

The Old + The New = The Necessary

How Data and Surveys
Can Work Together

SPEAKER:



Amir Eylon

President & CEO,
Longwoods International



**OCCASIONAL
DISAGREEMENT**

**RESEARCH
VS.
MARKETING**



DUDE...

DID YOU DO ANY MARKET RESEARCH?



WHAT HAPPENS IN VEGAS



I  NY [®]

PURE MICHIGAN®





100% PURE NEW ZEALAND



Edit Info



Teddy, 29

Dinosaur at Royal Ontario Museum



SETTINGS



EDIT INFO

Teddy, 29

Dinosaur at Royal Ontario Museum

less than a kilometer away

Im a prehistoric, bipedal carnivore from the Cretaceous period with a big head and short arms.

Friends call me the king of the tyrant lizards.

Likes: meat, interesting smells, and hunting prey.

Dislikes: runners, making the bed, and meteors

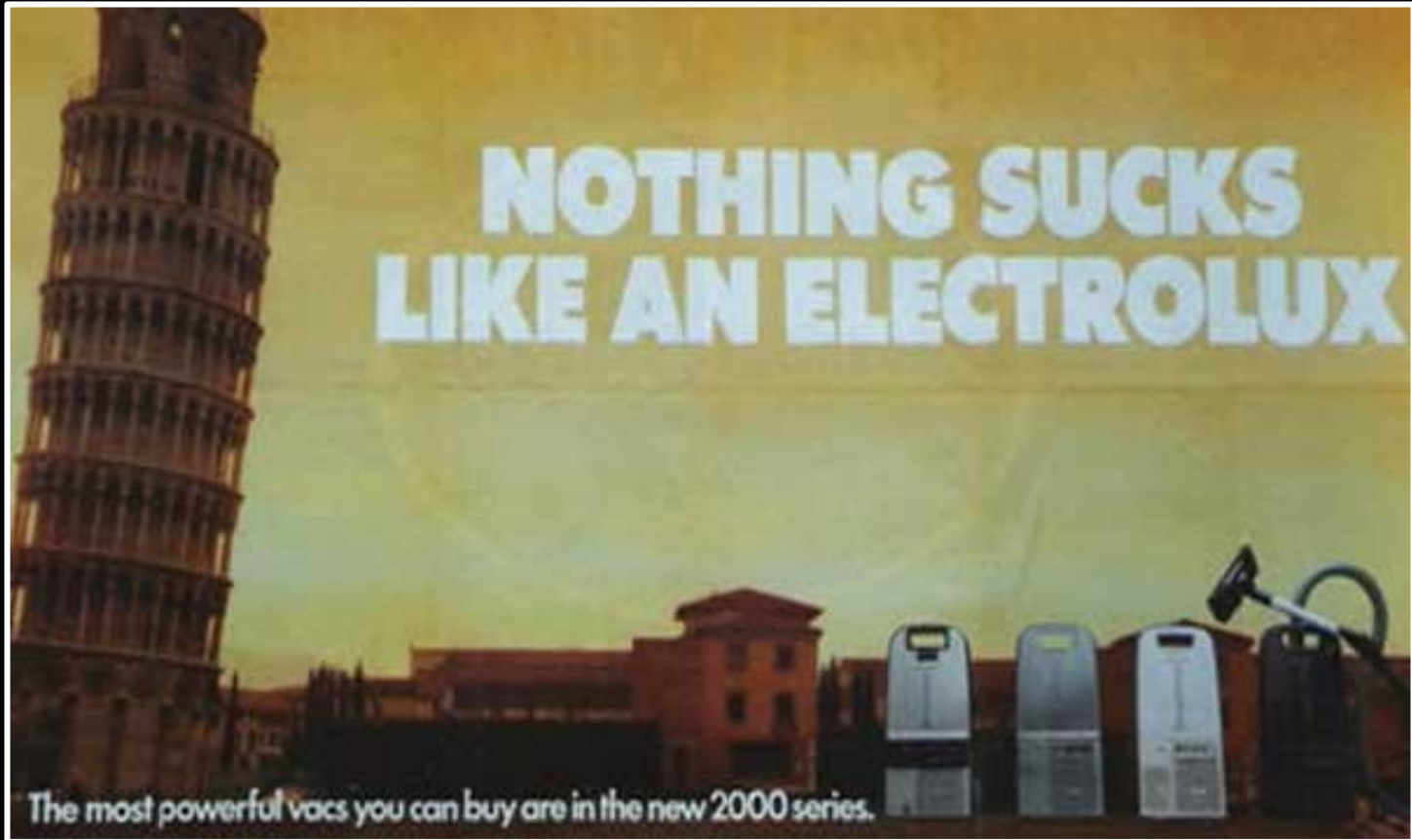
Usually the loud one at parties.

#paleodiet

MARKETING NOT APPROVED BY RESEARCH



MARKETING *NOT* APPROVED BY RESEARCH

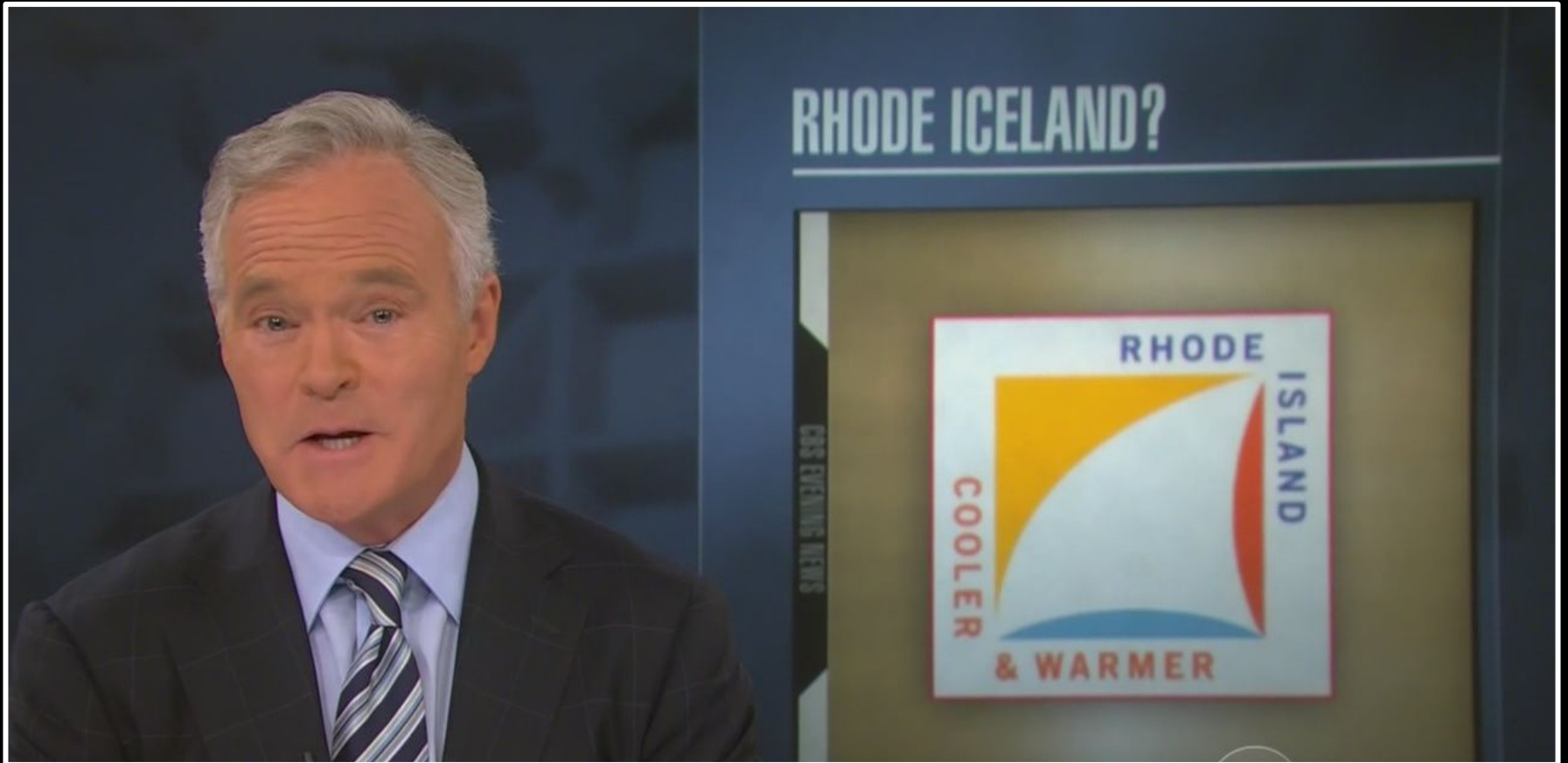


The most powerful vacs you can buy are in the new 2000 series.

MARKETING NOT APPROVED BY RESEARCH



MARKETING NOT APPROVED BY RESEARCH



MARKETING NOT APPROVED BY RESEARCH

Regina



THE CITY THAT RHYMES WITH FUN

Regina



An aerial photograph of a city at night, showing a dense network of streets and buildings illuminated by lights. The image is overlaid with a semi-transparent blue filter. In the center, the text "Our Issues with Geolocation" is written in a large, bold, white sans-serif font. The background shows the city extending to the horizon under a dark sky.

Our Issues with Geolocation

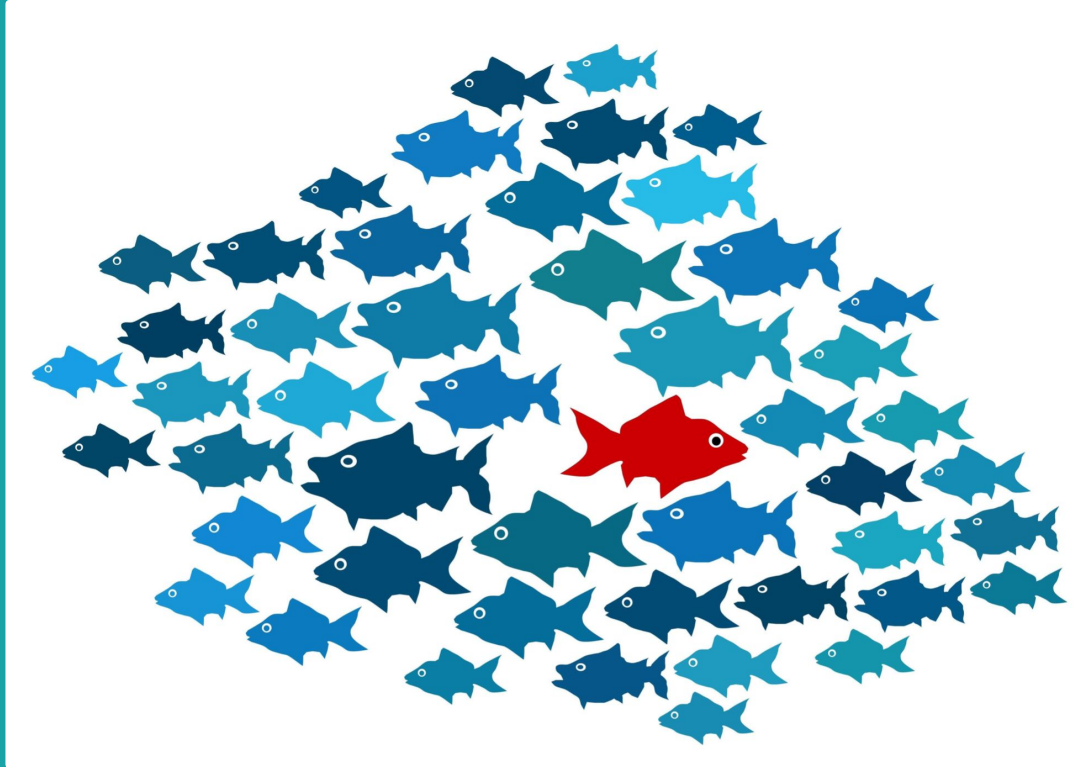
1

It's Volatile



2

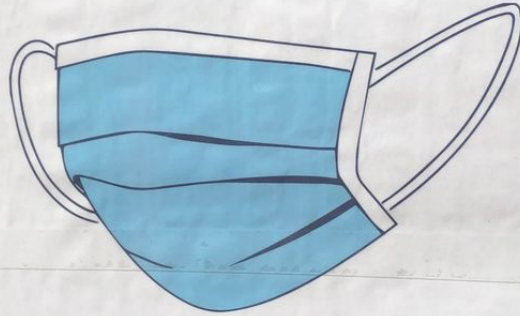
Too Many Anomalies



3

Potential Future Restrictions

NO MASK!



NO TACO!

4

Scares People – Too Intrusive



**Criticism
continues over
visitors center's
data tracking
decision**

5

People Don't Understand How it Works

The image is a collage of mathematical concepts overlaid on a background of a woman's face. The elements include:

- Circle:** A circle with radius r .
Formulas: $A = \pi r^2$ and $C = 2\pi r$.
- Cone:** A cone with height h and radius r .
Formula: $V = \frac{1}{3} \pi r^2 h$.
- Cylinder:** A cylinder with radius r .
Formula: $V = \pi r^2 h$.
- Trigonometry Table:**

	30°	45°	60°
sin	$\frac{1}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{\sqrt{3}}{2}$
cos	$\frac{\sqrt{3}}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{1}{2}$
tan	$\frac{\sqrt{3}}{3}$	1	$\sqrt{3}$
- Right Triangle:** A right-angled triangle with angles 30°, 60°, and 90°. The side opposite 30° is x , the side opposite 60° is $2x$, and the hypotenuse is $\sqrt{3}x$.
- Integration Formulas:**
 - $\int \sin x dx = -\cos x + C$
 - $\int \frac{dx}{\cos^2 x} = \tan x + C$
 - $\int \tan x dx = -\ln|\cos x| + C$
 - $\int \frac{dx}{\sin x} = \ln\left|\frac{x}{2}\right| + C$
 - $\int \frac{dx}{2-x} = \frac{1}{a} \arctg \frac{x}{2}$
- Graph:** A graph of the tangent function $\tan(\theta)$ versus θ in radians. The vertical axis is labeled $\tan(\theta)$ with values 5 and 10. The horizontal axis is labeled θ/rad .
- Quadratic Equations:**
 - $ax^2 + bx + c = 0$
 - $a\left(x^2 + \frac{b}{a}x + \frac{c}{a}\right) = 0$

An aerial photograph of a city at night, showing a dense grid of lights and roads. The image is overlaid with a semi-transparent blue filter. The text is centered and reads:

Our Issues with Surveys and Traditional Research

1

Sample Size



2

Frequency



If everything seems under control,
you're not going fast enough.

Mario Andretti

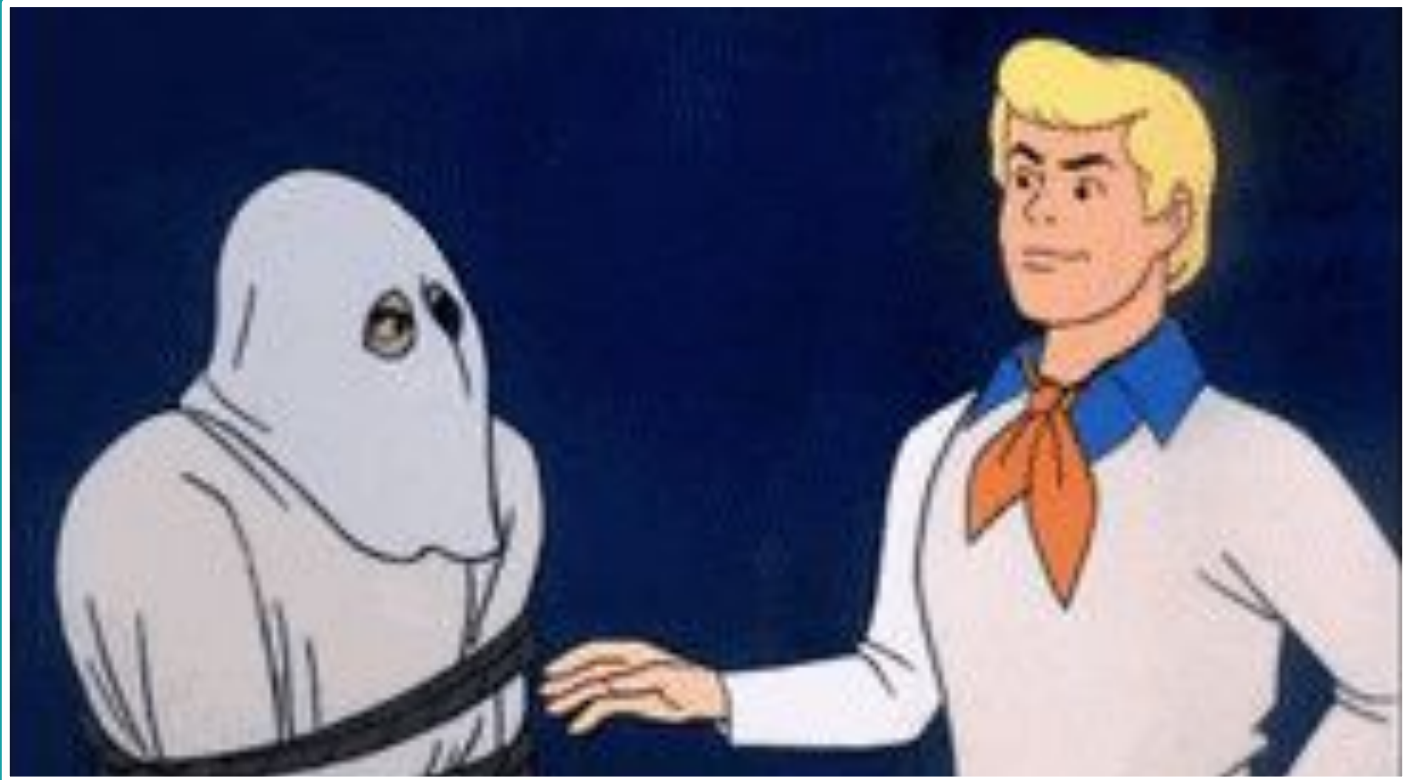
3

Who fills these out?



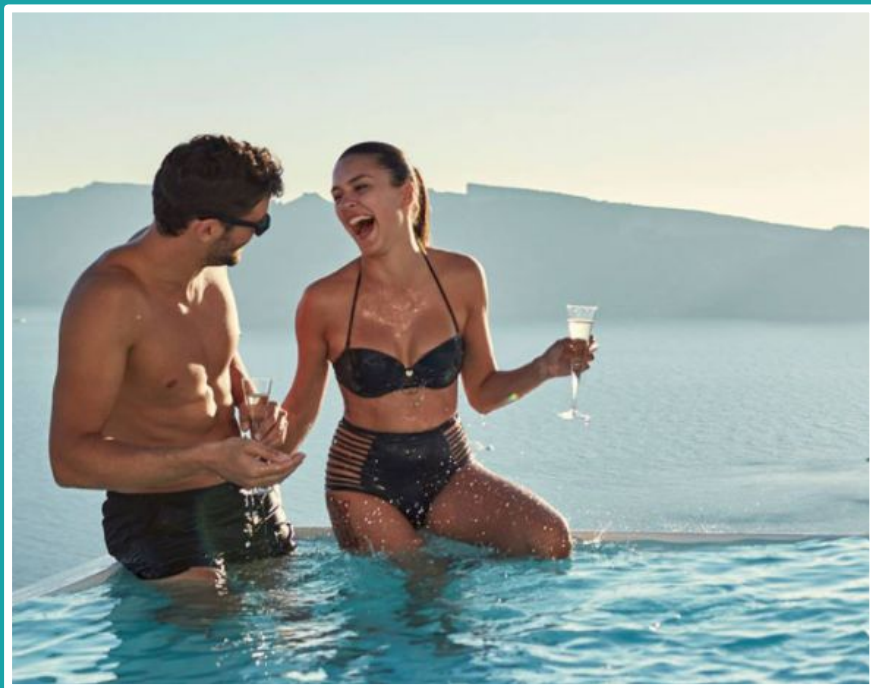
4

Lack of Evolution



5

Reports what people say they did vs. what they *actually* did



An aerial night view of a city, showing a dense network of lights and roads. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

Ways We Can Work Together in the Future



Triangulation- Intersection:

Survey more from the
geolocation insights.

A large, light teal number '2' is positioned on the left side of the slide, set against a darker teal background. The number is stylized and occupies a significant portion of the left half of the image.

Evolving **new KPIs** for the industry – output from triangulation.
Combine data for resident sentiment.



Joint
**Thought
Leadership
and
Certification**

A large, stylized number '4' in a light teal color, positioned on the left side of the slide. The background behind it is a darker teal, which tapers to a point on the right, meeting the white background of the rest of the slide.

Unified Industry Reports

5

Joint Experimentation



And they lived happily ever after...