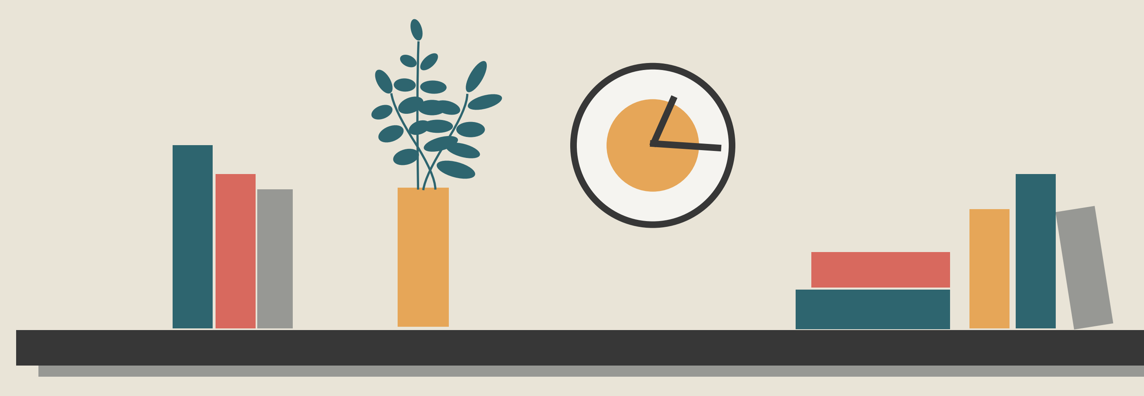


10 GOLDEN RULES OF GLOBAL RESEARCH

The world is getting smaller and smaller every day, thanks to how easy it's becoming to connect with people from every corner of the earth. That's why so many brands are becoming more attuned to the need to take culture into consideration, and why we have been tasked with helping companies connect with people in more markets than ever before.

As part of our mission to help brands to genuinely, authentically connect with the people that matter most to them, we've compiled a list of rules to follow to ensure the success of the global research that will facilitate those connections. We are dedicated to helping humans be heard, and so we present to you our guidelines for respecting human truth on a global scale.

We've broken our rules up into three parts: the Planning Stage, the Fieldwork Stage and the Insight phase, to allow our readers to envision the success they need to achieve at each crucial point in the process.

THE PLANNING STAGE

1 *Build flexibility into your research plan*

Rigidity could be a recipe for disaster. Always plan for more time: think in terms of buffers — extra days for travel, translation, reporting, and even the fieldwork itself are advised. If you don't use the extra time, you can delight your colleagues by delivering early. If anything goes wrong, you're likely to not miss deadlines because you've set realistic expectations.

2 *Try two-way briefing*

Let your local teams brief you on norms, tips/tricks for the market, and give you feedback during early stages of screener and guide creation. This is when you should absolutely check that your method and profile criteria are appropriate and make adjustments if necessary. So often, screeners and guides are approved without the input of partners in each market, which leads to loss of time (and sometimes money) later on when the study inevitably hits a roadblock.

3 *Remember that no two markets are the same*

Just because you've done something one way in one market doesn't mean the same approach will work everywhere.

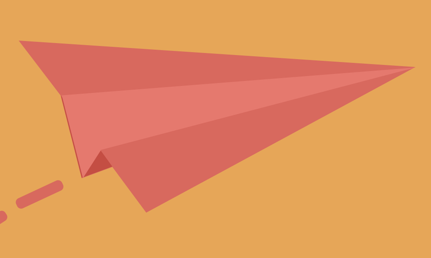
4 *Re-confirm prices*

Re-confirm prices once specs are 100% approved and finalized (and don't expect all markets to have the same pricing!). Even understanding of what a "focus group" or a "user interview" is can vary by market, so check back in to see if budgets still hold once everyone is on the same page.

THE FIELDWORK STAGE

5 *Respect your local partners*

They are experts. They will know best how to interpret your guide and how to execute your study according to cultural norms to get the insight you're looking for. This means that guides may not be followed to the letter, and some activities or techniques may need to be adjusted. But have no fear! Your local partners know you're working within a global context and will do their best to stick as close to your intended methodology as possible.



6 *Be open-minded about the fieldwork space*

Some markets cannot accommodate lots of client viewers or recommend hotel spaces in lieu of traditional research venues. In order to get that authentic connecting you're looking for, remember that doing what works best for the people you're trying to reach is in your best interest — not which facility has the best snacks.

7 *Consider whether or not you really need transcripts*

Many clients fear the loss of data in skipping transcripts, but transcripts that will be readable by you (i.e. translated into English) come at a cost that often puts a study out of budget. Remember that if you have audio and video recordings — especially those that might include dubbing from a translator — you have everything you need and can always go back and get transcripts later.

THE INSIGHT STAGE

8 *Create a template that clearly outlines what you want from your deliverables*

But expect there to be differences in style and content: leaving reporting up to each local partner may lead to a scramble after fieldwork to make reports consistent. Better yet — share an example report, if you have one, so people can see exactly what you're hoping to get back (the more detailed, the better!).

9 *Remember that bilingual moderators don't always write reports in English*

Thinking and speaking in a language are one thing but writing a detailed insight report with nuance and sophistication in another language is another. This is important to remember when asking for revisions, timing, or budget reductions — many local partners need to have their reports translated into English, so each new request costs time and money.

10 *Allow yourself time to ask questions*

You've gotten all the reports back and are beginning to find the golden insight nuggets you've been looking for but aren't 100% sure about the conclusions you're coming to. Let your local partners know that you've got some questions, and they will be happy to help. However, do try and make sure that your questions are kept concise and would be something the moderator can answer quickly. Requiring further analysis or a longer back-and-forth session should be viewed as a second debrief and should be paid for accordingly.

By following these 10 rules, your studies are likely to produce greater ROI and get you closer to the consumers you need to understand. And, of course, working with MindSpark, who value authentic connection above all-else, and have curated a select network of superior local partners, can't hurt! ;)

If you have questions about these rules, or would like to discuss any of this further, drop us a note at hello@mindsparklab.com

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