

Watch for Cambiar!

[The Quirks Event, Brooklyn, NY, March 21–22](#)

- *Richard Scionti (attending)*

[UTA MSMR Alumni Conference, Arlington, TX, April 13](#)

- *Simon Chadwick (speaking)*

[Insights Association NEXT 2017, New York City, NY, May 9–10](#)

- *Simon Chadwick (IA Chair)*

[MRIA Annual Conference, Toronto, Canada, May 31 – June 2](#)

- *Simon Chadwick (speaking)*

Now Available: Second Article in BCG, Cambiar and Yale Series

Building a Better Customer Insight Capability, by Christine Barton, Lara Koslow, Ravi Dhar, Simon Chadwick and Martin Reeves

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Cambiar and Keen as Mustard Form Strategic Alliance

We are delighted to announce that Cambiar has formed a strategic alliance with specialist MR marketing agency, Keen as Mustard.

London-based Keen as Mustard is known globally as the world's premier marketing agency specializing in the data, research and insights industry. The agency offers advice and implementation services in marketing strategy, branding, design, web strategy, PR and content. Just like Cambiar, its Principals all have senior experience in the market research industry – its founder and Managing Director, Lucy Davison, was CMO at Research International before that company's merger with TNS.

For Cambiar's clients, this is a win-win combination. So often, we have been involved with you in determining brand positioning, points of differentiation and overall marketing strategy and yet it has been difficult for local agencies, not familiar with the industry, to bring these to life as part of your overall marketing strategy. Now, we are able to offer you the services not only of an agency that is intimately familiar with our industry but also one that is known and acknowledged as being the best that there is.

Lucy Davison commented on the alliance, "We are looking forward to working alongside Cambiar, bringing to their clientele our knowledge of what works and what doesn't in the marketing of research and analytics firms around the world. The majority of our business is based in the USA and Europe, so we hope to aid firms on both sides of the Atlantic with their marketing whether at home or abroad."

You can find out more about Keen as Mustard at www.mustardmarketing.com.

keen as
mustard.
marketing for data, research & insight

Paying It Forward

Enabling MR Leadership for the Future



Once in a while, you meet a person who has such a profound effect on you that you are inspired perhaps to emulate them or to pay forward what it is that they have given you in life. Here at Cambiar, one such person was Manuel Barbarena. “Manolo”, as he was known, was a big bear of a man, with a huge laugh and a personality to go with it. He was also one of the most influential people in Latin American market research – ever. Not content with founding two research agencies (Pearson and Kitelab), he was instrumental in the founding of AMAI, the Mexican MR trade association, and insisting on the highest of standards and codes. He was passionate about bringing Latin America onto the main stage of MR and was both a board member of CASRO and a Council Member at ESOMAR.

But his real passion was in building young MR leadership across the entire American region. He fervently believed in the power of the young to lift the industry up and to show it its destiny, much as he had done.

Sadly, Manolo did not live long enough to see all his dreams come to fruition. In May, 2011 he was killed by a massive heart attack. He was only 48. But such was the power of the man, his ideas and his passion that hundreds of us in the industry decided that his dreams were not going to end because his life had so tragically ended. Cambiar, CASRO, ARIA and a number of wonderful industry figures decided to build a foundation – the Manolo Foundation. We raised over \$100,000 in short order and instituted the Manolo Award.

Very simply, the Manolo Award picks two young leaders from the MR industry in the Americas each year and gives them the opportunity to work for a short time in another country within the continent and to attend a major conference in that country, all expenses paid. Candidates have to be nominated by their management team, opt for a country to which they want to go, and then write an essay about why the award would be important to them and what they would do with it. Entries are judged by a jury and the two lucky winners are on their way to a hosting company in the country of their choice!

The results have been amazing. Since 2012, young people from all over the Americas have had their lives changed, learned about research in other countries and made new and lasting friendships. As Rosario Zavala, one of the award’s winners, puts it, “The Manolo Award meets the purpose of promoting us to be thought leaders and what better way to do it than living an international experience.”

Or, in other words, what better way of paying Manolo’s dreams forward?

There are three ways you can help us ensure that this endeavor survives long into the future:

1. Nominate a young leader of your own to compete for the award;
2. Put yourselves forward as a host company at which a young winner could work for two weeks or more; and be their mentor while they are with you;
3. Sponsor the award by donating to the Foundation. Many of our clients are already sponsors and we thank them profusely – won’t you join them?

You can find out more about how to do all of this by going to www.ariaalliance.org/manolo-award. The deadline for this year’s nominations is April 3.

Questions About M&A?



If you have questions about the M&A process for marketing research companies, contact Cambiar Managing Partner Michael Mitrano at michael@consultcambiar.com.

Cambiar by the Numbers

69 – Number of successful mergers and acquisitions brokered by Cambiar

57 – Number of research agencies successfully helped by Cambiar

29 – Number of MR support and technology firms successfully helped by Cambiar

15 – Number of corporate MR functions trained by Cambiar

MR Initiatives Worthy of Your Involvement

GRBN Participant Engagement Initiative

GRBN Return on Research Investment Initiative

For more information about how you can help, go to www.grbn.org

Cambiar M&A in 2016!

Last year, Cambiar completed what, combined with its predecessor company Transition Strategies, represented its 68th and 69th M&A transactions. In both cases, Cambiar represented the sellers.

D.K. Shifflet & Associates, Inc.

DKSA is a syndicated research company that specializes in travel and tourism. Its clients include cities and states, travel destinations, hotels as well as the Bureau of Economic Analysis and FEMA. The company's database covers 25 years of worldwide travel by US residents. DKSA was founded in 1982 and is based near Washington, DC.

The successful offeror was MMGY, an advertising and marketing agency that focuses on the travel industry. DKSA will bolster MMGY's research offerings and inform its marketing counsel to clients. MMGY is headquartered in St. Louis and recently received substantial investment from Peninsula Capital Partners and Fine Equity Partners.

The Research House, Inc.

The Research House is a qualitative data collection business in Toronto. It was founded in the 1970s and acquired by Environics, one of Canada's leading research companies, in 1995. The Research House offers four qualitative suites and operates a call center for recruiting.

Its successful offeror was CRC Research, a qualitative research agency with facilities in Montreal, Vancouver, and Toronto. The Research House facility will expand CRC's capabilities in Canada's largest market. Coincidentally, Cambiar's predecessor Transition Strategies advised Maritz in the sale of the Montreal facility purchased in 2008.

In each of these transactions, Cambiar prepared the information memorandum and other data necessary for a sale, identified prospective buyers and negotiated the offers leading to a successful sale.

NEW! Creativity in Research Training Course

Prompted by client demand, we are proud to introduce the latest in our Power Skills Training modules – Creativity in Research.

As human beings, creativity is all around us in our everyday lives and is one of the most celebrated parts of our lives. We celebrate it in business, too – in innovation, packaging and advertising. Isn't it about time that we celebrate and embrace it in research too?

When I was CEO of NOP World, we acquired the storied firm of Roper Starch Worldwide. One of the prized assets of the company was its global psychographic segmentation system, then at the heart of the Roper Reports Worldwide. The system had eight broad segments that characterized the human population worldwide (and many more sub-segments, obviously). I decided that it would be interesting if we applied the system (voluntarily) to our 1,700 employees around the globe. Were researchers really different to the population at large?

What came back was staggering: researchers spiked massively on two out of the eight segments – and one of them was creativity. Researchers are naturally creative, it seems, and yet – outside qualitative – creativity is not necessarily one of the attributes that we celebrate.

The new course seeks to remedy this by looking at how the application of creativity in research design, analysis and dissemination can massively enhance its impact on business decisions. We look at creative thinking, the impact of technology and new methodologies, the application of concepts such as "outrageous goal setting" and "contrarian thinking" and the use of modern technology in spreading research-derived insights.

"Cambiar's Creativity Workshop enlightened team members about new techniques for how to be more innovative in their approach to deliver more impactful, memorable insights," said Lisa Courtade, Global VP of Insights at Merck.

To learn more, contact Simon Chadwick at simon@consultcambiar.com.

P.S.: Want to know what the other attribute was?
Call or email Simon and he might just tell you!

