



Centre for Marketing in Emerging Economies

Announces

2014 Annual Conference of Emerging Markets Conference Board

LISTENING TO CONSUMERS OF EMERGING MARKETS

PRE CONFERENCE WORKSHOP JAN 08-09, 2014
CONFERENCE JAN 09-11, 2014

Conference Website: www.iimlmarconference.in

Extended Abstract Submission Deadline: October 15.

PRE-CONFERENCE WORKSHOP

The Pre-conference workshop is scheduled for January 8-9, 2014 at IIM Lucknow Noida campus. The objective of this workshop is to share hands-on research experience on Metaphor analysis and Ethnography research to the academicians and research practitioners and help them to explore their research interests. The Pre-conference workshop will presents interactive workshops by [Prof. Jerry Olson](#), [Prof. Russell Belk](#), [Prof. Güliz Ger](#) and [Mr. Holger E. Metzger](#). It also features demonstration of practitioners from the BRIC countries presenting the applications of these methodologies in their respective countries.



Prof. Jerry Olson



Prof. Russell Belk



Prof. Güliz Ger



Mr. Holger Metzger

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Objectives of the Pre-Conference Workshop

- To elaborate on the importance of metaphor analysis and ethnographic study for listening to consumers
- To introduce pathways through which participants can understand the art of using metaphor analysis and ethnographic study to listen to consumers effectively
- To discuss the impetus and hurdles in doing metaphor analysis and ethnographic study
- To develop skills on how to use insights generated from metaphor analysis and ethnographic study into practice.

Key Takeaway of the Pre-Conference Workshop

Metaphor Workshop

Using metaphor to understand consumers' unconscious thoughts and feelings and leveraging metaphoric insights to guide marketing strategy: Lessons from 15 years of ZMET research

Key takeaway:

1. The depth deficit in marketing and the central importance of understanding relevance (from consumers' perspectives)
2. Key qualities of the unconscious mind and implications for marketing
3. Understanding metaphor ... at three levels of mind
4. Developing an ability to notice, understand and leverage metaphors
5. In practice: Metaphor as research tool
6. In practice: Consumer insight as metaphor
7. In practice: Metaphor at the core of marketing strategy
8. The end of formula in advertising - using a Creative Development Benchmark, and how transfer Deep Metaphors and other cues into communication
9. How to turn deep experience processes into communication narrative

Ethnography Workshop

The workshop will introduce the participants to the design and conduct of ethnographic research.

Key takeaway:

1. Consumer Insights Introduction (with e.g., of Gillette Guard ethnography in India)
2. Ethnographic Methods (Overview):
 - a. Collecting rich and insightful data using a variety of methods
 - b. Issues of methodological "quality": steps to take to enhance the trustworthiness and dependability of a study
 - c. Research design and sampling
 - d. Employing ethical field practices
3. Data collection methods
 - a. Observation
 - b. Netnography and other documents
 - c. Focus Groups
 - d. Depth Interviews
 - e. Projective Methods
 - f. Visual Methods
4. Analyzing and interpreting qualitative data

Who Should Attend

- Marketing, Branding and Consumer Insights Heads/ Research Practitioners
- Academicians interested in consumer research
- Fellow/ Ph.D. students of Management focusing on customer research