



Mobile transformation in market research: the impact of Micro-Moments & speed for consumers

About the seminar

Time & Date: 10:00-12:00 Wednesday, 13th January 2016

Venue: Meeting room at Google Tokyo office (in Roppongi, Minato-ku)

Free of charge

- Simultaneous interpretation provided (Japanese -> English / English ->Japanese)
- Registration necessary to attend the seminar. No fee for registration / participation.
- Early registration is recommended. Please contact Ipsos staff for registration.

Presenters : Shunichi Uchida (CEO, Ipsos in Japan)

Valentin Cornez (Leader, Google Consumer Survey, Asia Pacific)

Arnaud Frade (CEO—Asia Pacific, Ipsos Interactive Services)

According to 2015 White paper on information and communications in Japan, household ownership rate of smartphone is close to 65%. People are always with their handset as “walking with smartphone” becomes hot issue in Japan recently. Mobile are now considered as one of the most important device for marketing. In marketing research industry as well, demand for mobile survey is growing and various new ways has been launched.

This time, Ipsos and Google Consumer Surveys co-host the event.

We will discuss how mobile has fractured consumer journey into Micro-Moments, and how brands will win these Micro-Moments through Mobile Market research. We also will look at the effect of the convergence of technology and the fundamental changes in consumers' behaviors as well as in the impact this has on insights-gathering tools and solutions, which will more specifically focus on geo-tagging and the launch of the Google/Ipsos partnership in Japan.

We look forward to seeing you at the seminar.

Agenda

Ipsos Innovation Event

Mobile transformation in market research: the impact of Micro-Moments & speed for consumers

1. Greeting Shunichi Uchida
2. 'Mobile Market research - Understanding consumers Micro-Moments' Valentin Cornez
- < Networking break >
3. Insights at the Speed of Culture – the mobile revolution alongside the path to purchase Arnaud Frade
4. Q & A

Presenters



Valentin Cornez

Leader—Asia Pacific, Google Consumer Surveys

Passionate in digital marketing and online advertising, Valentin Cornez has been working for Google since 2011. He is now leading Google Consumer Surveys in Asia Pacific, a market research platform powered by Google that helps companies make informed business decisions based on consumer insights.

Valentin has been developing partnerships with brands, media agencies, market research players and online publishers across the region. Prior to this, he was helping top French and SEA publishers/developers manage their ad inventory.

Valentin is fluent in French, English and Spanish and holds a Dual Master's Degree in International Business and Business Law.



Arnaud Frade

CEO—Asia Pacific, Ipsos Interactive Service

Arnaud Frade is the CEO Asia-Pacific of Ipsos Interactive Services, the digital and mobile division of Ipsos. Arnaud is a trusted advisor to blue-chip firms and government stakeholders and a sought-after speaker thanks to a wide-ranging experience in driving new business and in setting-up & leading teams in complex markets. Having worked across more than 50 countries in commercial, strategic and consultative roles, Arnaud brings significant expertise on B2B and B2C topics, with specific focus on the transformational impact of social, digital and mobile platforms. He is based in Singapore, where he has lived for the past ten years.

For registration or any inquiry, [please contact us](#)

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