



Raising the voices of consumers: MMR links up with Watch Me Think

New partnership sees research brought to life as Smartphone recording service allows consumers to share consumption experiences in their home environments, in real time.

Leading research partner, [MMR Research Worldwide](#) (MMR), is expanding its consumer insight offer for food, drink and personal care brands by going into partnership with digital media company, [Watch Me Think](#).

MMR wanted to get closer to the consumer and access behavioural insights which usually go unnoticed by traditional qualitative and quantitative research techniques, and without the presence of an interviewer.

“Where ethnographic research is paramount to deepening the understanding of consumers, viewing end users in their natural context and in real time isn’t something which conventional research techniques allow. Diary-type methods of recording behaviour, for example, can be complex and time consuming to complete and also render many important consumer groups such as children, babies and pets inaccessible,” says Mat Lintern, managing director of MMR. “However, the latest observation techniques used by Watch Me Think close the research gap and allow us to provide insights in another, highly accessible format.”

Since 2012, Watch Me Think has offered consumers financial rewards for submitting video footage filmed on their Smartphones. Though it is free to sign up, Watch Me Think’s panellists are required to pass a stringent recruitment process before responding to briefs which ask them to discuss particular topics, respond to stimuli or perform specific tasks. The partnership will see Watch Me Think supply MMR with footage in response to the company’s client briefs, which its research teams will then analyse and present.

“We foresee that the benefits of our work with Watch Me Think will touch every facet of our business,” says Lintern. “Watch Me Think gives consumers the voice which our clients need to hear. Seeing consumers interact with their products and discuss their experiences on screen will boost their understanding of our conclusions, based on a variety of research methods and is sure to inspire further ideas.

"Perhaps the biggest advantage from a researcher's perspective is the ability to observe consumer behaviour in real time, is the increased likelihood of uncovering accidental insights. This inadvertent unveiling of consumer behaviours, gripes and habits is where real innovation begins. By capturing how end-users truly interact with products and their packaging, and not simply going by how a company expects them to, businesses leaders can make decisions which will have a far greater influence on sales."

Watch Me Think's chief tinkerer, Alistair Vince, explains why now is the perfect time for research partners such as MMR to invest in Smartphone-based research, "The penetration of the Smartphone is increasing all the time and we're seeing a wider variety of people seeing recording on their devices as an entirely normal thing to do."

"Watch Me Think isn't a research company, but our videos are used as part of research every day. We don't offer analysis, but there is a demand from brands for analysis of the videos we provide, and with MMR's expertise, we can offer that.

"We chose to work with MMR because we like the people, we like the company, and we have mutual clients who can benefit from this partnership. We look forward to working with MMR more closely in the future and who knows what insights we'll uncover together."

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About MMR Research Worldwide

MMR Research Worldwide (MMR) is a leading research partner for food, drink, and household and personal care companies with offices in the UK, USA, Singapore and China. With profound expertise in sensory research, product testing, packaging innovation, NPD and emotion-based research, MMR provides innovative, creative and scientifically-robust research and is a trusted advisor on all product, brand and packaging strategy decisions. MMR's clients have access to a variety of unique proprietary research assets including Brandphonics® – an approach to identify what influences consumer choice – and in-house sensory facilities. MMR is part of the MMR Group which is a privately-owned research company employing in excess of 130 people. Founded in 1989 by Professor David Thomson, the Group is headquartered in Oxfordshire, UK. www.mmr-research.com.

Shortlisted as Best Agency with a turnover under £20million in Research Magazine's Research Awards 2012.

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