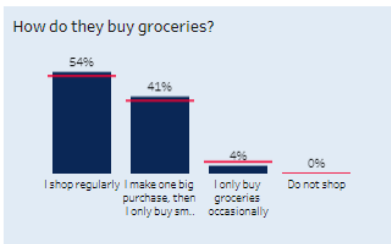
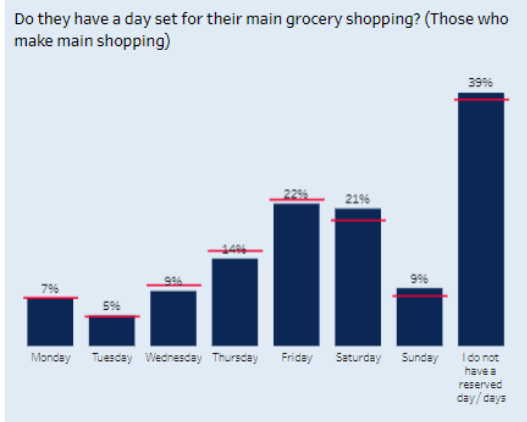
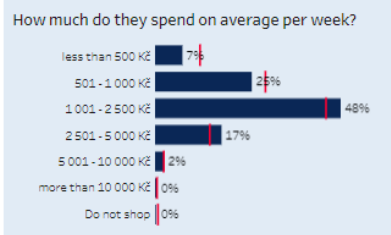
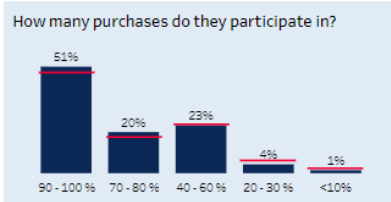
Dashboards – Brand Funnels: Value viewer

Subcategory: Dairy drinks, buttermilk, kefir | Category: Milk and milk products | Vertical: Food

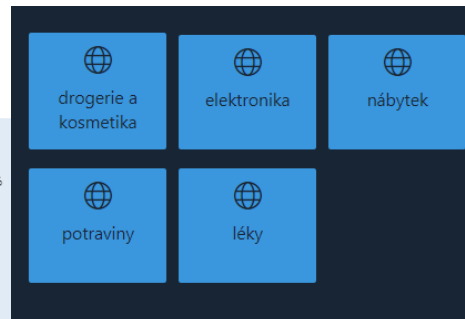


Dashboards – Shopping/Consumption of retail categories

Shopping Behaviour: Groceries I



Available categories

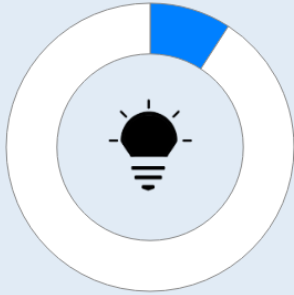


Dashboards – Brand Bias

Selected subcategory: Dairy drinks, buttermilk, kefir

Compared to: Category: Milk and milk products

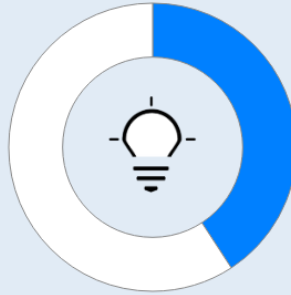
Strong bias



9% | 103

Know exactly the
brand they choose

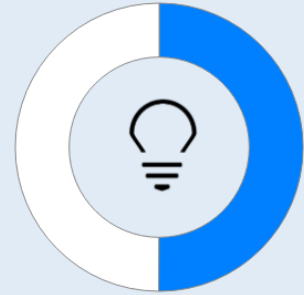
Some bias



41% | 88

Have some list of brands they
choose from

No bias



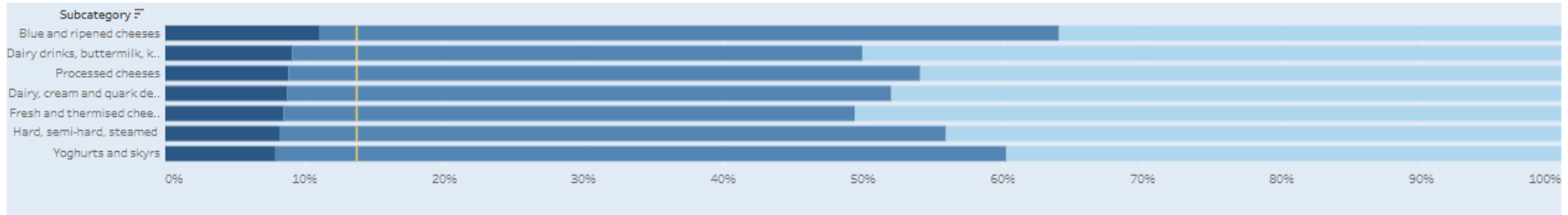
50% | 112

Have no idea about the brand
they choose

Dashboards – Brand Bias

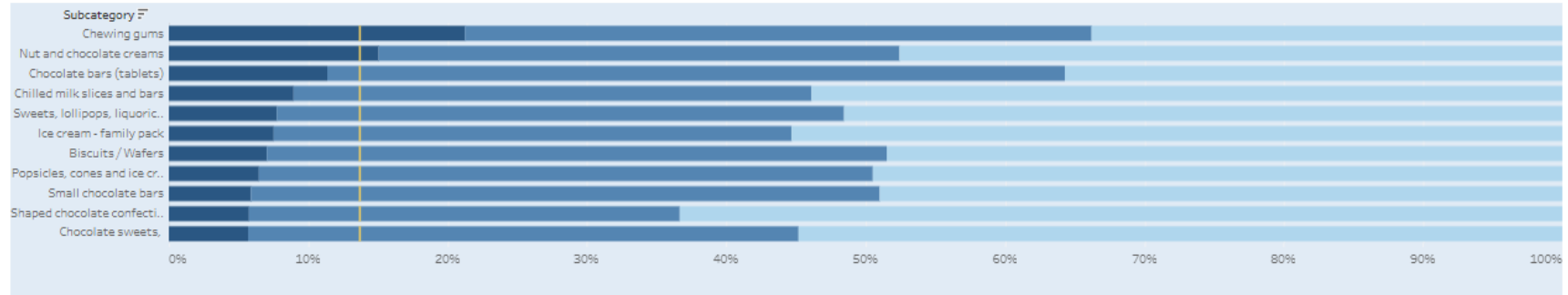
Vertical: Food

Category: Milk and milk products



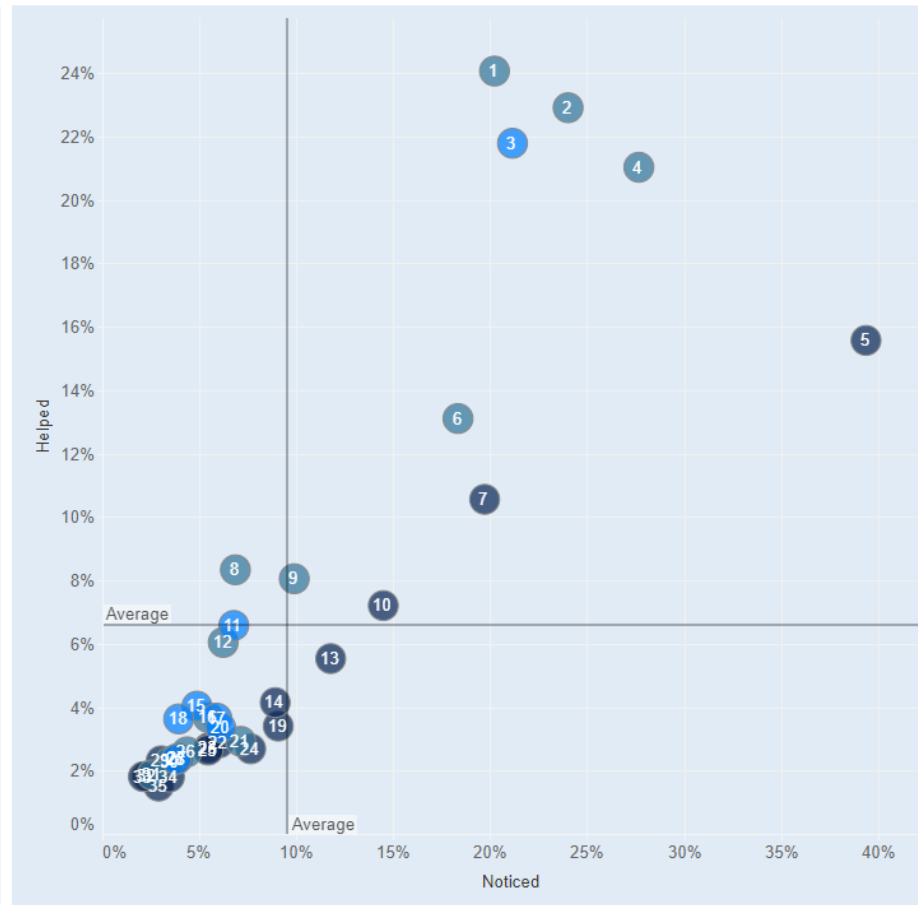
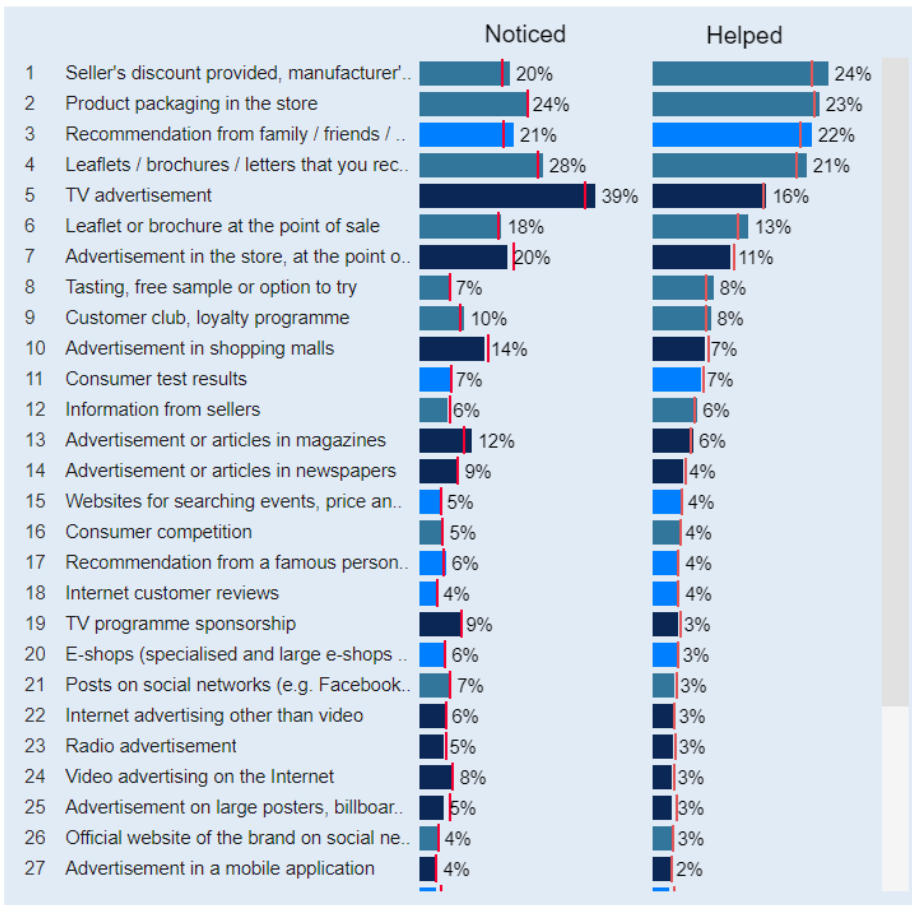
Vertical: Food

Category: Sweets, ice cream and chewing gums



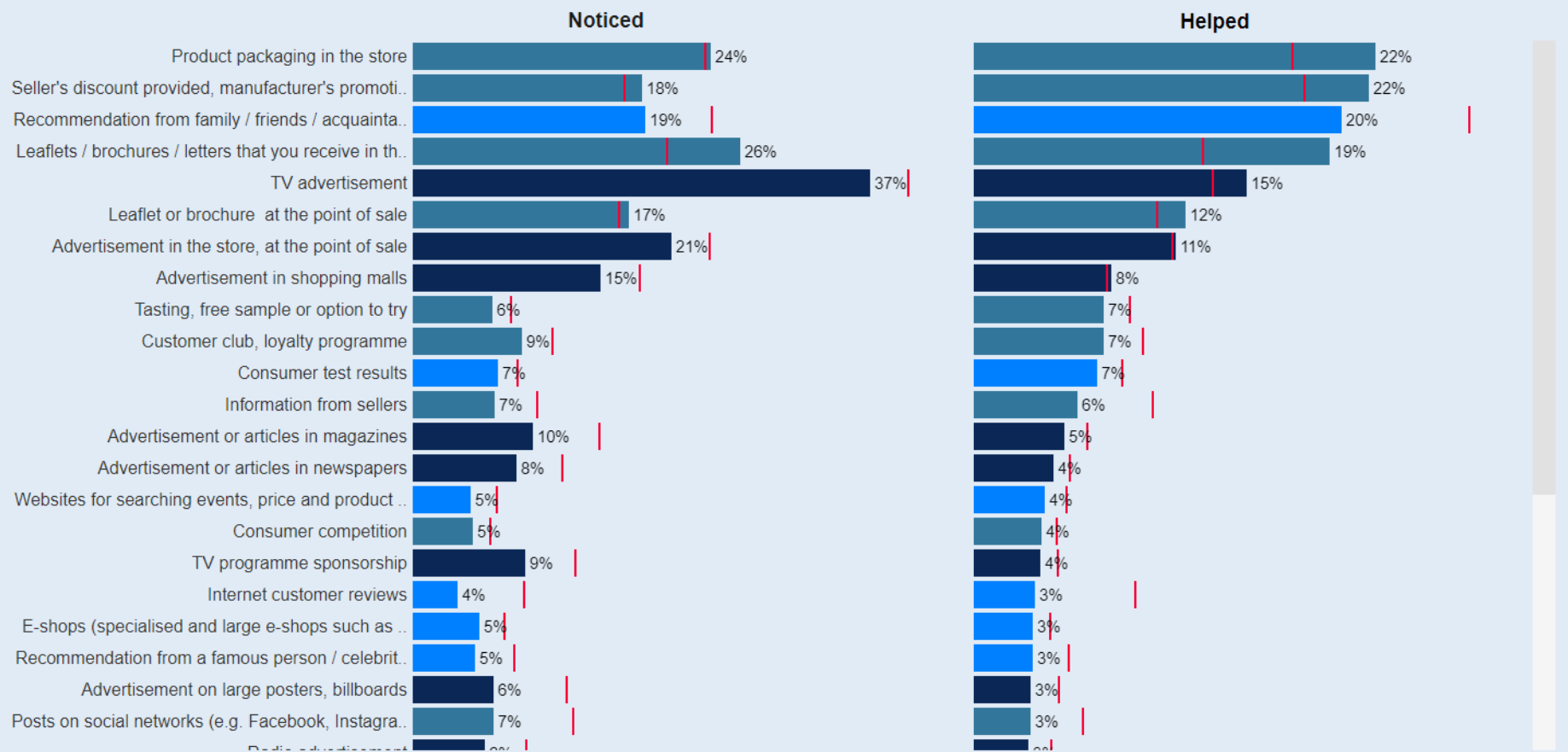
Touchpoints Recognition: Yoghurts and skyr's

Women only



TP in Yoghurts and skyr vs All categories

Women only



Choose Attitude:

Allows price comparison / purchase at the best price.

Encourages the first purchase or trial of a product / service

Informs about brands and products as the first one.

Provides a sense of connection with a brand or product.

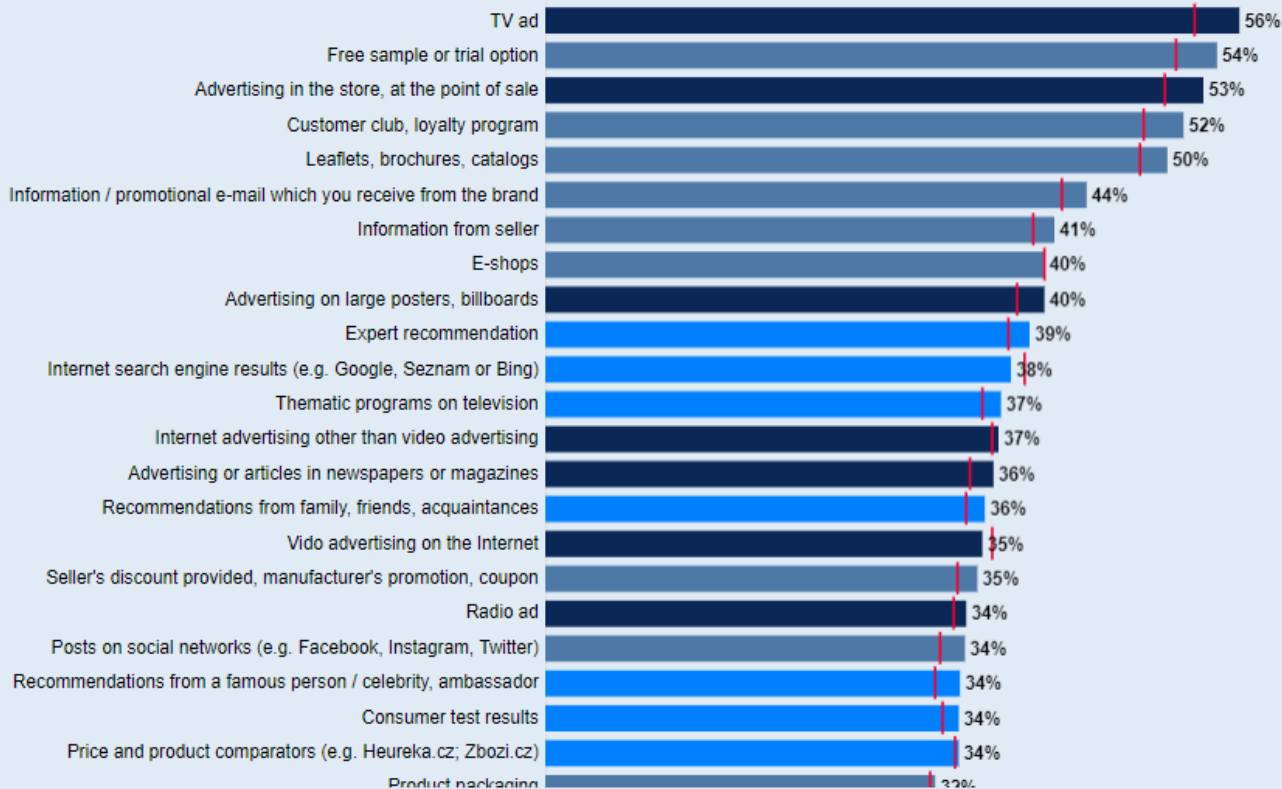
Provides additional / more detailed information about brands or products.

Provides content you can talk about or share with other people.

Provides impartial and credible brand or product recommendations.

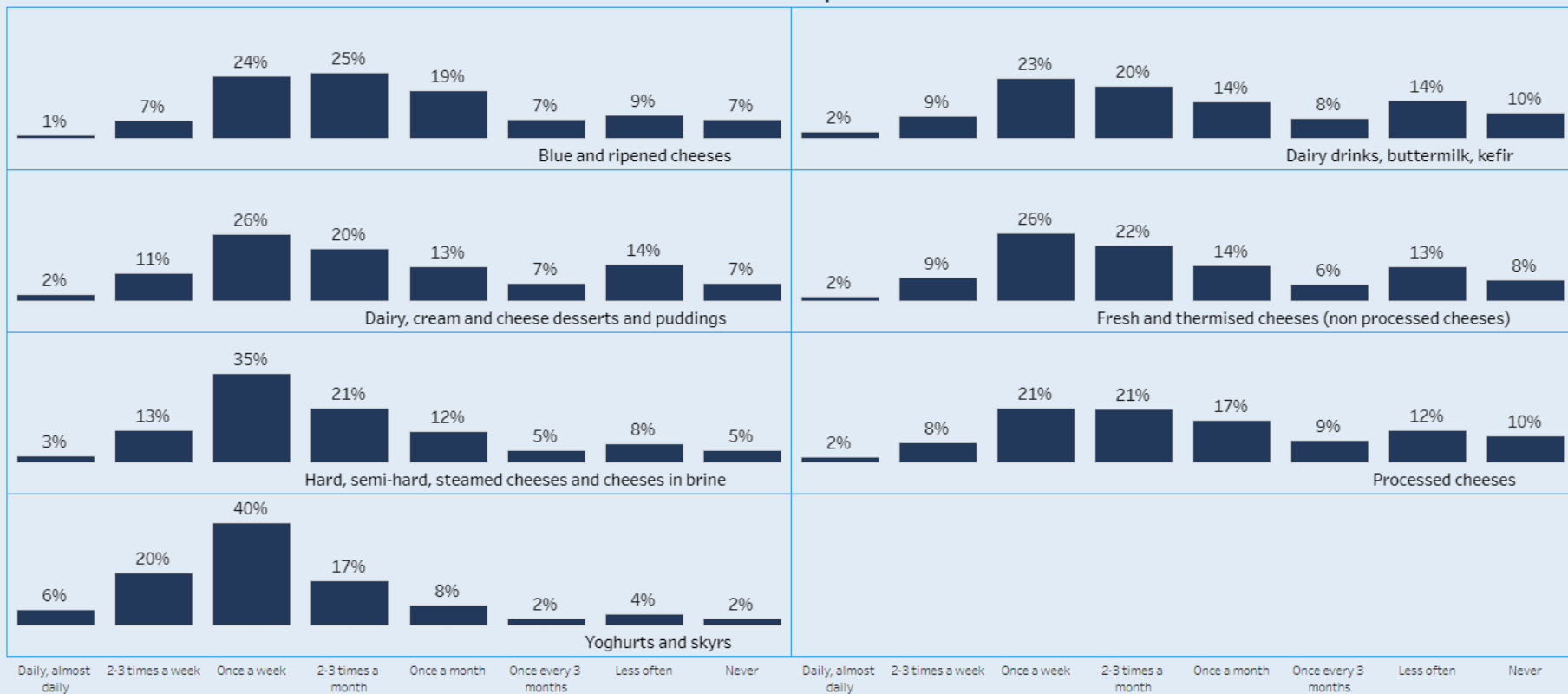
Reminds you the purchase of a brand or product that you have previously purchased.

Informs about brands and products as the first one.



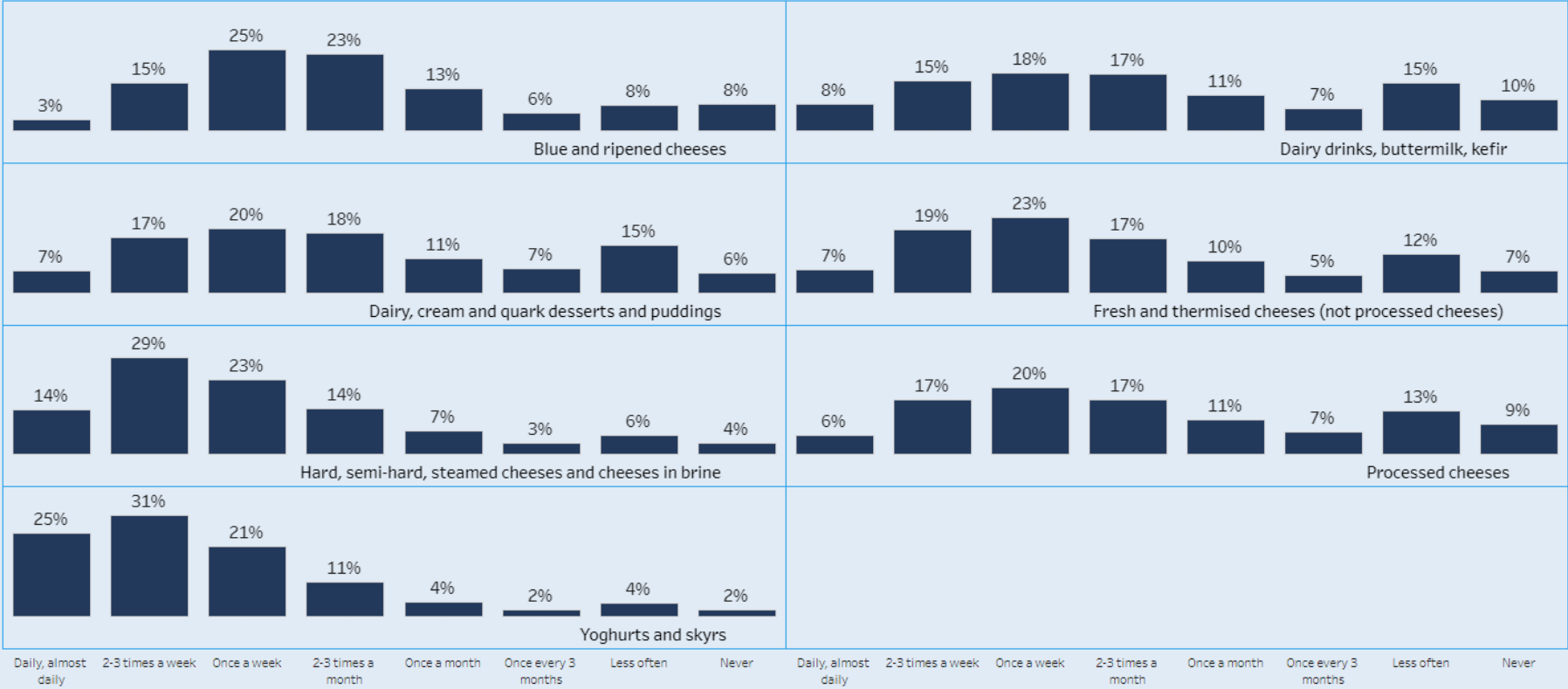
Frequencies in Subcategories: **Purchase**

Milk and milk products

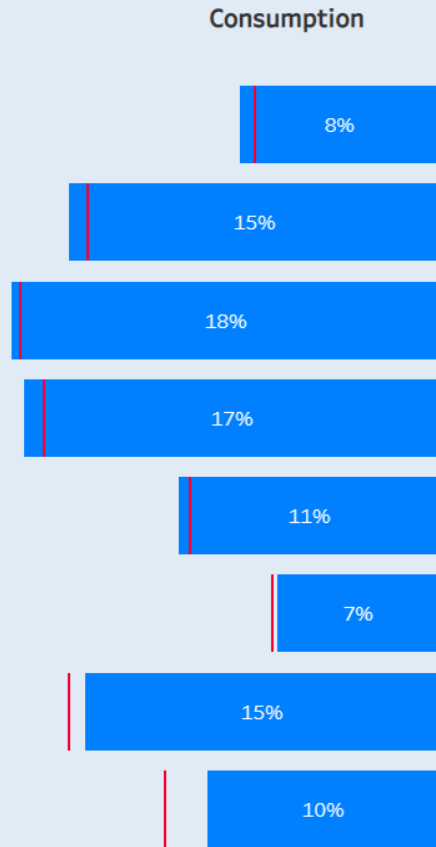


Frequencies in Subcategories: Consumption

Milk and milk products



Frequency in Category: Dairy drinks, buttermilk, kefir

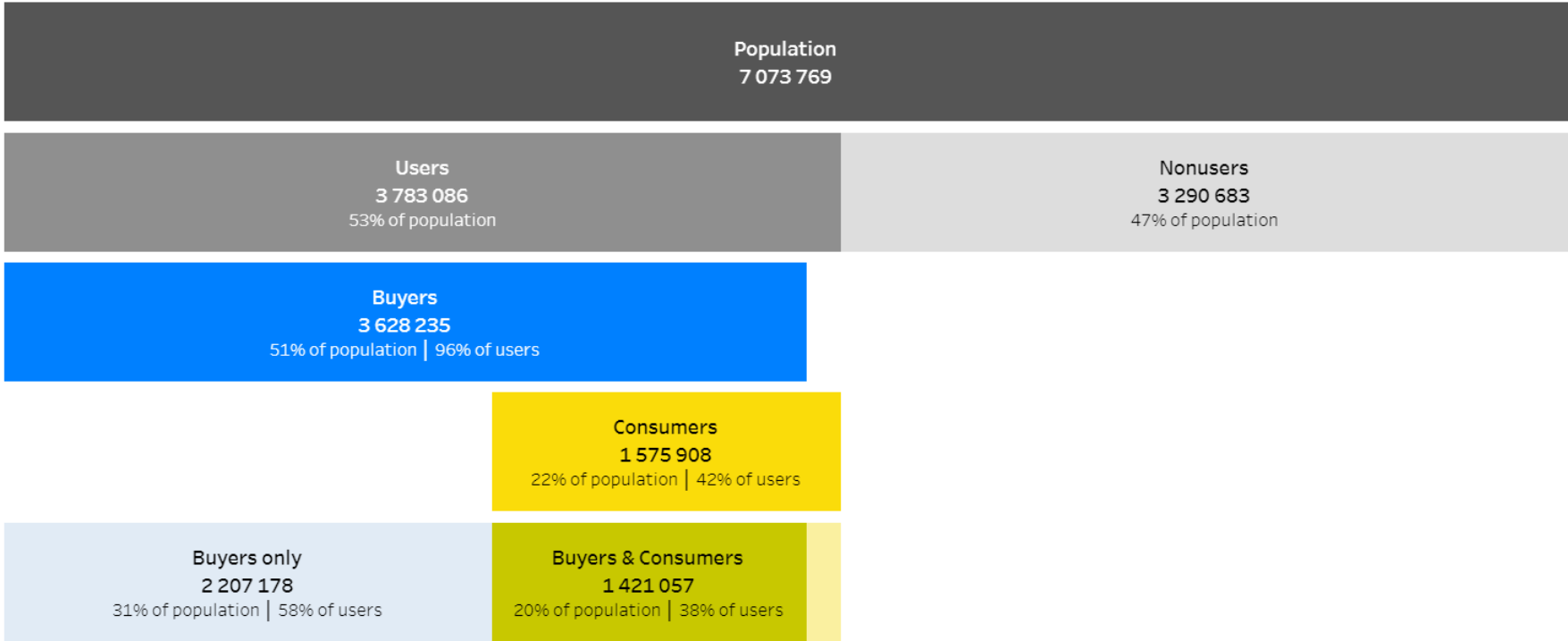


Dashboards – Purchase vs. Consumption

Subcategory: **Dairy drinks, buttermilk, kefir** (Category: Milk and milk products | Vertical: Food)

Consume at least: 2-3 times a week | Buy at least: 2-3 times a month

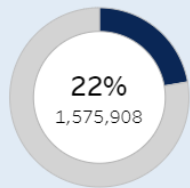
Wave: All



Dashboards – Purchase/Consumption frequency

Consumption Dairy drinks, buttermilk, kefir

Size



Gender

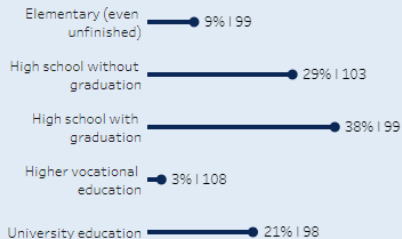


48%
94

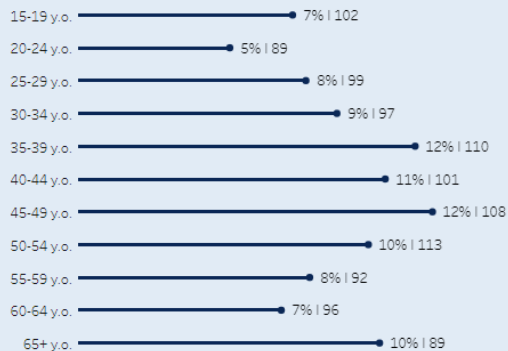


52%
106

Education



Age



Housewife



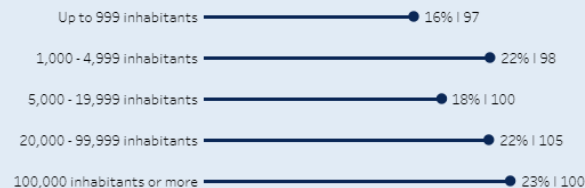
65%
107

Head of Household

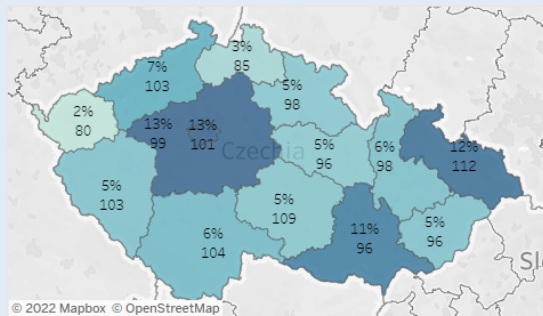


62%
100

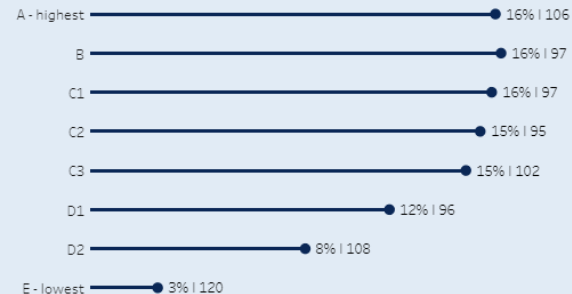
Place of Residence Size



Region



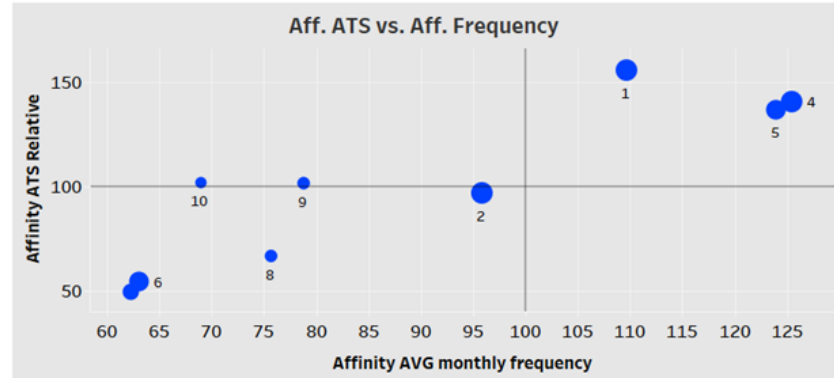
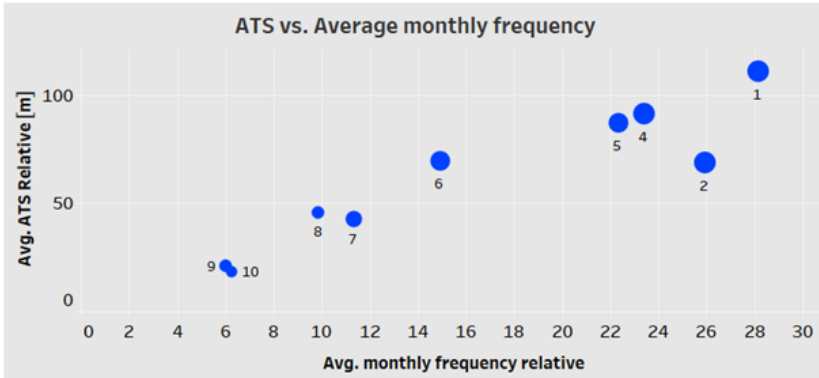
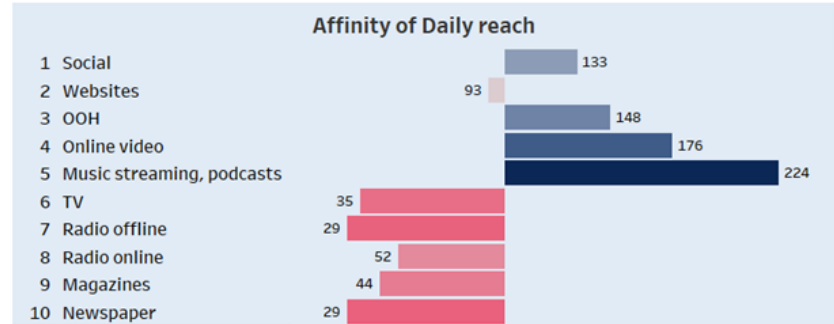
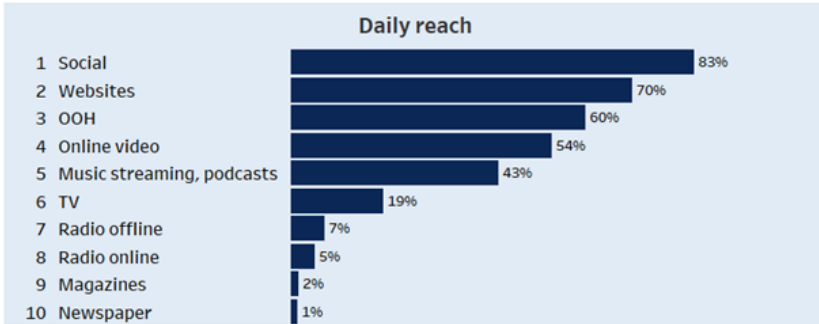
Socio-economic Status



Dashboards – Media Consumption

Target group: A 15-24 | Affinite target group: A 15+

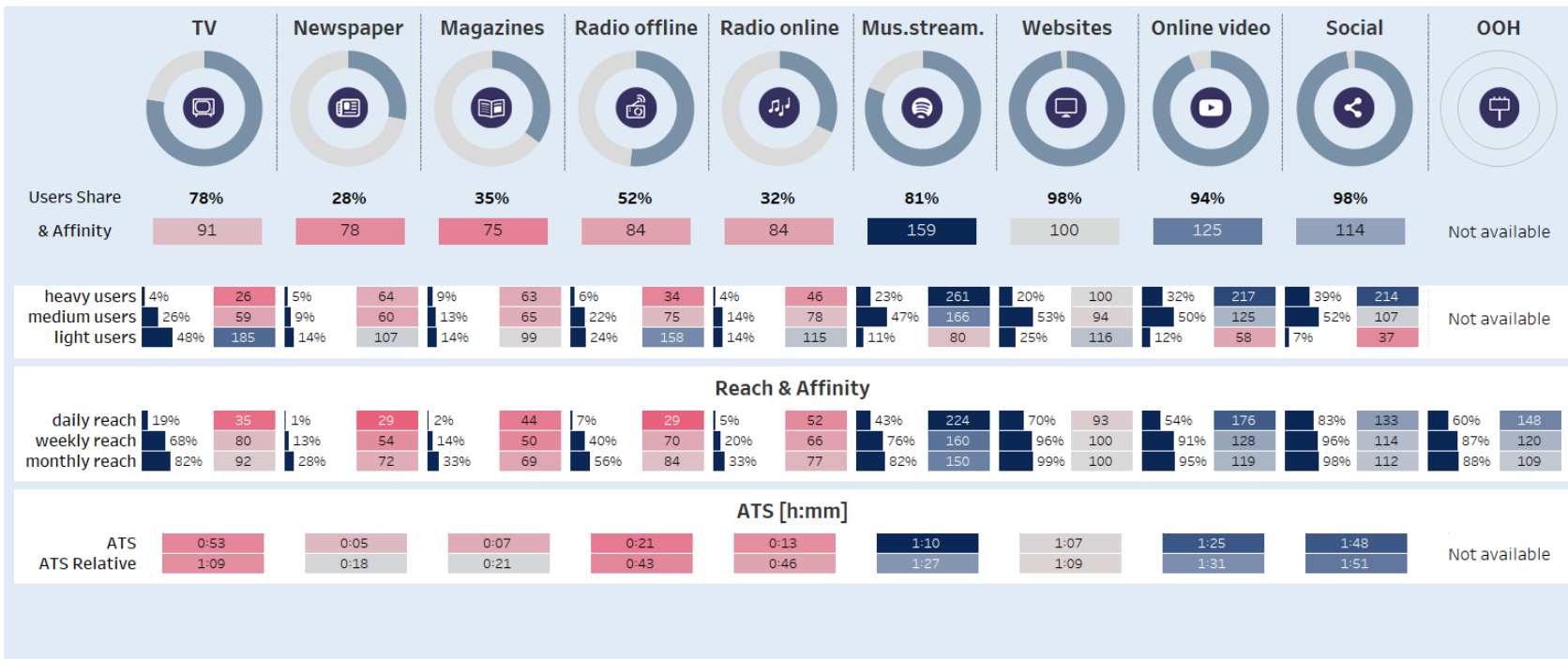
Selected wave: All



Dashboards – Media Consumption Overview

Target group: A 15-24 | Affinite target group: A 15+

Selected wave: All



Dashboards – Media Users' Profile

Music streaming, podcasts heavy users | Affinite target group: A 15+

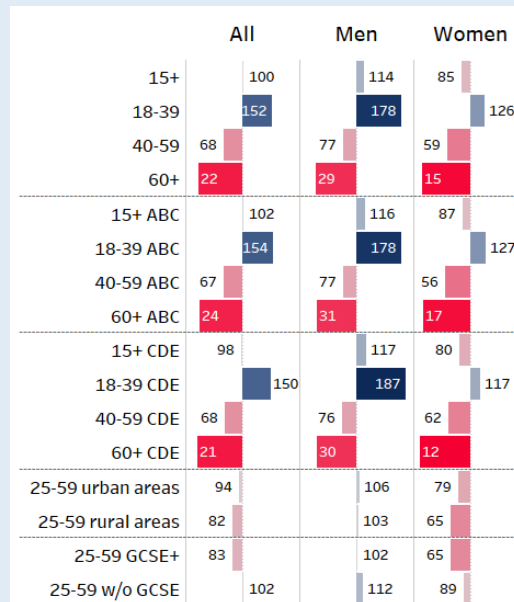
Selected wave: All



TOP affinity audiences

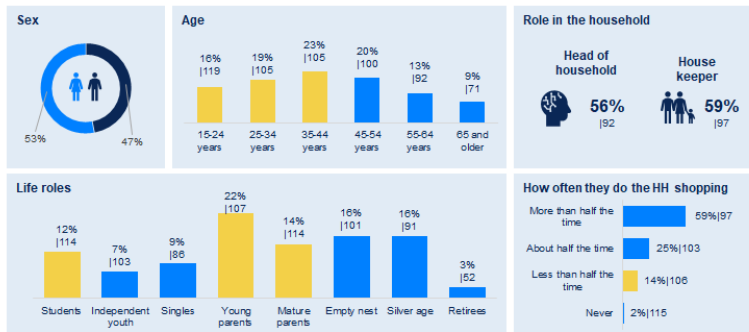


Affinity of main audiences



Output example: Target group analysis

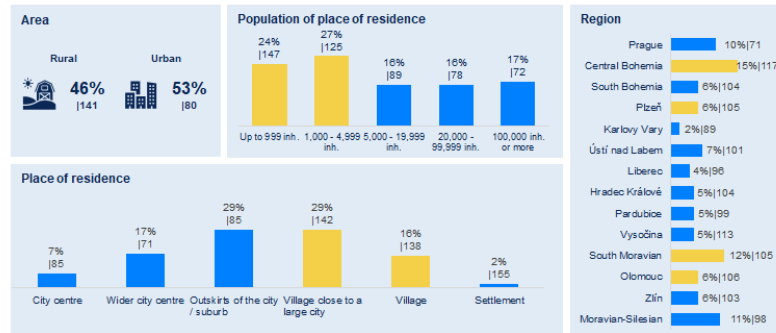
PROFILE – Dog owners



group DATA ANALYTICS Source: mPanel, GroupM, Wave 01 (06/07/2021), Wave 02 (10-11/2021), TG: Dogowners, Target group size: 2 821 242

Colour: Home, Blue, Yellow, Red, Total group percentage: 10%

PROFILE – Dog owners

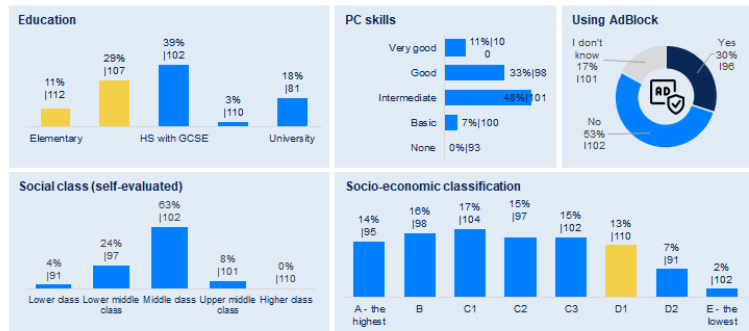


group DATA ANALYTICS Source: mPanel, GroupM, Wave 01 (06/07/2021), Wave 02 (10-11/2021), TG: Dogowners, Target group size: 2 821 242

Colour: Home, Blue, Yellow, Red, Total group percentage: 10%

43

PROFILE – Dog owners



group DATA ANALYTICS Source: mPanel, GroupM, Wave 01 (06/07/2021), Wave 02 (10-11/2021), TG: Dogowners, Target group size: 2 821 242

Colour: Home, Blue, Yellow, Red, Total group percentage: 10%

STATEMENTS – Dog owners

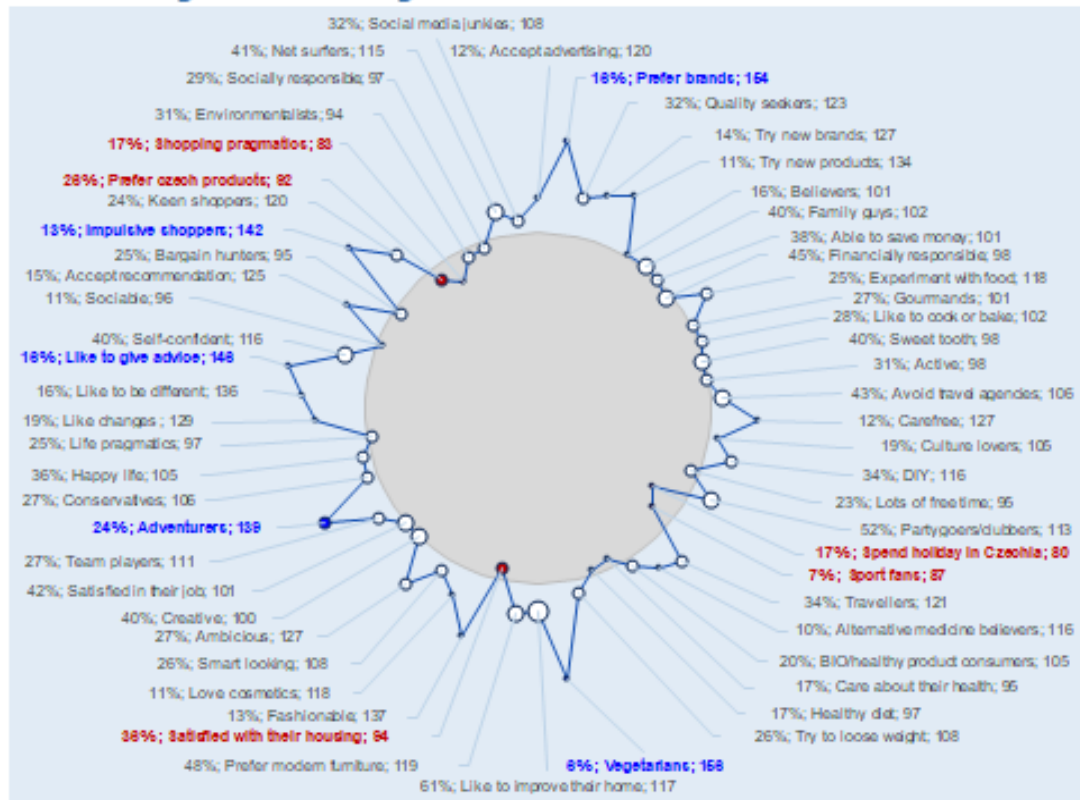


group DATA ANALYTICS Source: mPanel, GroupM, Wave 01 (06/07/2021), Wave 02 (10-11/2021), TG: Dogowners, Target group size: 2 821 242

All shown statements have affinity 1

Output example: Lifestyle extension „Hadonoš“

Lifestyle analysis: BMW car owners

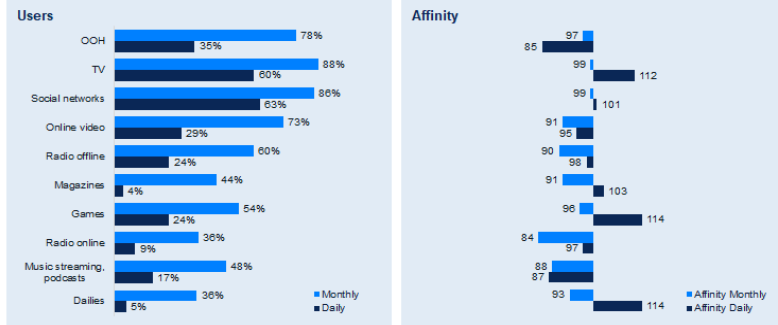


Where do they differ the most?

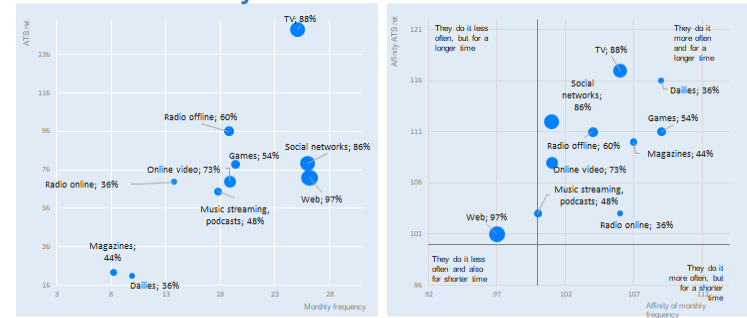


Output example: Media Consumption analysis

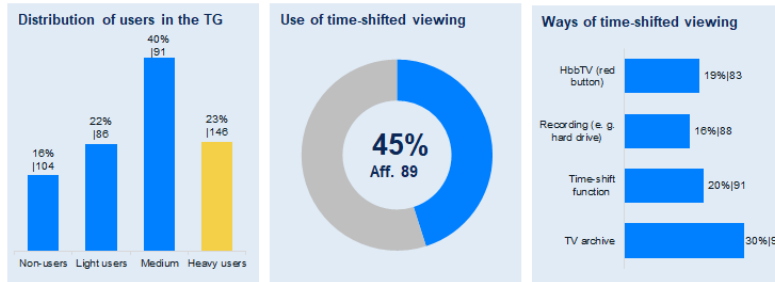
How many % of the TG perform individual media activities?



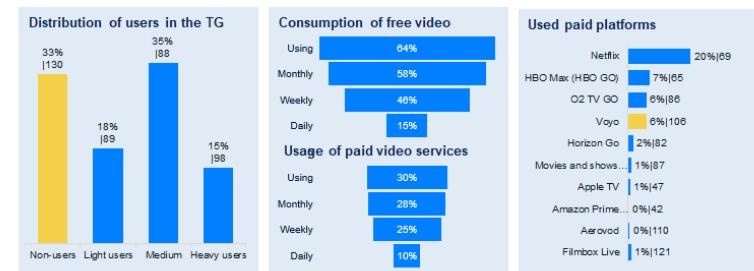
How often do they perform the activity and how much time do they devote to it?



How do they watch TV?

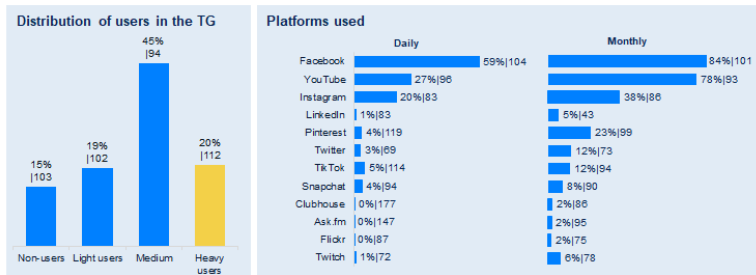


How do they watch online video?

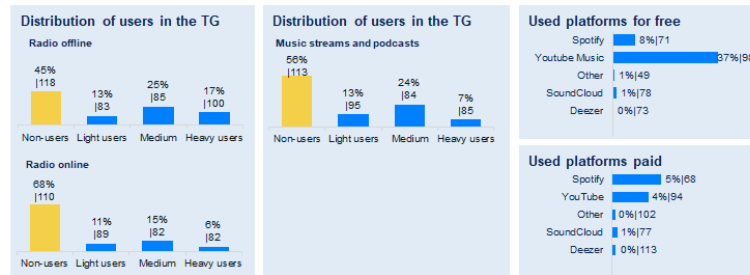


Output example: Media Consumption analysis

How do they use social networks?



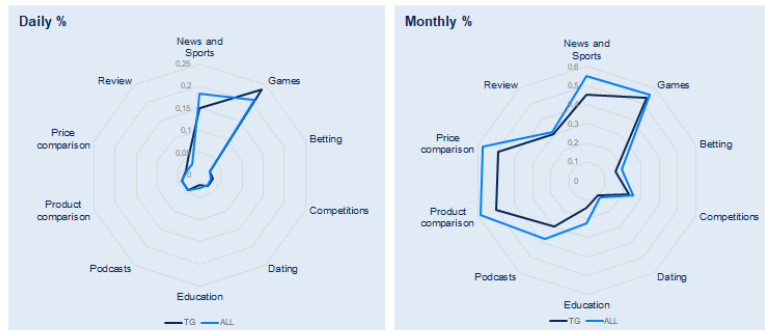
How do they listen to radio, music and podcasts?



group DATA ANALYTICS Source: mPanel_GroupM_Wave 01 (06-07/2021); Wave 02 (10-11/2021); TG: D; Target group size: 1.384.207

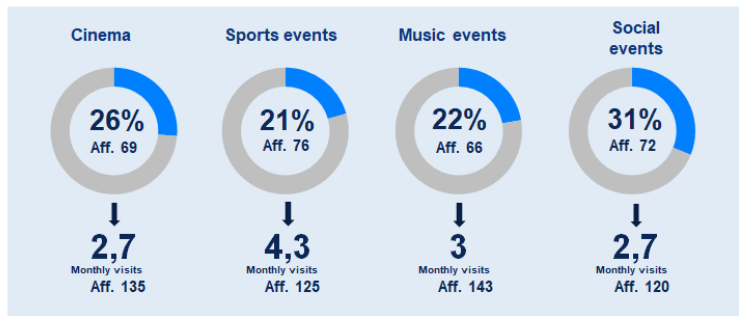
group DATA ANALYTICS Source: mPanel_GroupM_Wave 01 (06-07/2021); Wave 02 (10-11/2021); TG: D; Target group size: 1.384.207

What other online activities do they do?



group DATA ANALYTICS Source: mPanel_GroupM_Wave 01 (06-07/2021); Wave 02 (10-11/2021); TG: D; Target group size: 1.384.207

How many of them and how often do they go to events?



group DATA ANALYTICS Source: mPanel_GroupM_Wave 01 (06-07/2021); Wave 02 (10-11/2021); TG: D; Target group size: 1.384.207

Thank you.

If you want to know more, please contact us

Renata Rosendorfská

Research & Insights Director

renata.rosendorfska@groupm.com

Jiří Udatný

Chief Analytics Officer

jiri.udatny@groupm.com