

Translation in Market(ing) Research



Palm Springs
October 26, 2019

Agenda

1. Definitions & overlap
2. Reasons for market research
3. Primary vs. secondary market research
4. The steps of primary research/translator involvement
5. Industry structure
6. Skills needed
7. Terminology & information resources

Definition: Market

What is a market?



- A **market** is any place where sellers of particular goods or services can meet with buyers of those goods and services.



Definition: Marketing

According to Dr. Philip Kotler

“... **marketing**:

- identifies unfulfilled needs and desires
- defines, measures and quantifies the size of the identified market and profit potential
- pinpoints which segments the company is capable of serving best
- designs and promotes the appropriate products and services.”*



*Dave Smith,
CEO of
Functional
Marketing*

Understanding what your customer really wants, creating products, services and experiences that satisfy those desires, and communicating with your customer to let them know you have a solution to their problem.

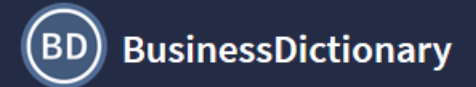
Definition: Market research

**Market research is:
the process of gathering, analyzing and interpreting information about**

Entrepreneur

- a market
- a product or service to be offered for sale there
- present and potential customers for this product/service
- It also includes:
research into the characteristics, spending habits, location and needs of your target market, your industry and your competitors.

Definition: Marketing research



Marketing research: Scientific discovery methods applied to marketing decision making ...
generally comprised of

1. Market research: identification of a specific market and measurement of its size and other characteristics
2. Product research: identification of a need or want and the characteristics of the good or service that will satisfy it
3. Consumer research: identification of the preferences, motivations and buying behavior of the targeted customer.

Overlap of market research and marketing research



Why is market(ing) research necessary?

“Accurate and thorough information is the foundation of all successful business ventures, It allows business owners to determine the feasibility before committing substantial resources to the venture.”*

Knowledge is power. 

Why is market(ing) research necessary? (2)

Volatile environment:

Since 2000, more than half of the companies in the Fortune 500 have merged, gone bankrupt or been acquired*.

>> New generation of innovative companies with unique business paradigms.

>> **Avoid getting “Ubered” like the cab industry**:**

Leverage accurate data and qualitative assessments about the industry’s direction and identify gaps.

>> Rigorous analysis should drive decision making and help companies react and adapt within the right timeframe. **Third-party market research can protect a company in such situations in more ways than one.**

Six common reasons businesses fail*

1. No market need
2. Having the wrong team
3. Getting outcompeted
4. Pricing and cost issues
5. Poor marketing
6. Ignoring customer feedback

**5 OUT OF 6 CAN BE AVOIDED OR
RESOLVED WITH MARKET(ING)
RESEARCH!**

Primary vs. secondary research

Primary research

- **Information from surveys, interviews** → **direct contact** with participants
- Unique insight into market conditions and characteristics
- Conducted specifically for your product/brand, etc. (often without naming the company/brand)

Secondary research

- Also called desk research
- **Utilizes/analyzes information taken from previously published sources**
 - company reports
 - trade association documents
 - industry journal articles
 - published market research reports and whitepapers

Steps of primary market research

1. Defining the objective

2. Deciding on the instruments/planning the research approach

3. Conducting the research/data collection

4. Analyzing and reporting the findings

5. Defining & taking action

Steps of primary market(ing) research:

1) Defining the objective

Reason for this market(ing) research

- New concept/product
- Change to existing product
- Product placement at the POS (store)
- Improve brand recall/check advertising recall
- New logo/positioning/package/commercial
- Improve company image
- Improve brand/product usage
-

1. Defining the objective
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5. Defining & taking action

Potential areas for translator involvement in this phase:

- Translation of proposal, generally needed quickly. May also request rough calculation for different parts of the potential study to help client make decision about budget (such as inclusions of verbatims from open-ended questions).

Steps of primary market(ing) research:

2) Planning the approach

Select research instruments/tools/data-collection method (several methods may be used jointly)

- Many institutes/agencies develop and use proprietary methods, apps, panels, ...
- Ad-hoc (one-off) or continuous as tracking

- **Qualitative instruments & methods**

provide an initial understanding,
this type requires subjective interpretation

- Offline examples: focus groups, in-depth interviews
- Online examples: market research online communities, diary panels

- **Quantitative instruments & methods**

typically conclusive and intended for recommending courses of action

- Offline examples: face-to-face or intercept interviews, CAPI, eye-tracking, by phone – CATI...
- Online examples: mobile apps, self-completion/self-administered questionnaires (browser- or email-based), interactive kiosks, online journals

1. Defining the objective
2. Deciding on the instruments/planning the research approach
3. Conducting the research/data collection
4. Analyzing and reporting the findings
5. Defining & taking action

Steps of primary market(ing) research:

2) Planning the approach (cont'd)

- Develop tools: interview guide, FG guide, (recruitment) screener & questionnaire, arrange fieldwork
- Define the sample
 - Who is to be surveyed?
 - Should there be quotas?

1. Defining the objective
2. Deciding on the instruments/planning the research approach
3. Conducting the research/data collection
4. Analyzing and reporting the findings
5. Defining & taking action

Potential areas for translator involvement in this phase:

- Screener & main questionnaire, after-use questionnaire, focus group guide, concepts, storyboards, ...
- Ancillary documents: confidentiality agreement, data privacy & protection, etc.
- Often short deadlines for translation due to coordination with end client/changes

Steps of primary market(ing) research:

3) Conducting the research/data collection

Fieldwork phase (professional internal/external field staff)

- Data collection

1. Defining the objective

2. Deciding on the instruments/planning the research approach

3. Conducting the research/data collection

4. Analyzing and reporting the findings

5. Defining & taking action

Potential areas for translator involvement in this phase:

- Usually quiet – good time to ask for any questionnaire item lists if the questionnaire has not been translated (for tables & graphs in reports) or any desk research that may be included
- Possible changes needed quickly if target group difficult to find
- Verbatims and transcripts may be translated successively during this phase
- Interpreting potentially needed during this phase: observation of focus groups / interviews by clients who are non-speakers of German (or any other foreign language your work in)

Steps of primary market(ing) research:

4) Analyzing and reporting the findings

Results are analyzed using all input from fieldwork, including

- Qualitative:
 - verbatims
 - transcripts
 - focus group recordings
 - ...
- Quantitative:
 - tabular results of data collected (from closed questions in questionnaires)
 - coding responses to open-ended questions into code frames
 - ...

Next: portrayal of results as presentation/report for the end client

– occasionally preceded by preliminary results or one pagers

1. Defining the objective
2. Deciding on the instruments/planning the research approach
3. Conducting the research/data collection
4. Analyzing and reporting the findings
5. Defining & taking action

Potential areas for translator involvement in this phase:

- Verbatims, transcripts, preliminary results, one pagers, presentation/report, summary ...

Steps of primary market(ing) research:

5) Defining & taking action

The market research institute provides the results incl. summary and recommendation to the end client, who now uses this information to take action, potentially collaborating with the institute for future research.

1. Defining the objective
2. Deciding on the instruments/planning the research approach
3. Conducting the research/data collection
4. Analyzing and reporting the findings
5. Defining & taking action

Potential areas for translator involvement in this phase:

- This may entail further research on the same issue (if previous research was qualitative, it may now be time for a quantitative survey), repeating the research after reworking of the recipe, package, wording of the slogan, ad, etc.
- Important for translator to signal availability for future projects at this point/be prepared to provide calculations

Market(ing) research industry structure

Types of market(ing) research providers:

- Major international firms (Nielsen, Kantar, Ipsos, GfK, ...) – full-service
- National institutes – usually full-service
- Smaller “boutique” institutes – some only qual, some full-service
- Freelance market researchers – generally specialized, often qual
- Major companies → internal market research departments + usage of several different external institutes
- Contact with others: advertising agencies/creatives/PR/transcribers/graphic designers ... helps grow your own network

A selection of market(ing) research associations



A jack of all trades
is a master of none,
but oftentimes better
than a master of one.



Skills/knowledge needed to be a good market(ing) research translator

- **Excellent research skills**
 - Topics vary immensely
 - Ask client for materials
- **Good knowledge of marketing and market(ing) research**
- **Ability to work in different programs**

Ability to work in tables and graphs in excel and ppt, company's own online translation tool, ...
- **Psychology/sensitivity**

Finding the right wording for results that are not going to make the end client happy
- **Flexibility**

The translator is the last or second to last point in the process
- **Intercultural understanding**
- **It goes without saying, but confidentiality is a must**

Can market(ing) research translators be replaced by MT?

NO

- **Context is very important.**
Texts can require sensitivity, creativity, specific knowledge, we often deal with text fragments, etc.
- MT can occasionally be helpful for rough drafts
- Confidentiality issues

Terminology

Cannibalization, Likert scale, verbatims, USP, marketing mix (price, product, promotion and place), reach, penetration, rep. sample, customer journey, customer experience (CX), user experience (UX), B2B, B2C, confidence interval, conjoint analysis, FMCG ????????



Terminology & resource links

General information

- <https://www.ama.org/>
- MarketResearch.com
- Mymarketresearchmethods.com
- Marketing Research Kit for Dummies by Michael R. Hyman & Jeremy J. Sierra
- <https://www.thebalancesmb.com/survey-methods-4161374>

Glossaries

- http://webv1ef.ef.uni-lj.si/dokumentizak/ESOMAR_Glossary.pdf
- <https://www.modernmarketingpartners.com/glossary-market-research-terms/>
- <https://www.thebalancesmb.com/marketing-research-terms-2296702>
- <https://www.sisinternational.com/about-sis/market-research-glossary/>
- <https://www.marktforschung.de/wiki-lexikon/>

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