
The Mavericks in Marketing Consultancy & Research



Contents:

- 03

Company Introduction
About Oula Pakistan (In Cooperation with Kantar)
- 15

Service & Methodolgies
Domains, Practices and Offers
- 21

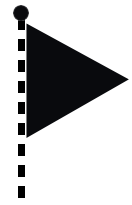
Innovation At Oula
Methodological and Study Innovations
- 46

Quality Control Processes
Processes, Checks and Quality Assurance
- 52

Team Oula
Profiles and Description of the Team



Company Introduction



Start Of Our Journey:

Oula as collaborators with Kantar have the right to sell Kantar tools and products to clients in the Pakistani market. Oula is a private limited company incorporated with “Securities and Exchange Commission of Pakistan” (SECP). Majority stakes of Oula are with Syed Noaman Asar who was last CEO of Kantar in Pakistan.

As Oula, our journey started in August 2021 with Kantar closing down its operations in Pakistan. However, to ensure continuity and quality to its clients in Pakistan, Kantar entered into a “cooperation agreement” with Oula. This gives Oula the right to use Kantar tools and protocols in the Pakistani market.



The word means will and determination in Old Norse and first and foremost in Arabic



And this meaning is reflected in our mission

“To be your meaningful partner in growing
your business by providing unconventional
and superior solutions to your complex marketing
problems”



And for that we are empowered by
the cooperation agreement between



In Cooperation with Kantar

x



The world's leading data, insights and consulting company

Oula has also inherited a team of 40+ permanent staff from Kantar that has or is working on clients like

Global Partners

Trusted partner to blue chip, multi-national conglomerates, including more than half of the Fortune 500



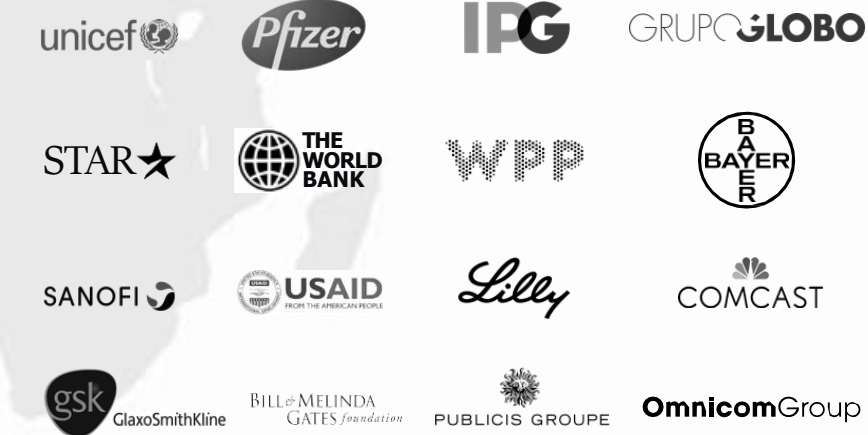
Local Giants

Differentiated on-the-ground presence in all key markets to provide dedicated local support



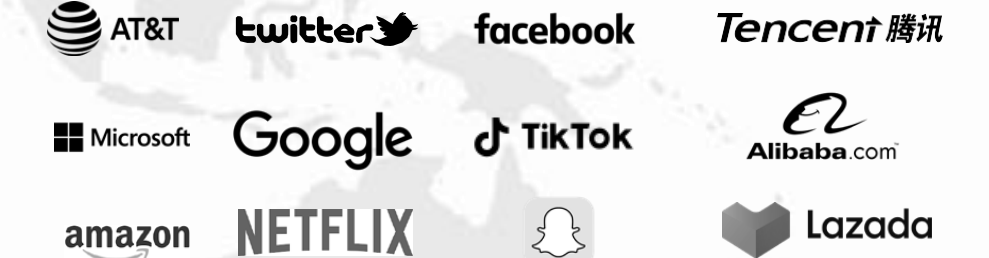
Specialists

Deep specialist relationships with media publishers, pharma, biotech, governments and NGOs



Technology & Ecosystem Player

Strong partnerships with key technology and ecosystem players





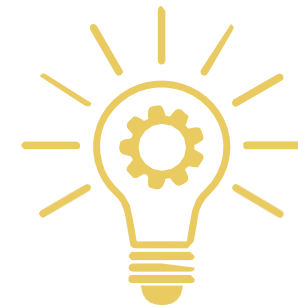
The consultancy team of Oula is strategically based in Karachi, Lahore and Islamabad.



They are well trained on Kantar domains, tools and protocols



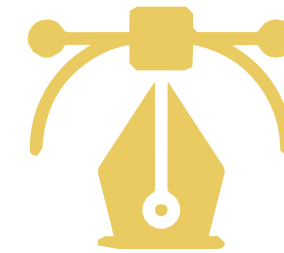
Commerce



Innovation



Media



Creative



Brand



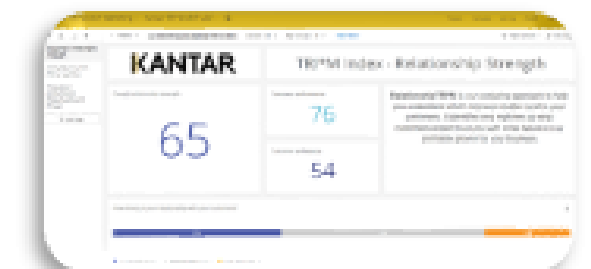
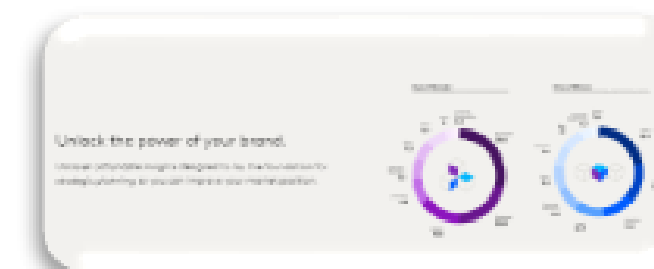
Customer
Experience

Kantar Insights Domain

This Cooperation with **KANTAR**

Provides Oula Access To

Kantar learning tools, portals and minds
and therefore, Oula will continue to sell MDF, TRIM,
Link, Needscope and tools beyond these in Pakistan.

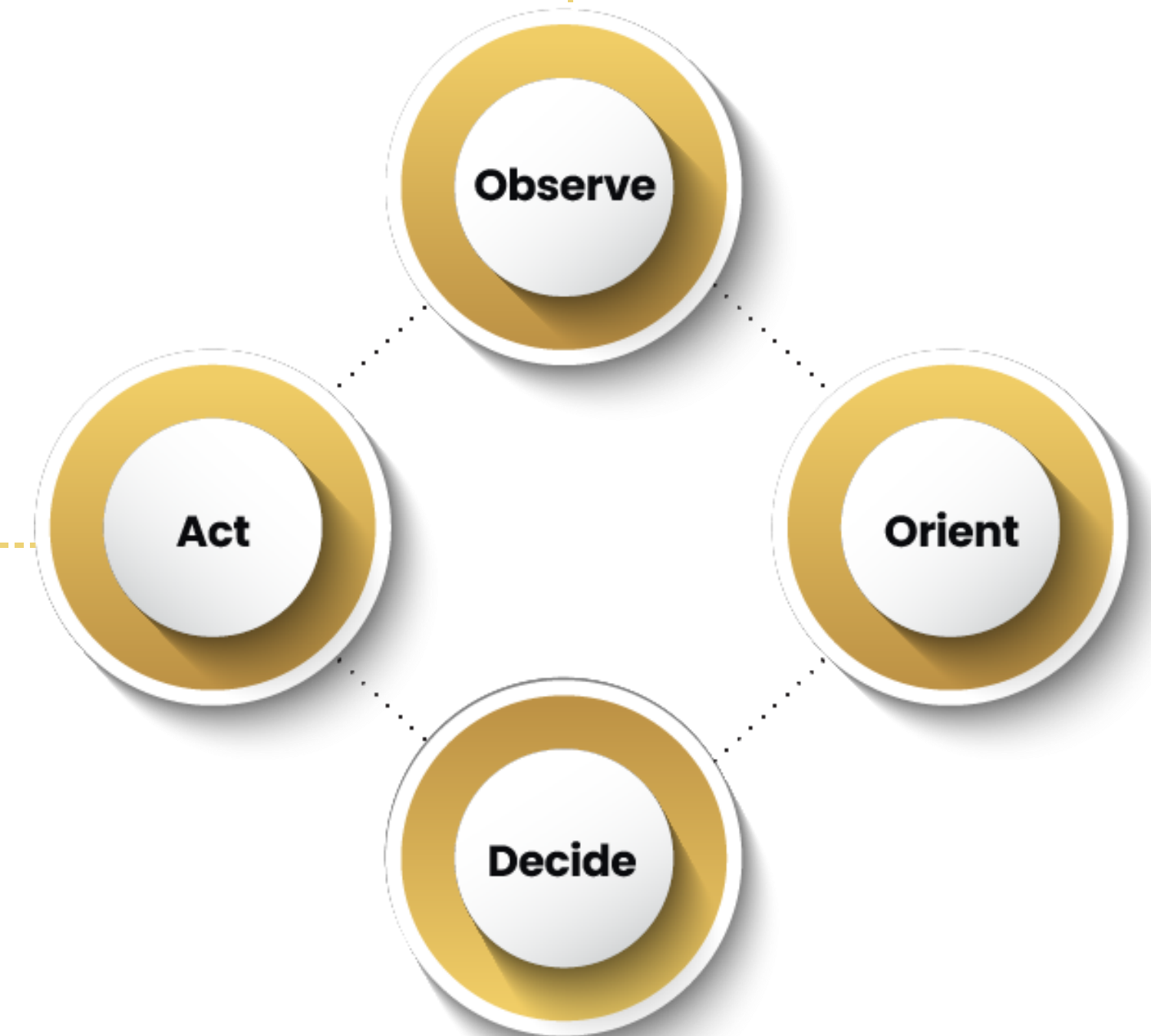


Oula As A Local Co.



Believes in Faster Decisions

Observe > Orient > Decide > Act



And Have Plans To Offer



Solutions Around Technology,
Consultancy And Trainings

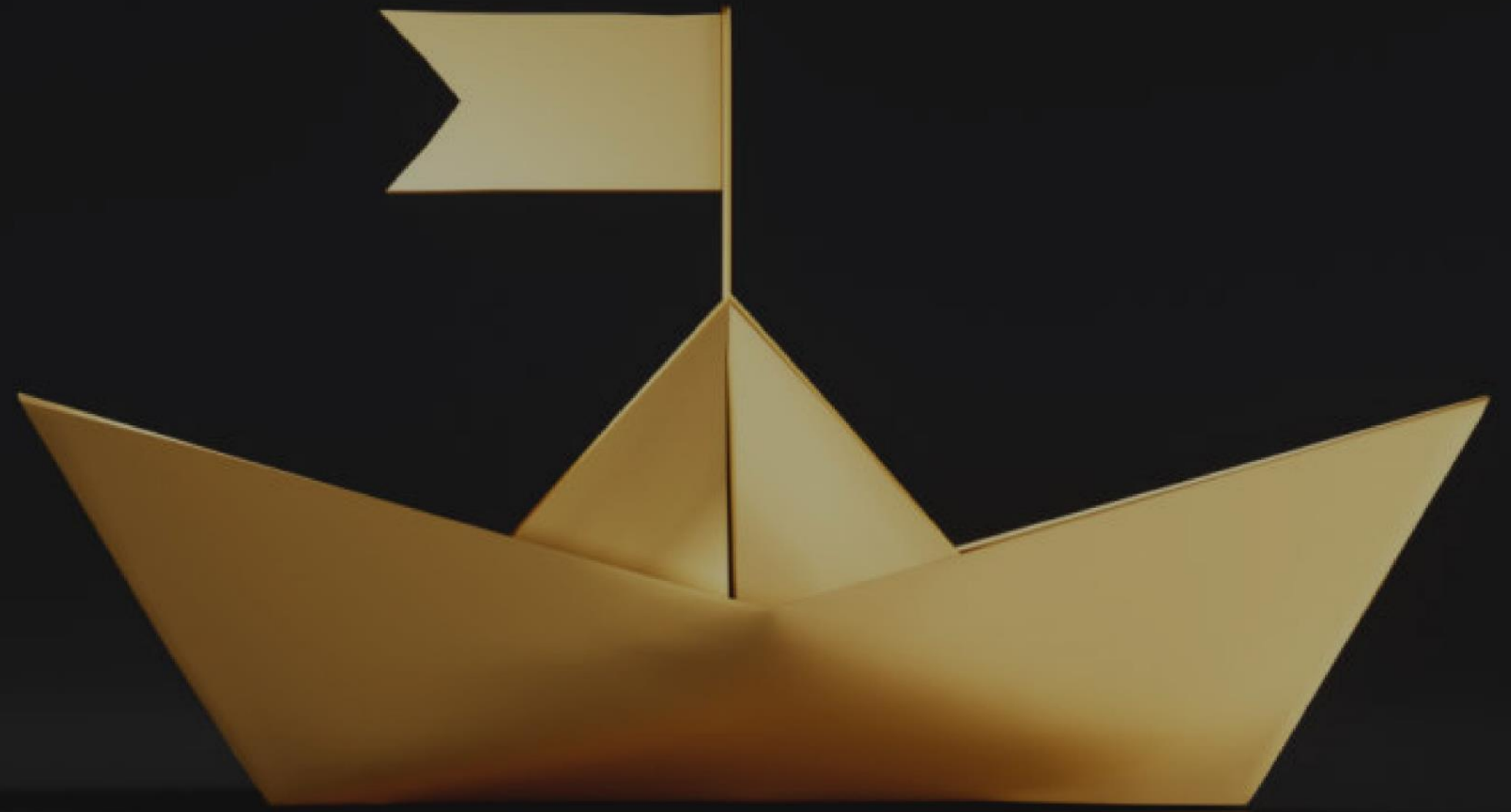


To the Clients this Provide them with
Advantages of both the World

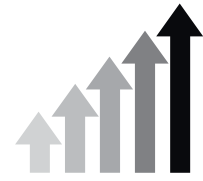


The World Of
Kantar's Model
And Knowledge

And Oula's
World Of
Grounded Disruption



Service And Methodologies



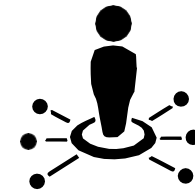
Every person in our team plays an important role in understanding people and inspiring growth for our clients

In a more complex marketing and customer management environment, our teams have built deep expertise in solving specific business questions, spanning across all sectors

We have both the global accessibility and the deep local knowledge

And knowledge is supported by thought leadership





We specialise in six areas of expertise
to address key business questions



Commerce

E-Commerce

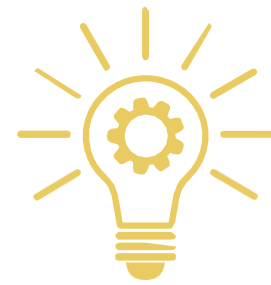
Shopper Journey

Shopper And E-commerce

Discussions

Shopper And E-commerce

E-valueate

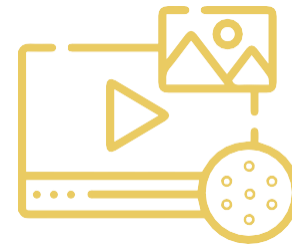


Innovation

E-Valueate
(Idea, Concept, Pack, Product)

Super Groups

Think Tank



Media

Audience Insights

Brand Lift Insights

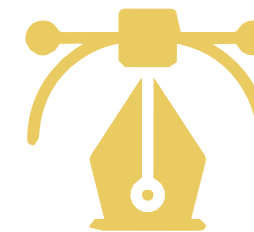
Connect

Cross Media (Tracking and AdEffect)

Context Lab

Digital Content Optimization

Digital Exposure Tracking



Creative

Link(TV, Campaign, Digital, Static,
Radio, Story Board and Video)

Link Now

Link Express

Link AI



Brand

Brand Guidance

Brand Strategy



Customer Experience

Customer Relationship
Assessment

Customer Experience
Activation

Customer Analytics

CX+ P

Insights Domain



What to stand for in order to grow?

Define, build and manage your **brand** for profitable growth

.....



How to disrupt and renew?

Inspire and accelerate growth through **innovation**

.....



How to connect with people?

Grow your brand with extraordinary **creative**
Navigate **media** decisions to drive brand growth

.....



How to win with Shoppers and customers?

Win in the age of **experience**
Unlock the **shopper** moments that drive brand conversion





We Help You Find Growth However You Define It

Brand Growth

Position your brand correctly for growth. Identify and seize opportunities, make your brand stand out, and measure what matters.

Customer Shopper & Retail

Create an efficient and effective retail strategy. Understand shoppers deeply, and make the most of traditional and emerging retail channels.

Analytics

Where human expertise, AI-powered analytics and technology converge to predict consumer behaviour and optimise priorities for growth

Consulting

Find and sustain top line growth. Our strategic consultants around the world deliver practical services through solutions that drive incremental growth.

Research Services

Meet your research goals, globally. From in-depth qualitative research expertise to the latest AI-based technology, we have the right solution to support you.

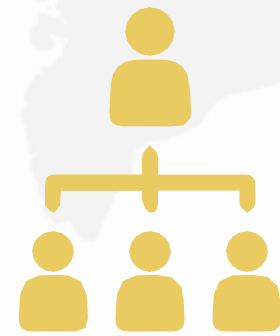
Customer Experience

Build and maintain a strong relationship with your customers. Create memorable experiences that deliver your brand promise, in the moments that matter.

Innovation

Find and sustain top line growth. Our strategic consultants around the world deliver practical services through solutions that drive incremental growth.

Insight Practices



Qualitative

Activation Workshops

Behavior Change

Conversational AI

Spotlight

Eye Capture

Prelink

Insightment

i-Witness

LifeStreaming

Needscope



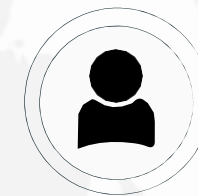
Analytics

Content Analytics

Customer Analytics

Data Strategy and Engineering

Brand Strategy and Innovation



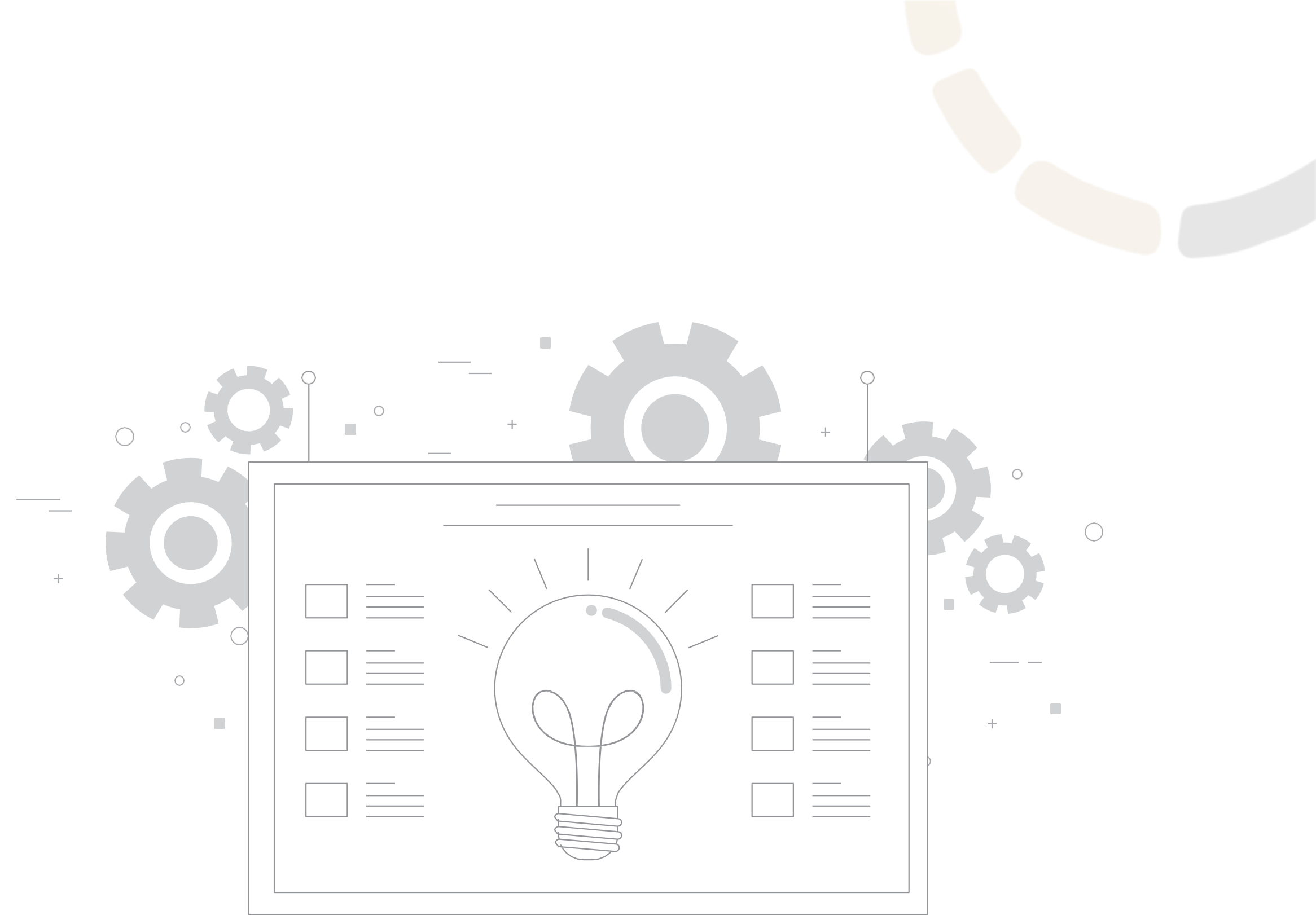


Innovation At Oula

With Changing Times...

Innovation Is the Need Of the Moment

Disruptive times need courage
and confidence, and most importantly
they need sustainable solutions to solve
complex business questions



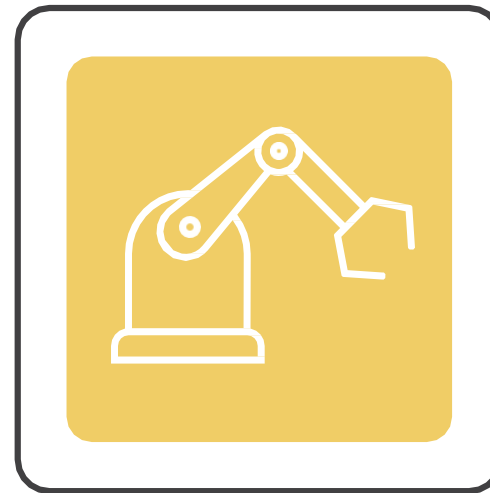


As We Believe In Innovation, We Have Diligently Created Certain **Innovative Solutions** To Provide Our Clients With A Fresher Perspective To Cater To Their Business Challenges ...



The Broader Areas Of Our Innovative Solutions Are ...

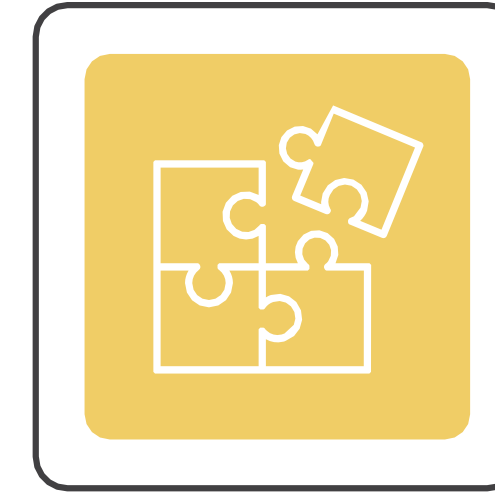
Methodological
Innovation Deploying
Automation



Analytics

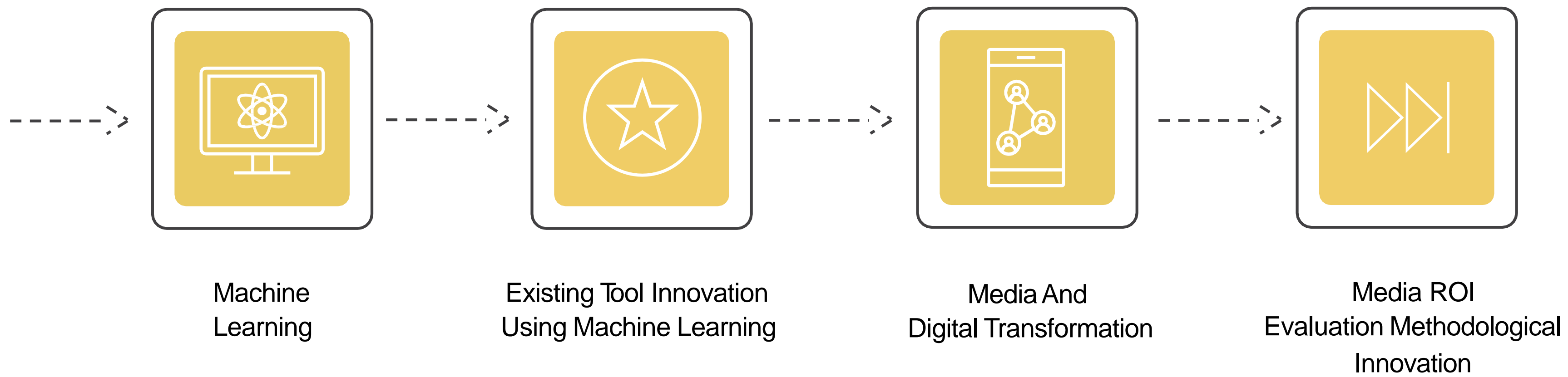


Methodological
Innovations



Methodological Innovation
Ethnographic Profiling
Of Social Platforms









IDEA BLOG:

How Idea Blog Works ?

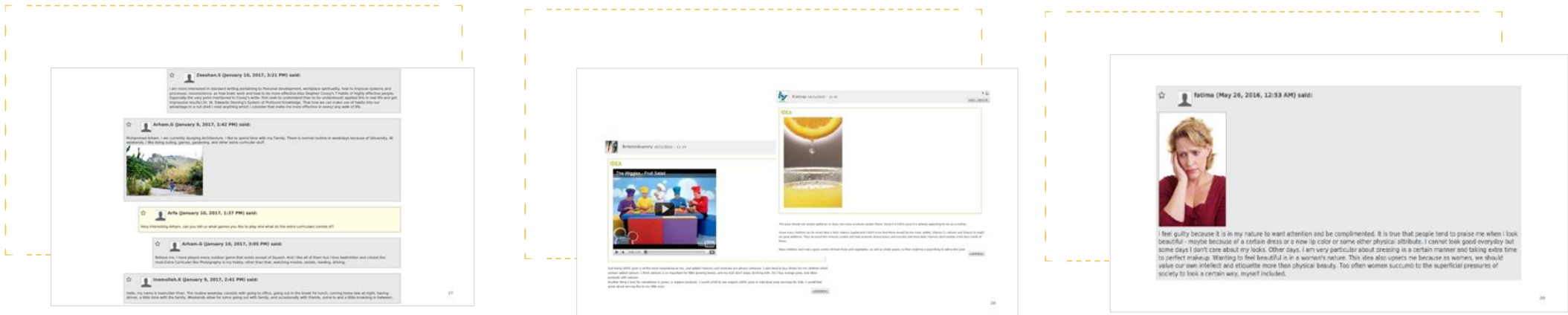
In a secure and fun online environment and serviced by our in-house qualitative experts Consumers react to and develop creative ideas, strategies, concepts, via:

-  . Forum discussions
-  . Private diaries
-  . Mini-polls, surveys and interactive activities
-  . Uploading their own concepts, things that spring to mind (videos, pictures, URLs)

Your target consumers are recruited and registered to the portal (Number of participants is flexible however limited to scope and budgets).

Participants enter site at their convenience over a defined period, as often as they like (within reason and minimum).

Ideas take time and discussion to germinate: each study likely to run for at least a minimum of 3 days depending on objectives.



LOCAL CASE STUDIES:

Business Context

The client wanted to introduce a new product and review its impact for a longer period through home placements.

Challenge

The challenge in such methodologies lies in the fact the consumers sometimes do not consume the product and then overclaim the usage. Also, there was no way to u understand the consumption pattern.

How We Addressed the Challenge

To cater to that challenge, the consumers were made to present themselves on an online platform for 30 minutes and engage with the moderator. This helped in focusing the consumers to give the feedback then and there which was later triangulated with the final stage evaluation.

LONGITUDINAL COMMUNITIES:

How Longitudinal Communities Works?

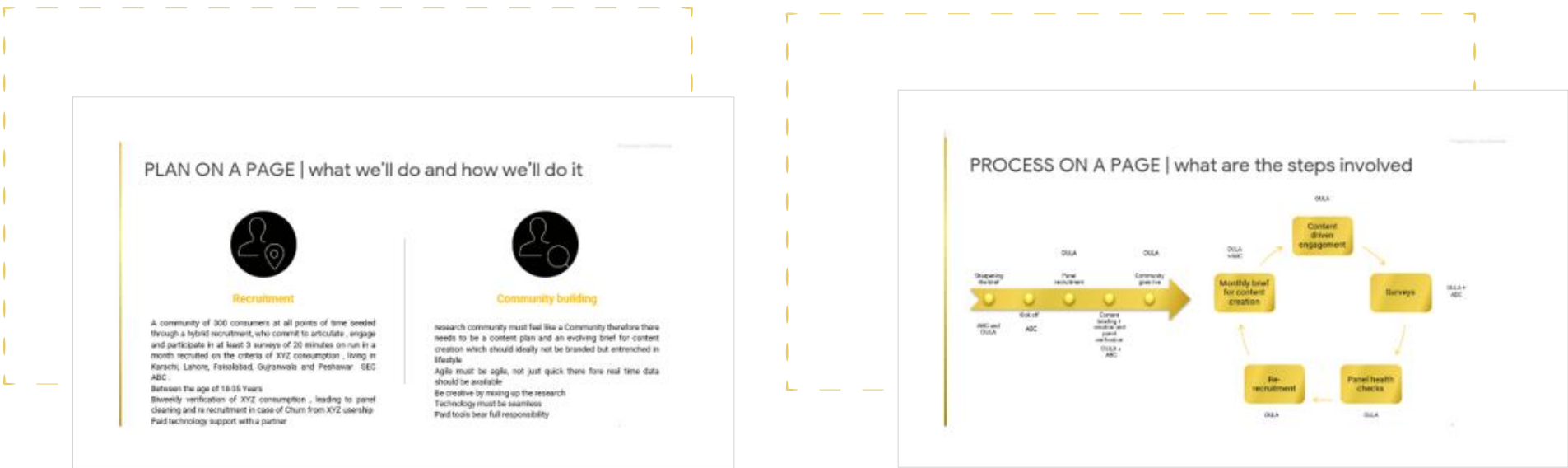
An unconventional route to get closer to consumer

A longitudinal panel of consumers deployed for Quick evaluations of concepts, ideas flavours and packaging among strategic target audience

A portal is setup and maintained for a set period of time with consumer participation ensured through various engagements and allows us to get quicker responses and consumer inputs on our areas of interest

The portal offers Tools and functionalities allowing you to multiply ways you communicate with your communities

The approach helps us develop real time insights



LOCAL CASE STUDIES:

Business Context

Our client wanted to develop a digital wallet adding in value added services which were not focused on traditional banking language rather than the lifestyle preferences of our audience.

Challenge

Understanding the evolving needs of GEN Z towards digital banking solution.

How We Addressed the Challenge

Setting a community to understand banking interactions of millennials for development of a digital wallet solution identifying avenues for financial services to penetrate further.

E-FOCUS:

How E-Focus Works

Through a secure and internally generated link directing the participants to a meeting, moderated by our Qualitative Experts

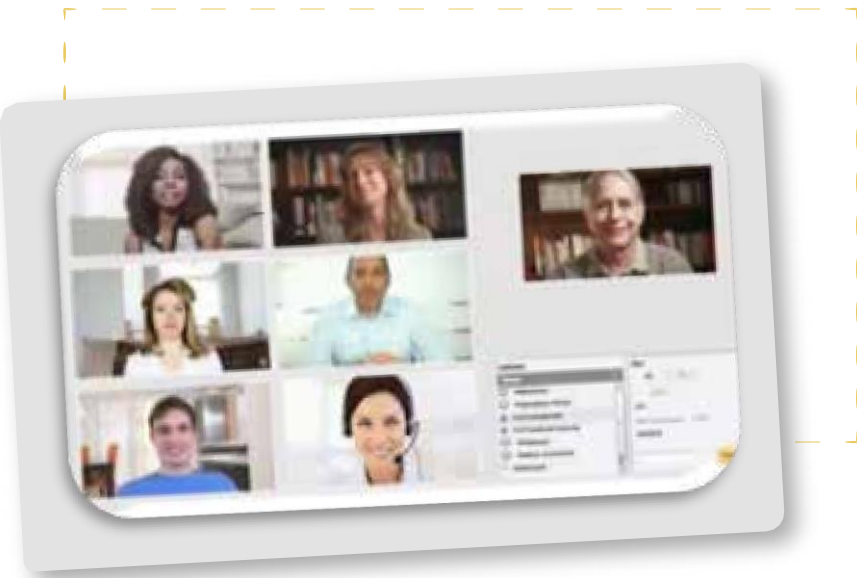
Consumers interact and discusses over the central topic through an approved discussion guide, over the following

The objectives set for the research – enriched by creative and projective techniques

Your target consumers are pre-recruited and invited to the meeting at a scheduled time for a mini group discussion to enable rich insights and a smooth discussion flow

Participants are screened and approved for the interviews during the setup

The engagement of the respondents last for 60-90 minutes but is subject to the objectives and depth required for the topic



LOCAL CASE STUDIES:

Business Context

This is a syndicate research done in the beginning of the lockdown situation to understand how Corona is affecting the consumers.

Challenge

The challenge was that no one could really meet F2F for the interview while for the depth of the study, an argumentative setup was required

How We Addressed the Challenge

The team conducted the sessions over Zooms in the presence of 4 participants who collaborated to bring valid arguments on the table, with moderator trying them to stay focused on the topic

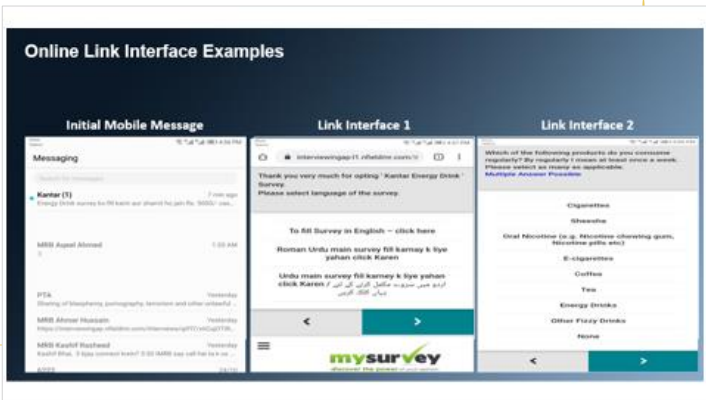
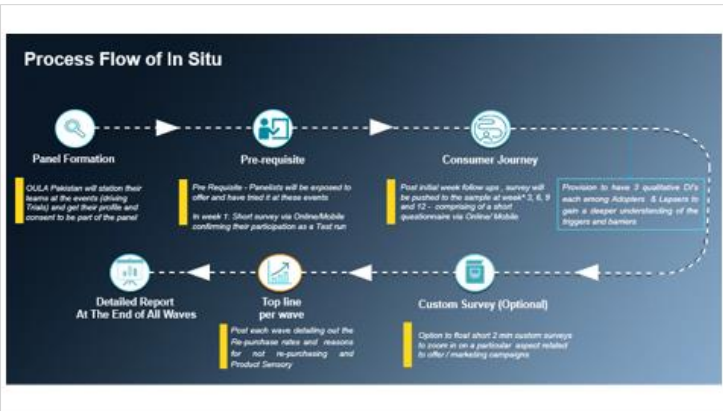
REAL TIME POLLS USING PROGRAMMATIC SURVEYS

How Real Time Polls Works ?

Through targeting our specific audience through geotagging, we reach our consumer through digital ads
The consumer is recruited based on affinity through our online ad placements and the most relevant and quick insights are gathered to address our central question.

Process:

- Identify Business Issue
- Define The Audience And Finalize The Qnr
- Platform Selection
- Apply Smart Filter
- Identify Affinities
- Launch Creative Ad
- Launch Dark Ad (If Applicable)
- Monitor And Analyse Data



LOCAL CASE STUDIES:

Business Context

The client wanted an agile solution during the extraordinary circumstances & unpredictable times and access to their consumers to make informed business decisions

Challenge

How to get their category users in a quicker, accurate & reliable manner. Quicker outputs were required to address the short-term business issues

How We Addressed the Challenge

Oula put together A programmatic approach to understand the consumers under budgetary pressures for consumers who are less accessible in-person but are technologically & digitally advanced

CONVERSATIONAL AI ENABLED INTERVIEWS

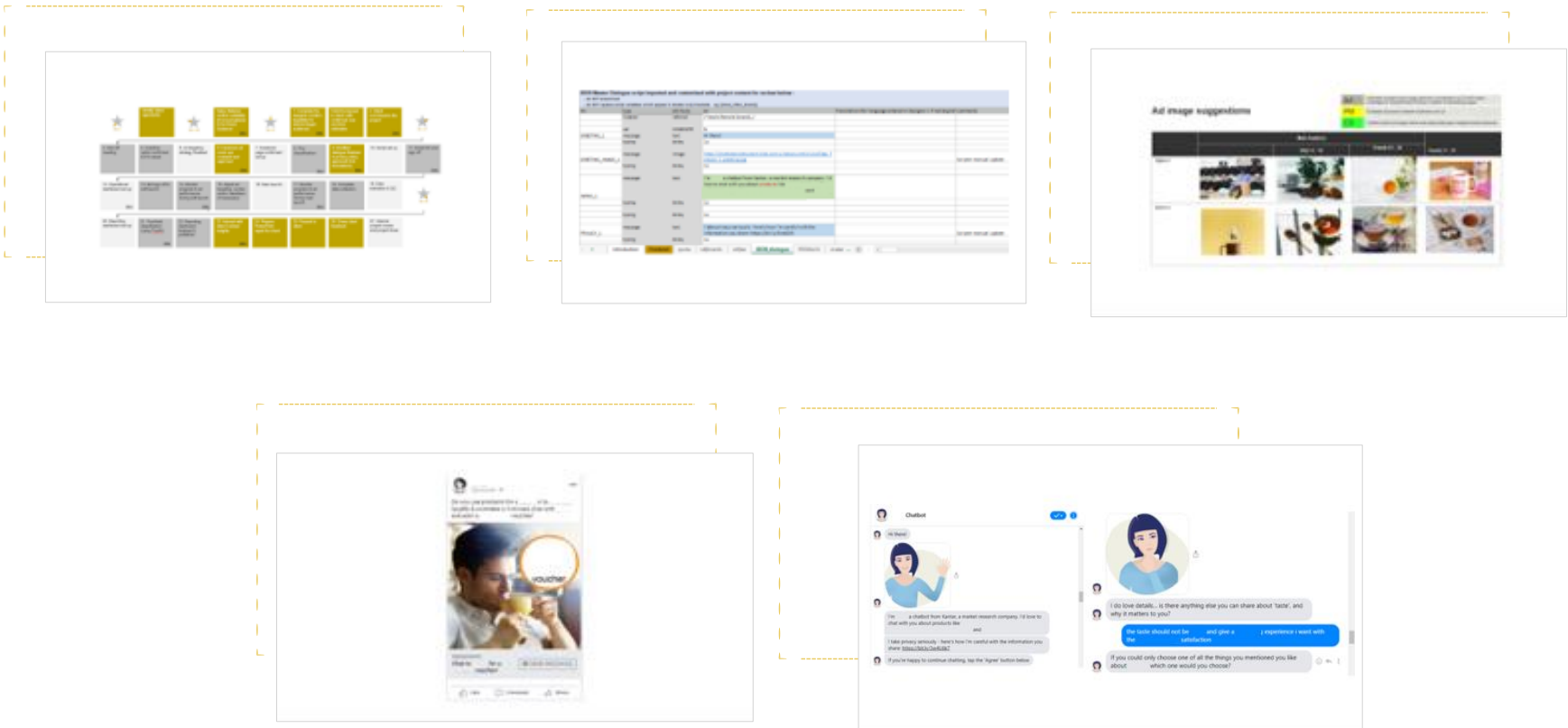
How Conversational AI enabled interviews Works ?

By creating and training a chatbot for conversation that is closer to reality, we can access our consumers at a time and place of their convenience and get real time updates

The respondents are incentivised for their participation and engaged through creative means digitally

Chatbots interpret and process user's words or phrases and give an instant pre-set answer. They inhabit platforms like – FB Messenger, WhatsApp or even your website. Similar to regular apps chatbots have application layer, a database, pre-set responses and probes and a Conversational User Interface

With the integration of AI we can train these chatbots as they use Machine Learning, AI and Natural Language Processing (NLP) to understand people to make the conversations more realistic and accurate



LOCAL CASE STUDIES:

Business Context

The client wanted an agile solution during the extraordinary circumstances & unpredictable times and access to their consumers to make informed business decisions

Challenge

How to get their category users in a quicker, accurate & reliable manner. Quicker outputs were required to address the short-term business issues

How We Addressed the Challenge

Oula put together A programmatic approach to understand the consumers under budgetary pressures for consumers who are less accessible in-person but are technologically & digitally advanced

SOCIAL AND TRENDS SCANNING

How Social and Trend Scanning Works ?

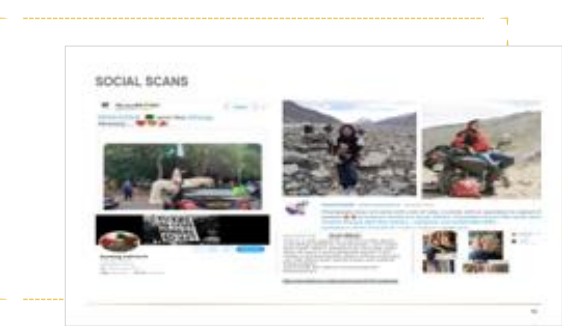
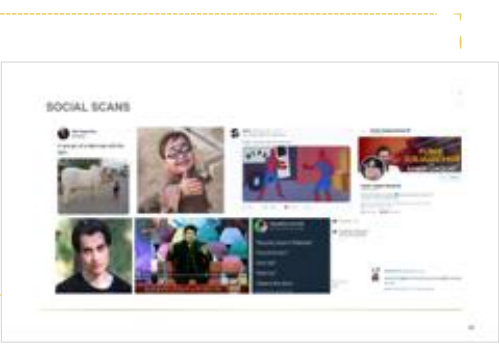
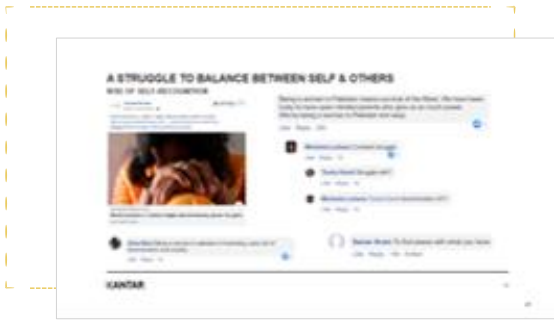
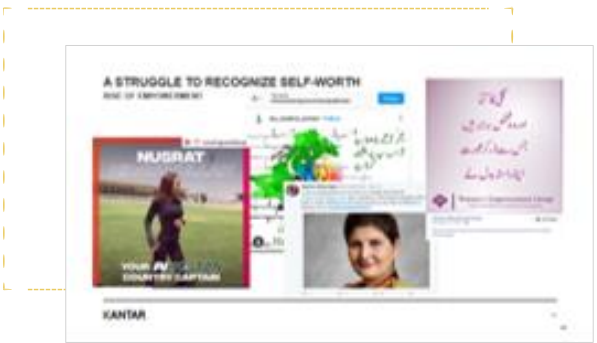
BUtilizing the power of internet, consumers aspirations and engagement through a vast database accessible to all, analysed through the lens of a researcher

Consumers share content on social media platforms and generate hashtags, interlined contact, generate expressions and indicate a pattern in their digital behaviour, enabling us to draw insights out of the accessible database and identify patterns

The objectives set for the research is kept in view and relevant keywords, hashtags, impressions, content, etc. are observed

Your target consumers and the core objective is kept in mind during planning and execution

The duration is subject to the objectives and depth required for the topic



LOCAL CASE STUDIES:

Business Context

The client wanted to contextualize the international communication platform, and test its ability to lift and shift to Pakistan

Challenge

The client wanted to cover the mass understanding of the younger generation and how they view different manifestations of the subject matter, in general day to day activities

How We Addressed the Challenge

Kantar Qualitative team conducted social listening through tapping various social media platforms and devised a framework that dimentionalised the possibilities for the client to create relevance around the subject matter

POWER GROUPS

How Power Groups Works ?

Qual insights at a scale - platform partners are Remesh



LOCAL CASE STUDIES:

Business Context

Evaluating concepts at a scale fast and quick

Challenge

The client intended to evaluate concepts at a single go and very quickly identify the cues for optimization as well

How We Addressed the Challenge

Deploying a power group, we were not only able to scale the Qual insights in a short span but also identify cues for optimization in the best winning concepts

REAL TIME CONCEPT AND PACK TESTING

How Real Time Concept And Pack Testing Works ?

Concept and pack evaluation in 5 full days

Self service excel dashboard for the client real time

Minimum sample requirement is 50 per panel



LOCAL CASE STUDIES:

Business Context

The client intended to evaluate a broad range of packs and identify which design dimension had the potential to stick with the master brand image

Challenge

There were 20 packs that needed to be validated

How We Addressed the Challenge

Dividing panels on online survey each panel was exposed to 5 different packs

EYE TRACKING & NEUROSCIENCE DRIVEN PACK TESTING SOLUTION

How Eye Tracking & Neuroscience Driven Pack Testing solution Works ?

Heat maps & facial coding along with insights around the packs being evaluated followed by in-depth interviews



LOCAL CASE STUDIES:

Business Context

Our client intended to evaluate a pack design of their legacy brand

Challenge

Being a legacy brand the traditional identity cues needed to get maximum attention

How We Addressed the Challenge

Deploying an eye tracking exercise followed by a zoom interview for the top box and bottom box respondents

VIDEO INTERACTIONS

How Video Interactions Work ?

Through a secure and internally generated link directing the participant and observers to a meeting, moderated by our Qualitative Experts

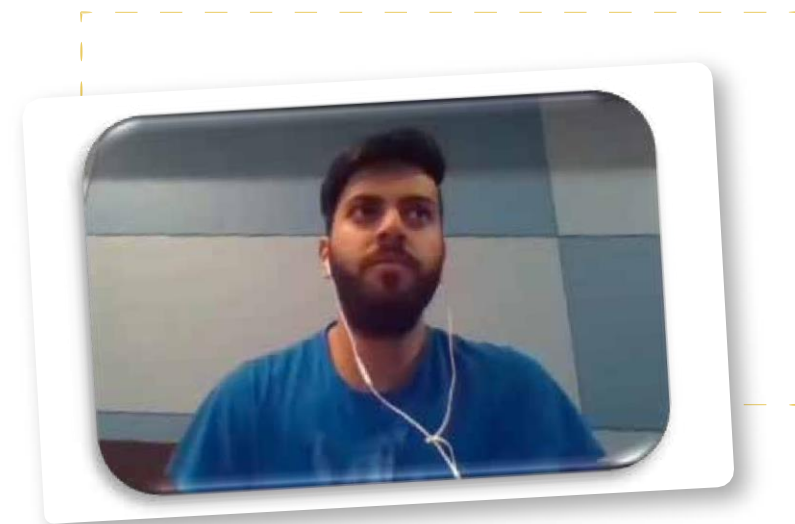
Consumers interact and discusses over the central topic through an approved discussion guide, over the following

The objectives set for the research – enriched by creative and projective techniques

Your target consumers are pre-recruited and invited to the meeting at a scheduled time

Participants are screened and approved for the interviews during the setup

The engagement of the respondents last for 45-60 minutes but is subject to the objectives and depth required for the topic



LOCAL CASE STUDIES:

Business Context

The client wanted to contextualize the international communication platform, and test its ability to lift and shift to Pakistan

Challenge

The client wanted to cover the mass understanding of the younger generation and how they view different manifestations of the subject matter, in general day to day activities

How We Addressed the Challenge

Kantar Qualitative team conducted social listening through tapping various social media platforms and devised a framework that dimentionalised the possibilities for the client to create relevance around the subject matter

DIGITAL LIFE STREAMING

How Digital Life Streaming Works ?

In a private and secure setup, monitored and moderated by our Qualitative Experts

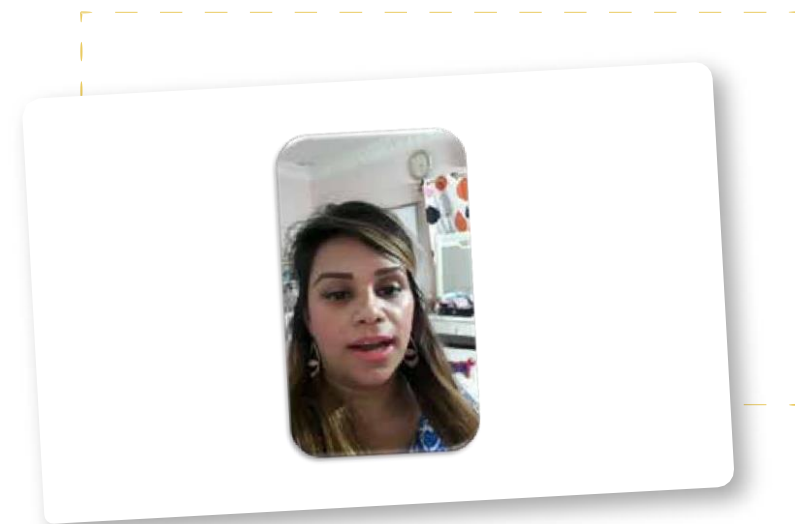
Consumers share moments and enable us to indulge into their everyday lives and share the real time data for the researcher to analyse

The objectives set for the research is kept in view and relevant moments are a specific focus in the period of the fieldwork

Your target consumers are pre-recruited and invited to participate at a scheduled date / duration

Participants are screened and approved for the sessions during the setup

The engagement of the respondents is subject to the objectives and depth required for the topic



LOCAL CASE STUDIES:

Business Context

The client wanted to understand the lifestyle of the housewives, specific to their home decor

Challenge

The challenge lies in the fact that customers generally overstate the condition of the décor in their households. What they usually say is different from what really is

How We Addressed the Challenge

The team conducted life streaming to evaluate if the gap between real and what is said, but also the interaction that they have had with their home décor items

EXPERT INTERVIEWS

How Expert Interviews Works ?

In a private and secure setup, monitored and moderated by our Qualitative Experts

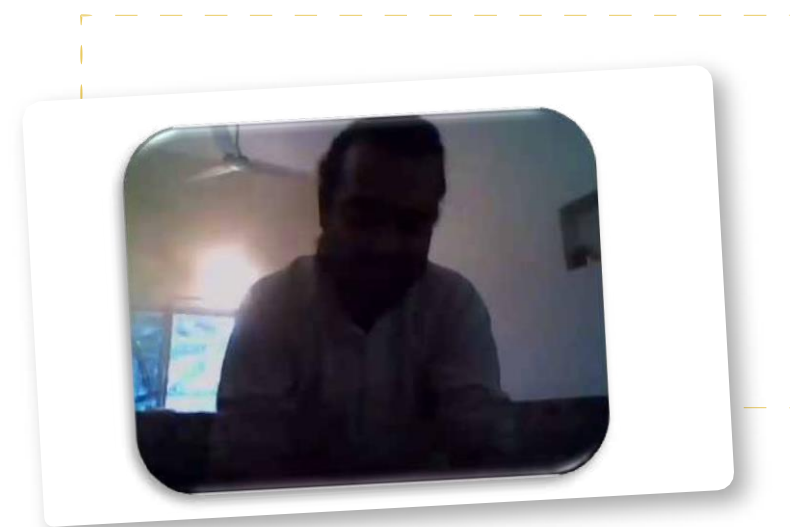
The experts share their time and opinion and enable us to obtain their inputs the researcher to analyse though a digitally connected platform

The objectives set for the research is kept in view and relevant information areas are a specific focus in the period of the fieldwork

Your target experts are pre-recruited and invited to participate at a scheduled date / time

Participants are screened and approved for the sessions during the setup

The engagement of the respondents is subject to the objectives and depth required for the topic and lasts for approximately 30-45 minutes



LOCAL CASE STUDIES:

Business Context

The client wanted to understand how the youth in Pakistan is evolving through various touchpoints including psychologists, journalists, YouTubers and Instagrammers

Challenge

The experts do not usually have the time to give an interview within the timeline and are also mostly travelling, hence it was difficult to get their time for F2F

How We Addressed the Challenge

The team conducted online interviews for 45 minutes to understand their point of view to gain their expert opinions.

VLOGS

How Vlogs Work ?

In an independent setting without external influence and prior debrief provided, the creative consumers and respondents are engaged and moderated by our Qualitative Experts

Consumers share their stories, experiences, point of views, expressions, moments and enable us to indulge into their perspectives through their POV and share the data for the researcher to analyse

The objectives set for the research is kept in view and relevant topic, experiences, etc. are a specific focus in the period of the fieldwork

Your target consumers are pre-recruited and invited to participate at a scheduled date / duration

Participants are screened and approved for the sessions during the setup

The engagement of the respondents is subject to the objectives and depth required for the topic



LOCAL CASE STUDIES:

Business Context

The client wanted to penetrate a consumption moment to understand if their communication platform would be meaningful for the consumers

Challenge

The consumption moments cannot be simulated in F2F set up as the moment is impossible to capture if not in real-time

How We Addressed the Challenge

Kantar Qualitative team conducted Vlogs with the consumers, providing them with the products while the consumers themselves captured the essence of the moment while consuming as per their need and feasibility

BRAND STRUCTURE ANALYSIS

How Brand structure analysis Works ?

Brand Structure Analysis is an analytic framework that identifies which brand associations to focus on that are likely to help grow your brand in terms of Equity and or Sales

BSA assesses the most important messages, imagery, and marketing strategies and combines advanced modelling and insights from multiple existing datasets to uncover key sources of brand building

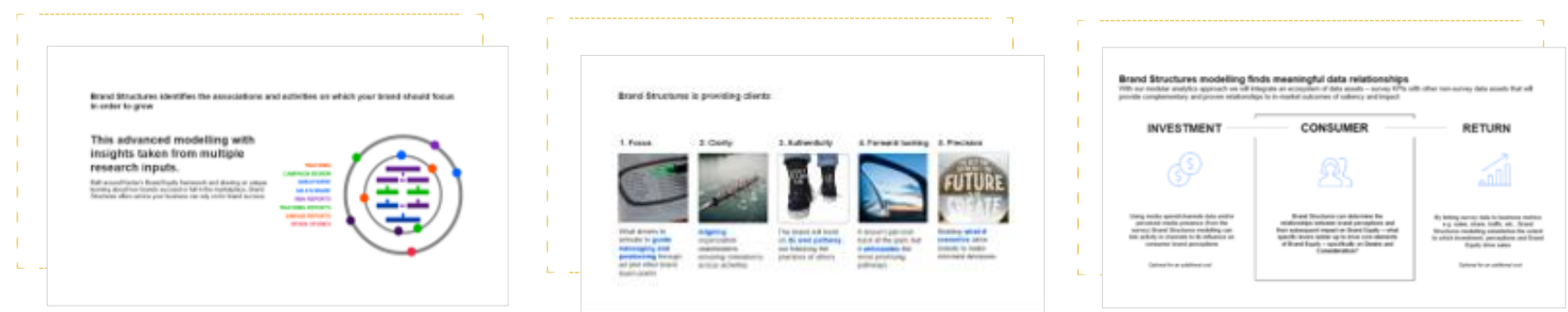
After learning which KPIs have the highest probability of driving growth for the brand, measurement and marketing can take action

Measurement:

- Identify metrics to focus on
- Discover areas to do deep dives on
- Additional research possibilities - explore qualitatively or in social conversation, to test for differentiation ...

Marketing Implications:

- Focus on communications territories that the brand can leverage for growth



GLOBAL CASE STUDIES:

Business Context

Our client wanted to understand which consumer perceptions most strongly impact consideration of a juice as well as their brand.

Challenge

These insights would be used to guide the planning of effective brand messaging.

How We Addressed the Challenge

Kantar conducted Brand Structure Analysis to understand the optimal paths to building the juice and brand consideration. The model identified the key imagery themes having the strongest impacts within the juice category and for the client's brand. The integration of performance data enabled us to also provide information on the brand's strengths and weaknesses on these important themes.

TOTAL MARKETING ROI POWERED BY ATHENA

How Total Marketing ROI powered by Athena Works ?

Total Marketing ROI (TMROI) provides a framework to measure, predict and optimise effectiveness across all marketing channels, integrating sales and brand goals simultaneously underpinned by our Athena platform.

Total Marketing ROI (TMROI) provides measurable links between marketing, sales uplift and brand equity

We integrate copy/creative quality indicators for more impactful insights

Comprehensive and holistic approach to marketing effectiveness

- Direct impact and equity impact
- Upstream planning
- Downstream decisions
- AI-based always-on platform
- End-to-end solution



GLOBAL CASE STUDIES:

Business Context

The client wanted to optimize their marketing mix balance between direct sales & brand equity growth for a beverage brand

Challenge

Our client wanted to review ROI for all aspects of their marketing mix to understand the importance of brand equity for long-term demand

How We Addressed the Challenge

Variety of analytical models informed the overall strategy and guided tactical activation for the client. We identified leading indicators of sales, and established goals to deliver against sales targets. Media mix was evaluated for its impact on sales, brand equity and online engagement with a case made for longer-term brand building. Focus was set for key markets on brand and category growth prospects, and the right mix of national vs local market funding.

CONNECT

How Connect Works ?

Connect identifies the touchpoints that drive value for your brand, to help you drive business growth and optimize your touchpoint ROI.

With an ever-growing number of touchpoints and marketing investment often wasted on ineffective ones, our clients need a holistic view across all brand touchpoints to help them prioritise spend and maximise ROI.

Connect provides a 360-degree view of a brand's performance across all touchpoints – benchmarked against competition. It measures and diagnoses the impact each touchpoint has on brand equity to identify the most impactful ones and help clients optimise their ROI

- Which touchpoints deliver the most impact on your brand building?
- Where are opportunities to improve and grow?
- How can you improve your brand engagement at individual touchpoints?
- What can you learn from competitors?
- How efficient is your marketing spend?



GLOBAL CASE STUDIES:

Business Context

Our client, a beverage company” with a large brand portfolio, had recently completed a 3-years portfolio strategy, in which they identified priorities of brand investment. According to this, already well-performing brands should be maintained, but other brands with growth potential require higher investment priority.

Challenge

In order to achieve the portfolio objectives, they needed to understand how marketing activities drive their brand performance metrics across all their brands.

How We Addressed the Challenge

We conducted a Connect + MDF analysis including 32 client and competitor beer brands and 36 touchpoints. Key objective was to understand which actions across the sales and marketing spectrum are the primary contributors to Brand Power and Brand Purchase. The MDF analysis showed that meaning and salience are the biggest contributors to brand power. The top 16 touchpoints were equally well-suited in driving both dimensions. But to unlock premium, a brand needs to be seen as different. The Connect touchpoint analysis showed that for driving difference, more mass and digital paid touchpoints come into play.

FUTUREVIEW

How FutureView Works ?

Future View is a model of future influence which identifies the people who are shaping the future of a market.

It gives research findings an extra dimension – a future perspective to what would otherwise be a point-in-time observation. It uses a validated algorithm to calculate the future influence of any individual within the context of the category and country being studied.

. FutureView helps marketers understand the potential of:

- Brands
- New propositions/concepts
- Needs
- The change of needs in future
- Markets/subcategories
- Features, Benefits

. Marketers can also use FutureView for future focused:

- Co-creation (through panel of FutureShapers)
- Inclusion of Future shapers into qual research by recruiting them through certain features
- Stronger advertising
- Brand architecture



GLOBAL CASE STUDIES:

Business Context

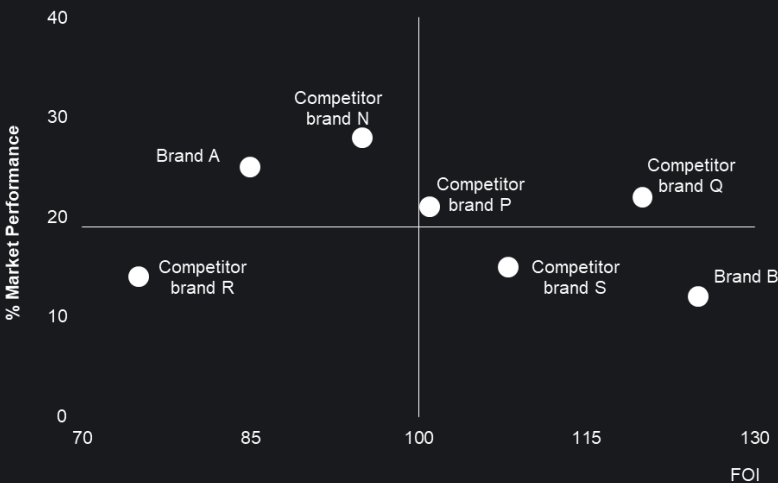
Client has 2 brands, but budget that will only support one brand properly. Currently Brand A receives 9x more support than Brand B.

Challenge

Which of the two should be supported?

How We Addressed the Challenge

Futureview! Client investment reweighted to B, which grew sales by 20%



CROSS MEDIA

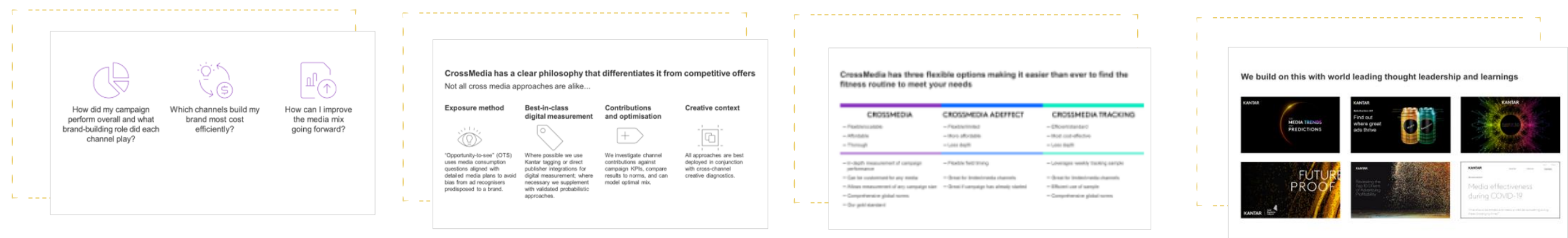
How Cross Media Works ?

Cross Media evaluates multichannel campaigns by isolating the impact of each channel on brand success and understanding channel synergies. It establishes media exposure and identifies which channels build key brand associations so you can optimise your media spend and drive learning for the future.

Flexible implementation options mean Cross Media can run as a standalone monitor throughout a campaign, be integrated into tracking studies or run as point in time dips.

Cross Media addresses the following issues:

- Understand a campaign’s true effect on your brand and how to improve future campaigns
- Know how to best reach and impact your target audiences
- Identify cross-channel synergies
- Identify media wastage and explore media mix efficiency and budget allocation



LOCAL CASE STUDIES:

Business Context

Beauty brand uses CrossMedia to understand overlap of media channels in delivering against campaign goals

Challenge

A hair and skincare brand was planning a Digital and TV campaign that was targeted toward women who identify as Black or African American. The campaign ran across general market and targeted sites and channels, and the media agency needed a partner to help determine the success of the campaign and identify the components which resonated best with its audience

How We Addressed the Challenge

Kantar used CrossMedia to measure the in-market campaign. Using a survey-based approach, the analysis identifies the TV channels where each respondent was exposed to the campaign, alongside passively collected digital exposure data. This allows researchers to group respondents into exposure groups and determine the impact of the campaign on key branding indicators

BRAND LIFT INSIGHTS

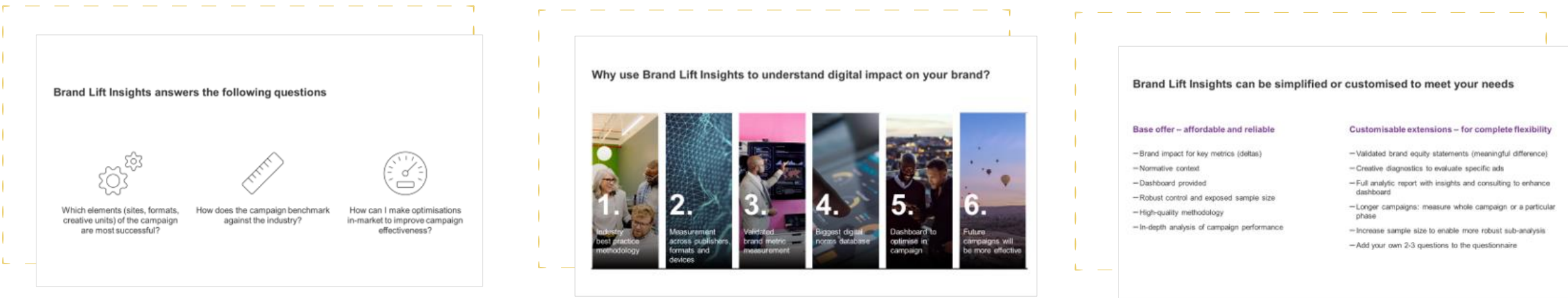
How Brand Lift Insights Works ?

Brand Lift Insights measures campaign impact, analyses performance, highlights what’s working and shows how to optimise return on investment for current and future campaigns. As the world’s leading measure of digital advertising effectiveness, it helps you create successful digital advertising across platforms and devices.

Our near real-time dashboard provides detailed insights to help you ensure your digital campaigns build your brand and are optimised by site, creative and frequency

Use Brand Lift Insights to:

- Evaluate which sites, creative formats, themes or frequency have most impact
- Optimise ROI for current and future campaigns
- Benchmark your campaigns against the world’s largest database
- Understand how well your digital and mobile media spend delivers long-term brand objectives



LOCAL CASE STUDIES:

Business Context

Brand A wanted to evaluate the effectiveness of their selling strategy among parents, specifically mothers.

Challenge

They were testing a new female celebrity ambassador. he primary objective was to drive Consideration for the brand as a selling platform.

How We Addressed the Challenge

Our Brand Lift Insights solution was used to evaluate the effectiveness of the digital campaign and the impact on brand perceptions and consideration. Data cuts by key audiences (parents, mothers) were provided to enable optimisation in future campaigns. Creative diagnostics also assessed consumer reactions to the assets.

NEED SCOPE AI

How Need Scope AI Works ?

NeedScope AI allows client communication, pack and marketing collaterals to be tested against the requirements using the NeedScope AI Decoder

The Decoder uses an AI model to analyse the NeedScope archetypal symbolism of the brand's imagery. This can be used to inform the archetypal nature of brand touchpoints and the degree to which they are in alignment with the brand's targeted emotive positioning.

NeedScope AI can be used to test the following:

- AI Image – single
- AI Image – batch processing
- AI Social
- AI Video



GLOBAL CASE STUDIES:

Business Context

Analysis of images on a car manufacturers Facebook and Instagram pages in the United States (1,453 images posted between January 2016 and March 2018)

Challenge

Understand the archetypal positioning and alignment of the brands marketing generated images on Facebook and Instagram. Determine if images are aligned with the brand's ORANGE target archetype. Understand how the archetypal positioning is linked to engagement (likes and shares). Inform the selection of archetypally appropriate images

How We Addressed the Challenge

Our NeedScope AI (Social) determined that the current brands social media images are ambiguous or otherwise off target. Images are generally not engaging, including target ORANGE images. To maximise social media impact, ensure consistency of images with the ORANGE target ambition, while also ensuring engagement

LINK AI

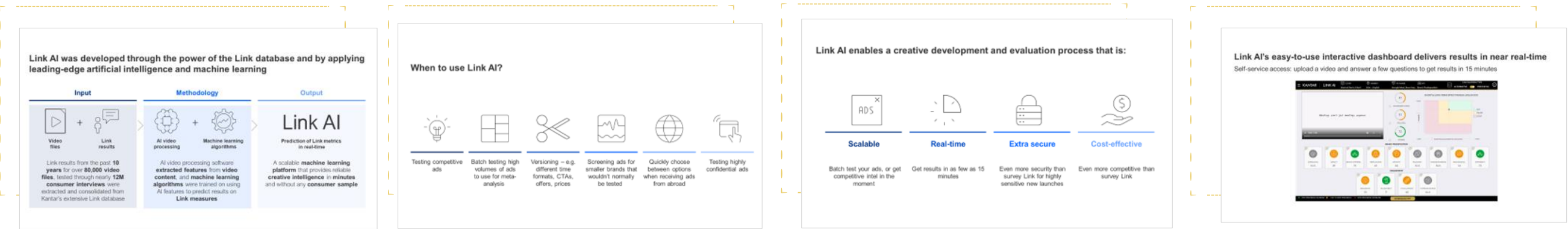
How Link AI Works ?

Link AI takes the guesswork out of advertising ROI by allowing you to evaluate content that wouldn't normally be tested.

Using learnings from our validated Link database and Artificial Intelligence, the machine predicts how a typical sample of consumers would rate an ad and provides reliable creative intelligence almost instantly without a survey.

And by adding the Analyser module, you'll have the diagnostic power to understand why the ad performed the way it did, and how to improve it.

Communication evaluation through a self-service solution using LINK AI dashboard that gives rigorous validation and prediction on link metrics with in 15 minutes, delivery of results happen via link AI dashboard, deliverable is an automated excel dashboard - the norms used will be local country norms



GLOBAL CASE STUDIES:

Business Context

Despite the widespread impact of COVID-19 on our communities and economies, many clients are still advertising and are relying on Link to help optimize their creative content

Challenge

Two key questions have emerged across our recent conversations on creative optimization: Have Link consumer responses to creative content been shifted by the impact of COVID-19? Can Link AI continue to make accurate predictions on ad performance in the post-COVID era?

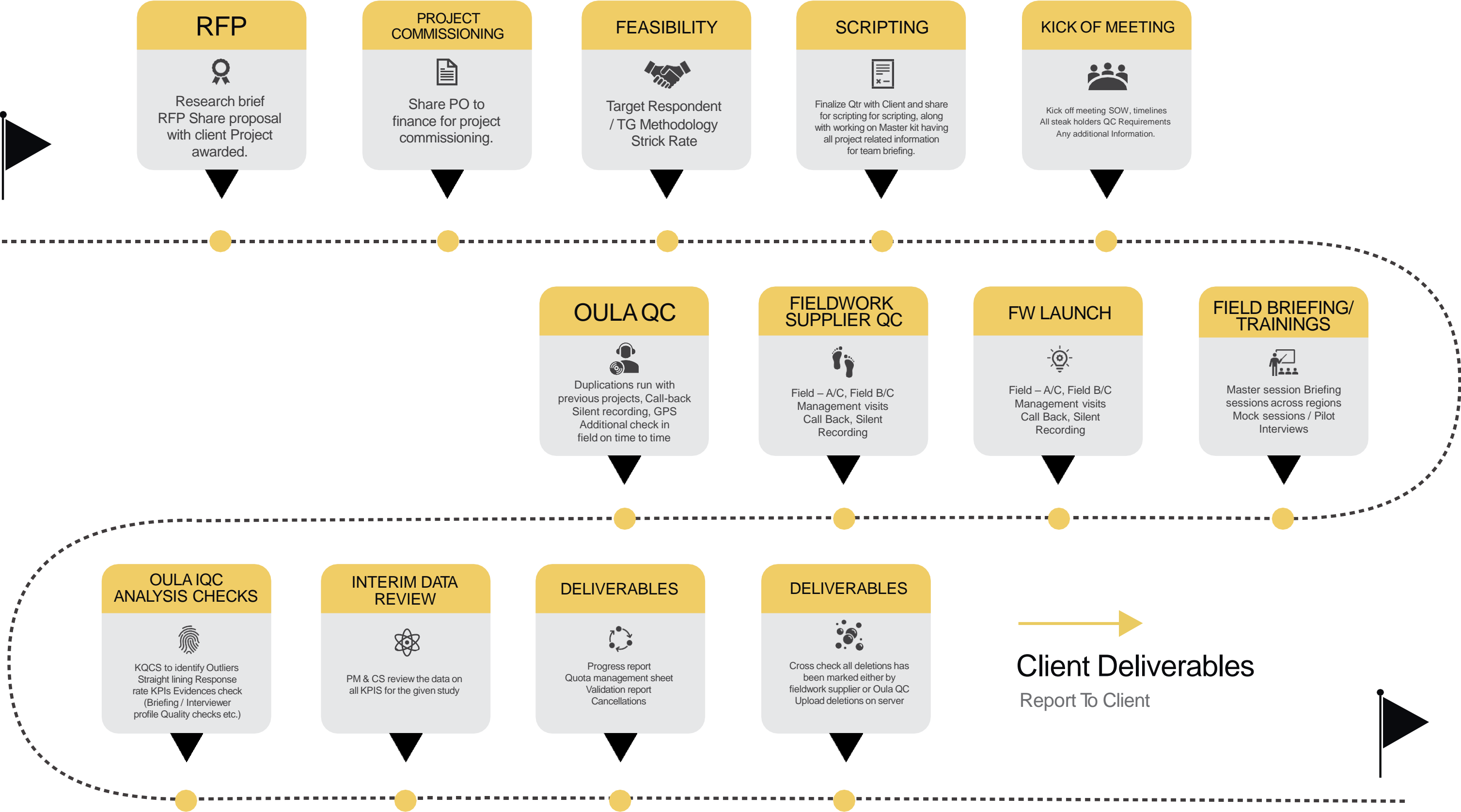
How We Addressed the Challenge

We gathered 1,465 ads that were tested in Link in February and March 2020 and put all the ads through Link AI. We split them into pre-COVID and post-COVID ad sets based on when the pandemic started to impact the day-to-day lives of consumers in each country. We used modelling to compare the two ad sets, and test for statistical differences on: Link tested scores between the two ad sets (are there differences in consumer responses?) Link AI gap (predicted score minus tested score in Link) between the two ad sets (are there differences in AI prediction accuracy?)



Quality Control Process

PROJECT EXECUTION PROCESS BY TEAM



Quality Commitment & Overall approach

Kantar Commitment to Fieldwork Quality

Our Offline Data Collection Standards and Best Practice framework is grounded on research industry codes of conduct and commensurate with the data collection element of ISO20252

This commitment translates to...

Data Collection Standards and Best Practice that :

- Are clearly defined & consistent across countries
- Meet the full range of client quality requirements
- Transparent
- Audited and validated through local and regional Audits
- Continually measured through projects and global program metrics

GOVERNANCE



The group level Standard's principles and policies ensure strong offline data collection standards of our internal operation and our third party suppliers.

A network of data collection professionals with region and local specific responsibilities to ensure that rules are specific to a locality are factored into operations.

Data Collection best practices and policies crafted for operations in regional or local markets may be triggered in the performance of multi-country projects.

The standards are managed through various data related metrics including project metrics and internal and external audits dependent on local market.

In line with our global strategy , all field work in Pakistan market is subcontracted to third parties. All third-party businesses supplying data collection services to Kantar will be required to work to the ODCQS. Through the use of the Kantar standard and service level agreements with these third parties, we ensure that our high standards are met.

KANTAR MINIMUM STANDARDS

Kantar Minimum Standards and project specific protocols

- ESOMAR, local legal and research regulations.
- Detailed protocols and guidelines for every aspect of the survey
- Interviewer training on general principles and practices of interviewing
- Locally checked respondent friendly questionnaire and accurate translation
- Interviewer briefing on data collection protocols
- Limiting number of interviews done by one interviewer
- Supervision of a sub-set of interviews
- Validation or back checking of a set proportion of interviews
- Fair pay/reward system for interviewers

We make the most of every opportunity to positively impact quality



Kantar Minimum Standards are mandated for all offline fieldwork providers used on our projects including our 3rd party Suppliers.

PROJECT PROTOCOLS DEFINED FOR CONSISTENCY

Representative Samples And Operational Stability

Sampling Requirements

- Approach Principles
- Geographic coverage
- Area Selection
- Control of Interviewing area
- Respondent selection
- Quota
- Hours of work
- Start point consistency

Global Standard and Support

Fieldwork Management Rules For Market Measures & Tracking

- Cap on interviews per interviewer to minimise interviewer bias
- Resource evenly
- Interviewer retention targets
- Interviewer and supervisor briefing requirements and materials
- Fair pay
- Allocation of quotas by sampling point for consistency

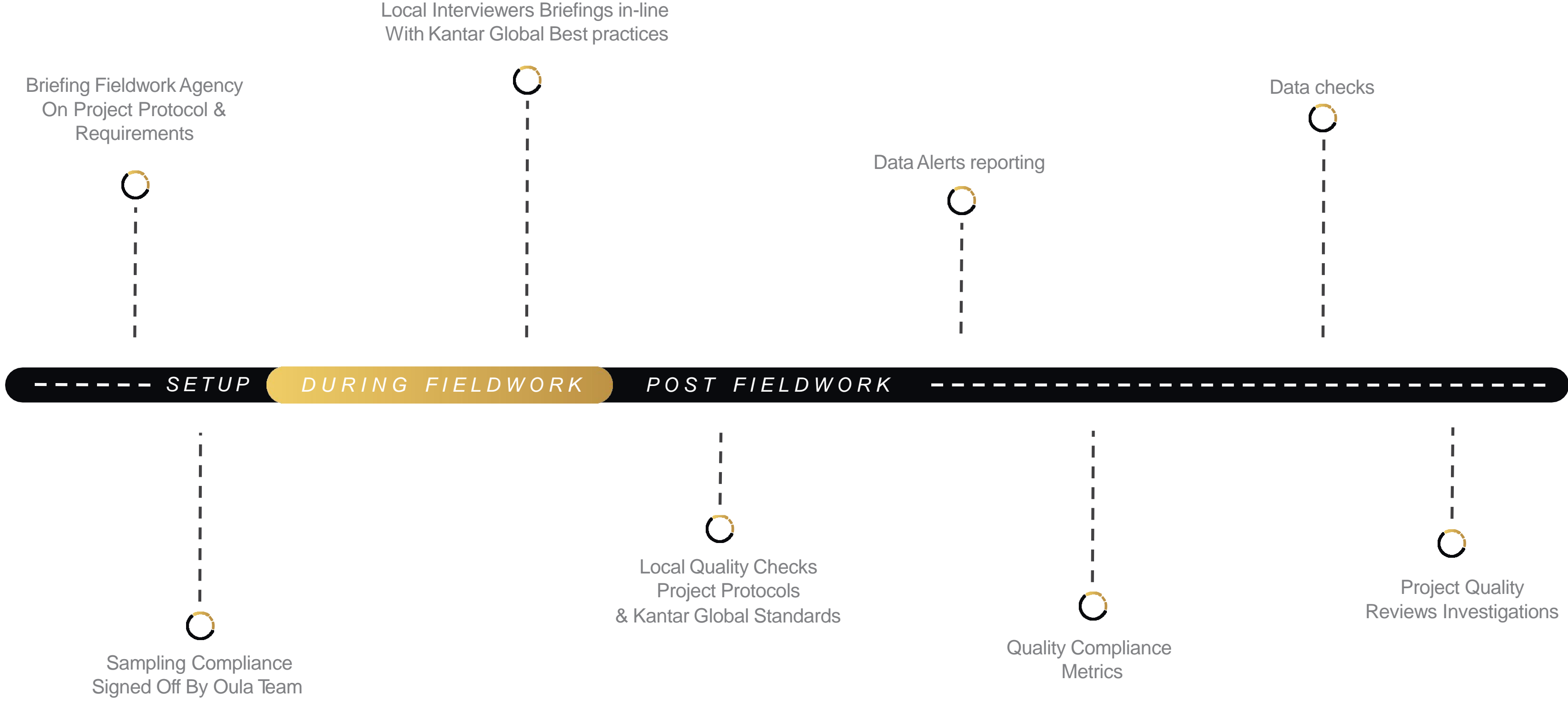
Agency Briefing

Quality Control

- Validation requirements
- Validation questions
- KPIs to identify risky interviews/interviewers
- Silent recording questions (CAPI only)
- GPS enabled

Quality Metrics From Local Teams Based On Global Best Practice

QUALITY THROUGHOUT THE PROCESS

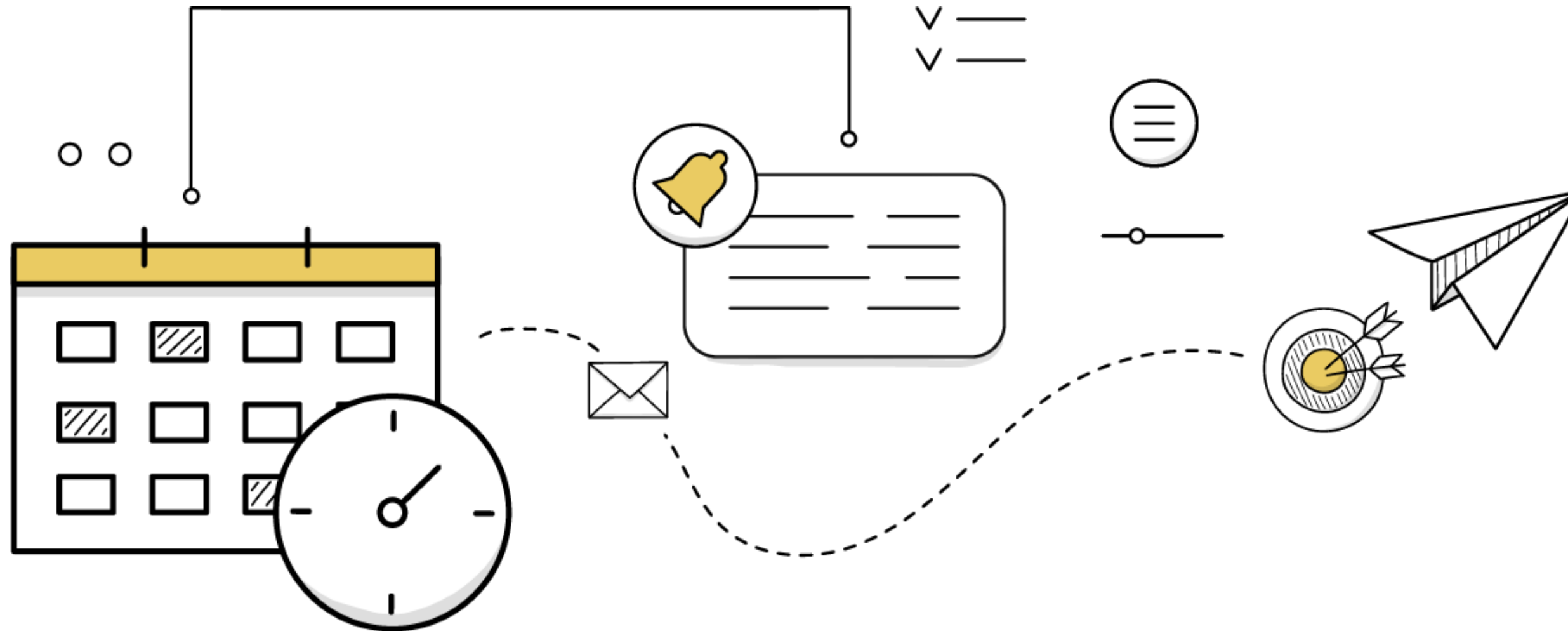


Project Execution Timeline And Deliverables



TIMELINE

Timelines are subject to the project scope and tool used for execution and can be finalized during the proposal stage



DELIVERABLES



Power Point
Presentations



In Person
Presentations



Online
Presentations

Team Oula

In Cooperation with Kantar



NOAMANASAR

CEO OULA,

Noaman was associated with Kantar for the last 7 years. He can be credited for the successful launch of Millward Brown in Pakistan. In the last 4 years, he effectively brought together all brands in Pakistan under the roof of Kantar.

Noaman's passion and luck from the start of his career have been linked to "copies and commercials". He started his career with Procter and Gamble in 1998 and soon was responsible for their "Copy testing system" for MENA. In 2003, he moved to the Middle East and worked with food giants (Al-Shuraih Foods & Sunbulah) in their marketing departments.

He also had the honor of leading the Planning department of JWT in Pakistan from 2001 till 2014. It was after this role that he joined Kantar. At Kantar alone, he has been associated with adding more than 400 copies to its database. In his entire career, he and his team have worked on more than 900 communications only in Pakistan.

Noaman is also a visiting professor at "Karachi School of Business and Leadership" (KSBL) and at Dr. Ziauddin University.



87

88

© 2023 Oula. All rights reserved.



SYED AHMER HUSSAIN

SENIOR VICE PRESIDENT OULA,

With over 20 years of experience in Marketing Research and Consumer Insights with leading agencies in Pakistan and UAE, Ahmer is the Sr. Vice President at Oula.

Ahmer has local and international experience with command over translating a research finding into strategic plans intuitively for products and markets. Working across industries and verticals, he presents an empirical angle to the insight stories towards brands and market strategies.

His knowledge spans across different sectors, especially FMCG, Telecom, Tobacco, etc., and verticals like Customer Experience, Brand Strategy, Innovation, etc.

He spent 6 years of his professional career in the UAE, gaining sound knowledge and understanding of the Middle Eastern market and new initiatives.

His expertise lies in the understanding of marketing issues, engaging with clients at a strategic level, and providing research solutions based on a sound understanding of the discipline.



89

90



KASHIFRASHEED

SENIOR VICE PRESIDENT OPERATIONS OULA,

Kashif has a wealth of experience in Field Operations, Project Management, Quality Control and Client Servicing. Having a deep understanding of diverse methodologies and their execution, including Tracking, Retail Audit, Qualitative, Product and Package Testing, CLUs, Conjoint Analysis and Satisfaction Studies (local and international).

Having more than 14 years of Consumer Insights and Market Research experience at Kantar and Nielsen – Kashif has had a fast growth track owing to consistent performance and constant development. Change Management, Technology, and Innovation Implementation have been cornerstones of his achievements.

Unique experiences include integration of multiple data sources to dig out deep insights and exposure to Link, Neuroscience (facial coding and eye-tracking), Cross Media and other advanced tools.

Kashif has innovated unique BC methodologies in COVID-19 time to support fieldwork continuity in Pakistan. It's included Programmatic method, Link via CATI and Virtual Product test in Pakistan market.

In his current role, he leads a team of experienced for Project Management, Quality Control, Supplier Management and Process. The scope of his responsibilities is to provide/ensure end-to-end quality of data along with SOPs Compliance.



91

92

© 2023 Oula. All rights reserved.

© 2023 Oula. All rights reserved. Kantar is a registered trademark of Kantar Group Limited. All other trademarks are the property of their respective owners.



ARFASYED

SENIOR VICE PRESIDENT OULA,

Arfa wants to understand the world as a brand from a customer's point of view. She desires to know brands in the way customers know them. She wants to understand the meaning of customers' experience, to walk in customer shoes, to feel things as customers feel them, to explain things as customers explain them.

Her intrinsic ability to indulge in situations and uncover realities and insights are a natural blessing for her as a qualitative researcher. Arfa's curiosity leads her to work as a qualitative and quantitative researcher looking for a deep understanding of what consumption as a social phenomenon is about. Communication, habits and practices, and customer understanding are her key areas of interest.

Her expertise includes numerous strategic researches for FMCG, Tobacco, oil and gas and pharmaceutical sector and she is regionally trained on need scope, she understands the in and outs of the digital world being certified Squared by Google.

She is also the first Pakistani in 72 years who has been published and presented in the global fusion events twice for her research papers in methodological innovation and is selected twice as a global mentor for developing young talent within the Kantar world.



93

94

© 2023 Oula. All rights reserved. Kantar is a registered trademark of Kantar Group Limited. All other trademarks are the property of their respective owners.



NOAMANASAR

CEO OULA,

Noaman was associated with Kantar for the last 7 years. He can be credited for the successful launch of Millward Brown in Pakistan. In the last 4 years, he effectively brought together all brands in Pakistan under the roof of Kantar.

Noaman's passion and luck from the start of his career have been linked to "copies and commercials". He started his career with Procter and Gamble in 1998 and soon was responsible for their "Copy testing system" for MENA. In 2003, he moved to the Middle East and worked with food giants (Al-Ghurair Foods & Sunbullah) in their marketing departments.

He also had the honor of leading the Planning department of J W T in Pakistan from 2010 till 2014. It was after this role that he joined Kantar. At Kantar alone, he has been associated with adding more than 400 copies to its database. In his entire career, he and his team have worked on more than 500 communications only in Pakistan.

Noaman is also a visiting professor at "Karachi School of Business and Leadership" (KSBL) and at Dr. Ziauddin University



SYED AHMER HUSSAIN

SENIOR VICE PRESIDENT OULA,

With over 20 years of experience in Marketing Research and Consumer Insights with leading agencies in Pakistan and UAE, Ahmer is the Sr. Vice President at Oula.

Ahmer has local and international experience with command over translating a research finding into strategic plans intuitively for products and markets. Working across industries and verticals, he presents an empirical angle to the insight stories towards brands and market strategies.

His knowledge spans across different sectors, especially FMCG, Telecom, Tobacco, etc., and verticals like Customer Experience, Brand Strategy, Innovation, etc.

He spent 6 years of his professional career in the UAE, gaining sound knowledge and understanding of the Middle Eastern market and new initiatives.

His expertise lies in the understanding of marketing issues, engaging with clients at a strategic level, and providing research solutions based on a sound understanding of the discipline.



KASHIFRASHEED

SENIOR VICE PRESIDENT OPERATIONS OULA,

Kashif has a wealth of experience in Field Operations, Project Management, Quality Control and Client Servicing. Having a deep understanding of diverse methodologies and their execution; including Tracking, Retail Audit, Qualitative, Product and Package Testing CLTs, Conjoint Analysis and Satisfaction Studies (local and international)

Having more than 14 years of Consumer Insights and Market Research experience at Kantar and Nielsen – Kashif has had a fast growth track owing to consistent performance and constant development. Change Management, Technology, and Innovation implementation have been cornerstones of his achievements

Unique experiences include integration of multiple data sources to dig out deep insights and exposure to Link, Neuroscience (facial coding and eye-tracking), Cross Media and other advanced tools

Kashif has innovated unique DC methodologies in COVID-19 time to support fieldwork continuity in Pakistan, it's included Programmatic method, Link via CATI and Virtual Product test in Pakistan market

In his current role, he leads a team of experienced for Project Management, Quality Control, Supplier Management and Process. the scope of his responsibilities is to provide/assure end-to-end quality of data along with SOPs Compliance.



ARFASYED

SENIOR VICE PRESIDENT OULA,

Arfa wants to understand the world as a brand from a customer's point of view. She desires to know brands in the way customers know them. She wants to understand the meaning of customers' experience, to walk in customer shoes, to feel things as customers feel them, to explain things as customers explain them.

Her intrinsic ability to indulge in situations and uncover realities and insights are a natural blessing for her as a qualitative researcher. Arfa's curiosity leads her to work as a qualitative and quantitative researcher looking for a deep understanding of what consumption as a social phenomenon is about. Communication, habits and practices, and customer understanding are her key areas of interest.

Her expertise includes numerous strategic researches for FMCG, Tobacco, oil and gas and pharmaceutical sector and she is regionally trained on need scope, she understands the in and outs of the digital world being certified Squared by Google.

She is also the first Pakistani in 72 years who has been published and presented in the global fusion events twice for her research papers in methodological innovation and is selected twice as a global mentor for developing young talent within the Kantar world.

THANKYOU