

WE KNOW AFRICA



ESOMAR^{'21}
corporate



Infinite Insight - Profile

- Infinite Insight is a full-service market research agency, operating across Sub-Saharan Africa
- Infinite Insight was incorporated in Kenya in December 2010
- The company commenced operations in January 2011
- Since then, we have experienced rapid growth, carrying out projects for local and international clients across 30 countries



The Directors' Profiles

Margit Cleveland,
Managing Director



For more than 35 years, Margit has worked in markets as diverse as Germany, USA and Sub-Saharan Africa. Her prior work experience includes Infratest-Burke (now TNS), Germany; Mar's Surveys, USA; Institut für Jugendforschung, Germany; and RMS International, Nigeria (now TNSrms). From 2006 to 2010, Margit ran a research consultancy, African Research Service Bureau.

Over the years, Margit has worked for blue chip clients in the FMCG and telecoms industries (BAT, Coca Cola, Diageo, Heineken, Unilever, Cadbury, MTN, Orange, etc.), international and local media (BBC, VOA, CFI, DW, etc.) as well as government agencies and NGOs (US State Department, USAID, UNICEF, AED, PSI, etc.).

In 2003, Margit won the "Best Conference Paper" Award at the Gallup International Conference, Estoril; and she contributed to the GIA "Voice of the People" book, 2006).

Margit is a member of ESOMAR, MSRA, PAMRO (founder member) and WAPOR. From January 2013 to December 2016, Margit was the ESOMAR representative for Kenya; as of January 2020, she is the WAPOR representative in the country.

Althea McCourt
Director



Prior to joining Infinite Insight, Althea was the Operations Director at Research Solutions. She has over 20 years experience in management consultancy, specialising in strategic development and implementation, HR, debt management, operations and systems & process guidance. Her work experience has been within a range of service industries, with the last 10 years being in the market research sector

Prior to consultancy, she worked in Kenya's capital markets for over 10 years, having worked in various senior capacities in Dyer and Blair Limited (now Dyer and Blair Investment Bank). She was a resource person for the World Bank during the development of the regional stock markets. First employed as the company's Securities Analyst, Althea was finally the Company's General Manager/ Executive Director.

Althea holds an MBA – IT (University of Leicester), and a BA (Hons) in Business Studies (University of North London). She is a Member of Marketing and Social Research Association (MSRA), SAMRA, ESOMAR, and Kenya Institute of Management (KIM).

In 2017, Althea was the chair person of MSRA.

Jane Delorie,
Director



Jane has lived and worked in Africa for over 30 years with more than 20 years work experience in the research industry holding CEO positions most recently with Ipsos and previously with Research Solutions and Research International. She is founder and past Chairman of the Marketing & Social Research Association (MSRA) as well as past Vice Chair of the Marketing Society of Kenya (MSK). She is a member of the UK Institute of Directors.

A founder of the Brand Kenya initiative, Jane is both passionate and deeply involved in social change initiatives and believes strongly in "volunteerism". She is founder and chairs the board of trustees of The Children's Village and is member and Board Chair of Maji na Ufanisi (a the local NGO providing access to water and sanitation in the slums and arid area of Kenya

Her client experience is extensive and includes an array of regional, African and multinational businesses, NGOs, and government agencies. She has presented at seminars and training programs around the world on strategy, research and marketing. Jane believes in 'adding value' to every activity she undertakes.

David Jodice,
Director



David A. Jodice is the Founder and President of D3 Systems, Inc. He has extensive experience worldwide in survey research management and analysis. Key areas of expertise include media audience measurement, public opinion polling, elections forecasting, and consumer studies.

After earning his PhD at Harvard, he taught at both Harvard and Georgetown Universities, joined Research Management Services in 1984, and created D3 in 1986 to provide a variety of services to government, media, and business.

Dr. Jodice joined the board of Infinite Insight, D3's partner in Africa, in August 2011.

Matthew Warshaw
Director



Matthew Warshaw is the Chief Operating Officer of D3 Systems. He has over twenty years of social science research experience conducting public opinion surveys, media evaluations, measures of performance of effectiveness studies, and consumer studies.

Mr. Warshaw has extensive experience in setting up research operations, logistics oversight, and foreign personnel management, with particular experience in conflict environments and developing countries such as Afghanistan, Bangladesh, Bosnia-Herzegovina, Chechnya, Haiti, Iraq, Kosovo, Nigeria, Pakistan, Yemen, and Iran. He also manages projects in more stable markets in Africa, Asia, Europe, the Gulf States, the former Soviet Union, and Latin America. He serves as the managing director of D3's subsidiary, ACSOR-Surveys in Kabul, Afghanistan, and also leads many of D3's business development efforts.

Mr. Warshaw joined the board of Infinite Insight, D3's partner in Africa, in August 2011. He has a BA from the American University and an MA from Georgetown University.

- We have assembled a young and dedicated team of executives, field coordinators, data processing specialists and administrators, who strive at excellence in every project we undertake
- Continuous training and capacity building are key in keeping our field teams enthusiastic and motivated
- Our teams benefit from the GFK Verein/MSRA Field Accreditation Programme and participate in the MSRA training in research ethics



CORPORATE

ESOMAR^{'21}
corporate



INDIVIDUAL

ESOMAR
member



BUSINESS



PARTNERSHIPS



Commitment to **Codes of Ethics**



We fully comply with the [ICC/ESOMAR Code of Practice](#), the [MSRA Code of Ethics](#), and the [GDPR](#)

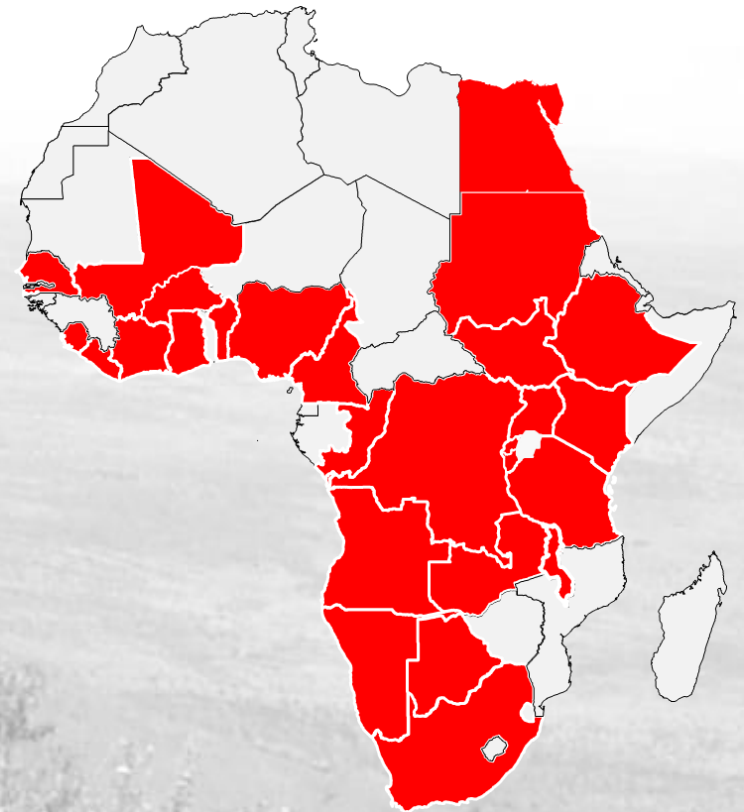
Values

- Responsiveness
- Engaging in dialogue with clients
- Adding value in all our projects
- Outside the box thinking
- Total commitment to quality
- Professional integrity

Clients



- During our professional careers as researchers in Africa, we have covered every country across West, Central and East Africa.
- From our hubs in Nairobi and Lagos, we are conducting and coordinating projects across the continent.
- Since the launch of Infinite Insight in January 2011, we have successfully carried out projects in **30** markets.
- Our Field Capacity:
 - Pool of ~1,500 trained interviewers and established supervisory structure across our core markets
 - Two permanent and three contract field managers
 - Partnerships with reliable suppliers, whom we have worked with for many years
 - Team of independent Quality Control Officers

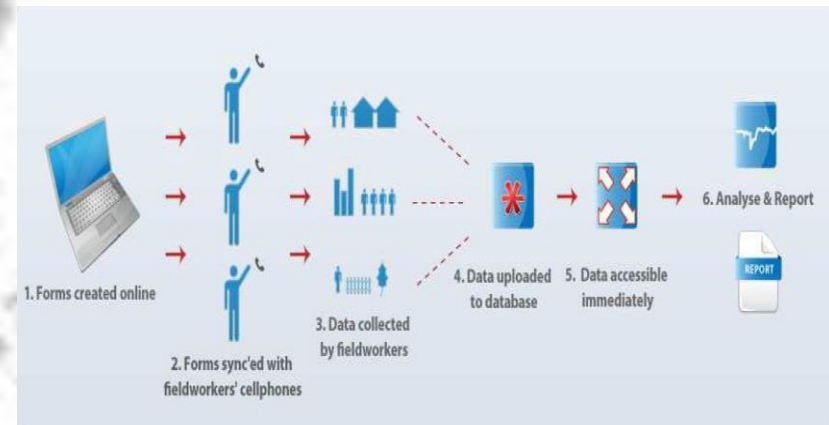


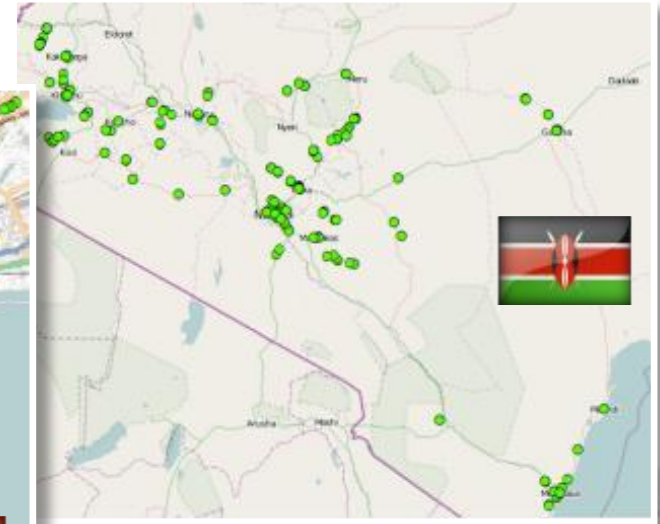
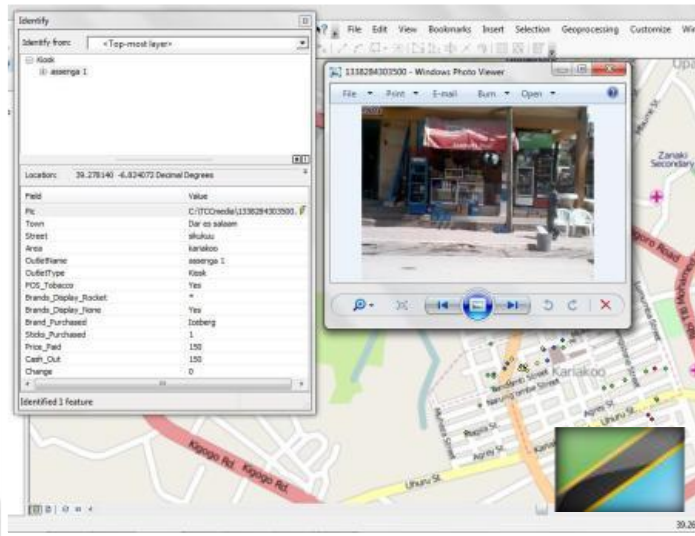
Our Commitment To **Capacity Building**

- In addition to thorough project-specific briefings, we also organise training sessions on specific topics (both in qualitative and quantitative methodologies)
- For these sessions, we bring together moderators, supervisors or executives to train them in special research techniques as well as research ethics and GDPR
- Participants do not just include Kenyans or Nigerians; we gather key staff from neighbouring markets as well in order to offer consistent quality across all our markets
- Training sessions continue to be scheduled on a regular basis; but to meet social distancing requirements, they are now conducted via video-conferencing on Zoom or Skype

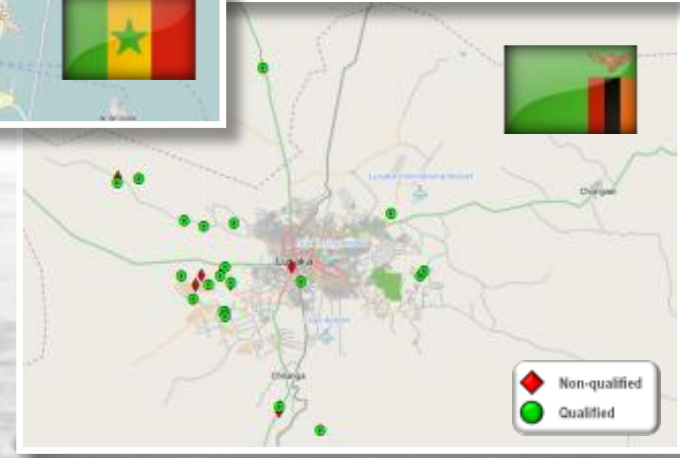


- Infinite Insight uses Smart Phones, Net Books and Tablets for data collection
- Infinite Insight uses a number of platforms for data collection, but mainly Dooblo Survey to Go:
 - Allows for offline interviewing and batch uploads; hence, it is ideal in an environment, where connectivity cannot be taken for granted
 - Dooblo also allows for the voice recording of all interviews, which is an important tool in quality control

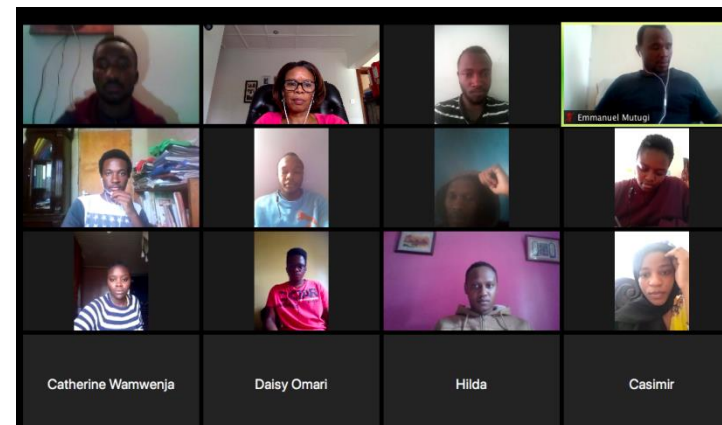




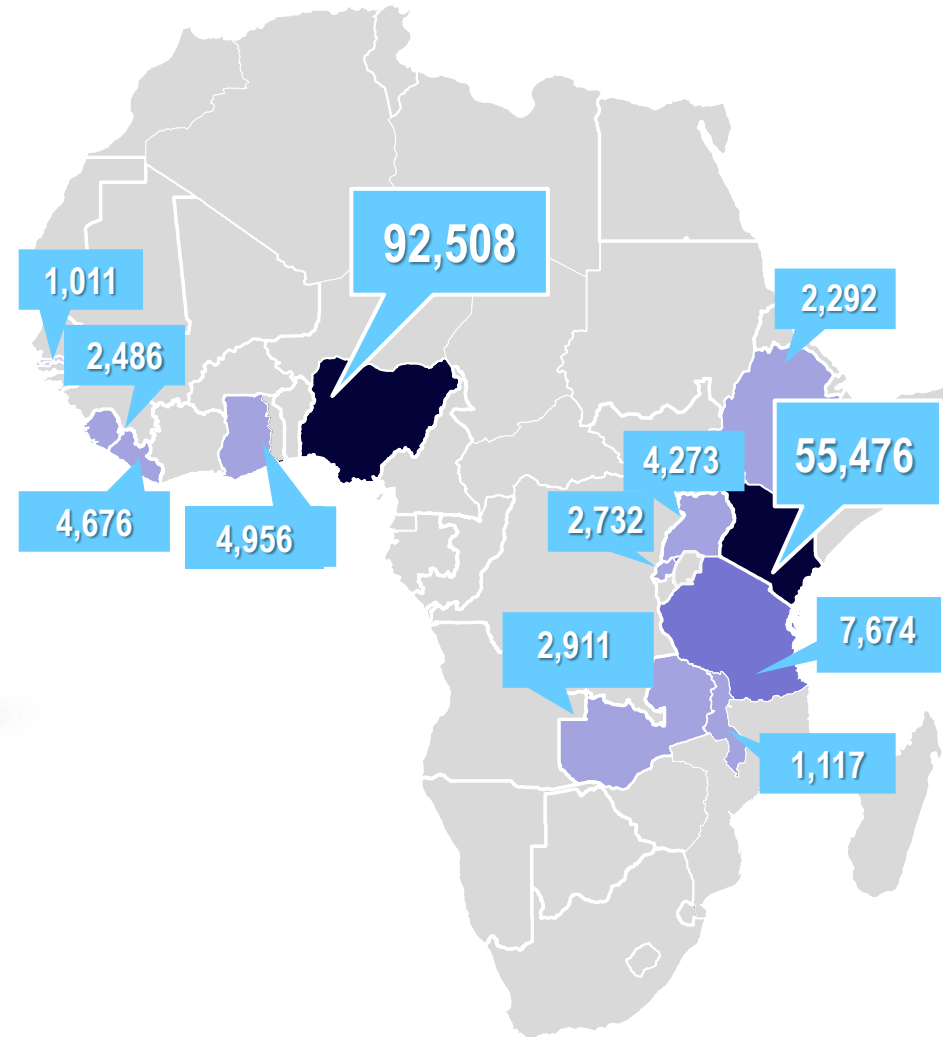
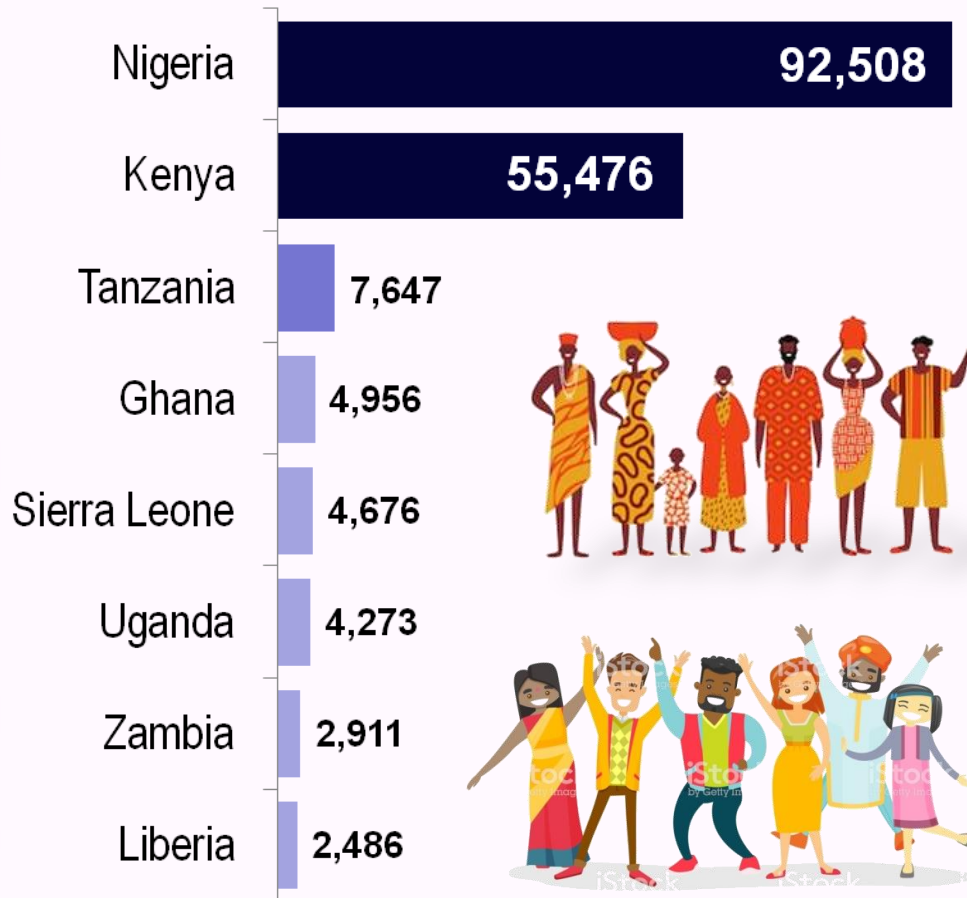
- Whenever handheld devices are used for data collection, GPS coordinates will be mapped, using 



- Since we started operations in 2011, we have done telephonic and online studies, whenever contact lists were provided by clients
- And we have used platforms such as Skype to conduct KIIs and other in-depth interviews
- The mandate for social distancing across many of our market has prompted us to revisit our respondent data bases and to actively expand our online community
- Hence, in key markets (Kenya, Uganda, Tanzania, Nigeria, and Ghana) we now offer telephonic and online quantitative services, using various platforms
- In qualitative research, online bulletin boards and virtual video FGDs have been added to our portfolio; we are using a host of messenger and conference services (e.g. WhatsApp, Zoom) and Google Classroom



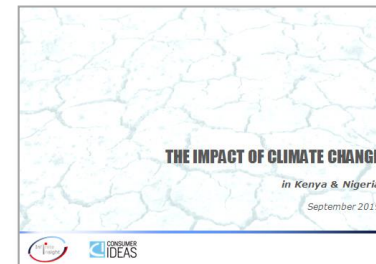
Our Database contains close to 200,000 contacts of General Consumers of all SECs; the 8 most important countries are shown here:



As of April 8th 2020

- From time to time, we are conducting pro bono projects as well as pilot studies to test new methodologies:
 - Impact of Climate Change
 - Pilot I - RDD & Online Community
 - Pilot II: Multi-Country Online Survey
 - Pilot III: Remote Qualitative Research
 - Pilot IV: RDD Survey
 - Pilot V: Panel-Based CATI
- All our reports, brochures, and videos can be viewed or downloaded at:

<https://www.infiniteinsight.net/news.html>



- Our Computer Lab features:
 - 10 networked data entry stations
 - Internet access for online data capture
 - Data entry in shifts during peak periods
 - Pool of trained data entry clerks, coordinated by 2 DP managers
 - QPSMR for data entry & tabulation
 - SPSS for statistical analysis
- The department is responsible for all our data processing needs:
 - Editing & Coding
 - Data Entry & Verification
 - Tabulation
 - Statistical Analysis
 - Database Management

Our **Quality Control** Measures

- Infinite Insight enforces strict quality control procedures both during fieldwork and data processing:

Fieldwork:

- At the level of field management, we carry out 25% direct verification:
 - 10% accompaniment by team leaders and supervisors
 - 15% back-checks by supervisors
- Furthermore, an additional 10% of field achievements is verified centrally by our field coordinator through telephonic back-checks
- If invalid interviews are identified, the interviewer's work will be cancelled and repeated by a different team

Data Processing:

- Prior to data capture, 100% of questionnaires will be edited; i.e. checked for completeness, plausibility and consistency; faulty questionnaires will not be captured
- Data verification: 100% double entry to eliminate punching errors
- Data Integrity Checks:
 - Whole counts
 - Logical skip patterns
 - Valid range of responses

Innovation and Product Development

- Concept Acceptance Testing
- Product Acceptance Testing
- Product Space Mapping
- Pricing Studies

Brand and Communication

- Usage & Attitude
- Brand Trackers
- Segmentation & Positioning
- Retail & Shopper

Qualitative

- Traditional: FGD, IDI...
- Ethnographic, Vox Pops...
- Online: iBlog, iInterview...

Media & PR

- Audience Ratings Surveys
- Campaign Effectiveness

Stakeholder Management

- Customer Satisfaction
- Churn Management
- Employee Engagement
- Mystery Shopping

Trade

- Outlet Census
- Retail Audit

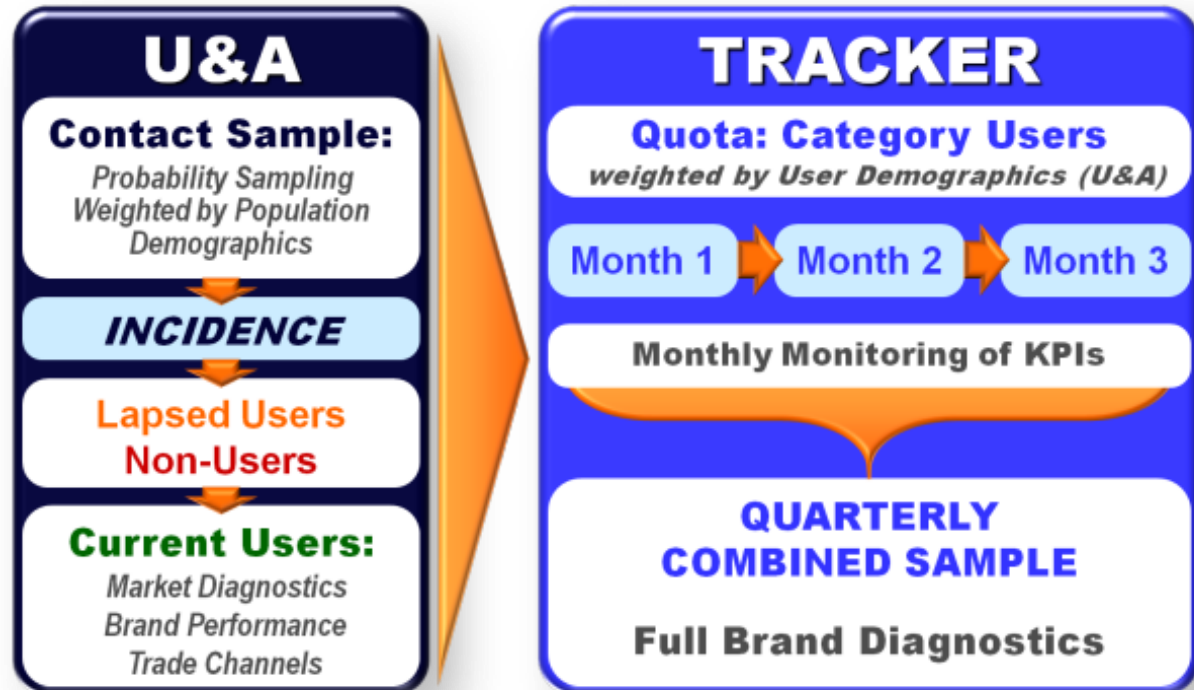
Opinion Polling

Agricultural Research



Our Solutions: Infinite Insight **U&A^{Plus}**

- Infinite Insight U&A^{Plus} monitors market developments with regular up-dates on brand performance
- Infinite Insight U&A^{Plus} provides U&A-quality brand diagnostics based on a large, quarterly combined sample
- Infinite Insight U&A^{Plus} combines dipstick market updates with periodic market analysis



Our Solutions: Infinite Insight **Monitor**

Infinite Insight Audit Meter:

- The Audit Meter is a Mystery Shopper reporting tool designed for effective monitoring and evaluation of the performance of any service or product.
- Detailed Performance Scores will be available at national, regional and outlet levels
- Same-day reporting is possible even while fieldwork is still in progress



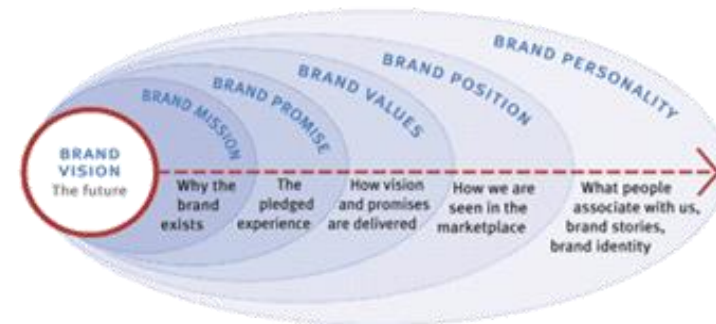
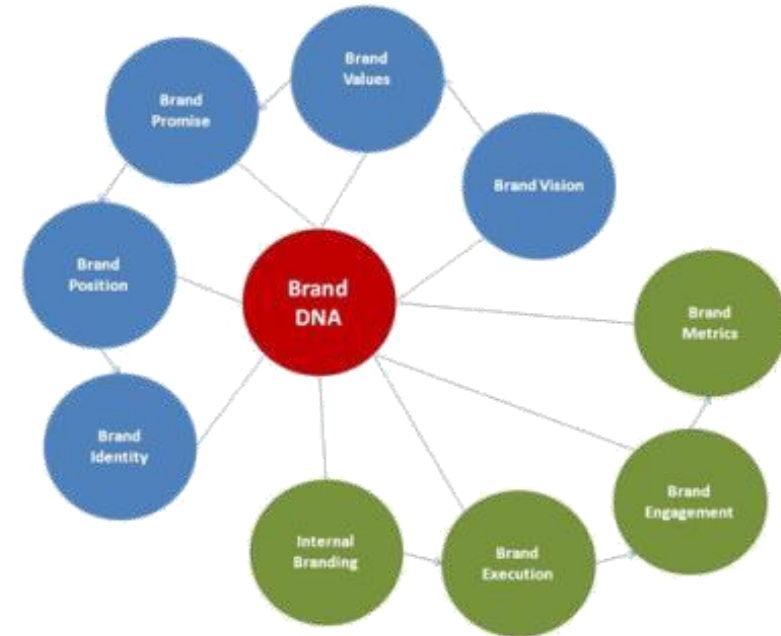
Infinite Insight Audit Scope

- Audit Scope™ is a complete **stakeholder management** solution
- Audit Scope™ is ideal for managing **corporate reputation**
- Audit Scope™ provides multi-dimensional measurement of **relationship strength** and **quality**
- Audit Scope™ allows for **continuous performance monitoring**



Our Solutions: Infinite Insight **Brand DNA**

- A Brand DNA study will allow brand managers to gain a deeper understanding of who utilises their brand with regards to:
 - Lifestyle
 - Attitude
 - Motivators
- The study will profile these users and will investigate their relationship with their chosen brand providing output that is rich in imagery.
- Conducting a Brand DNA study involves a combination of ethnographic interviews and focus groups to gain a deep nuanced understanding of customers and their relationship with their your brand.
- This research provides qualitative profiles of brand users and their views of both their own brand image and competitive brand images.



Our Solutions: Infinite Insight **Qualitative**

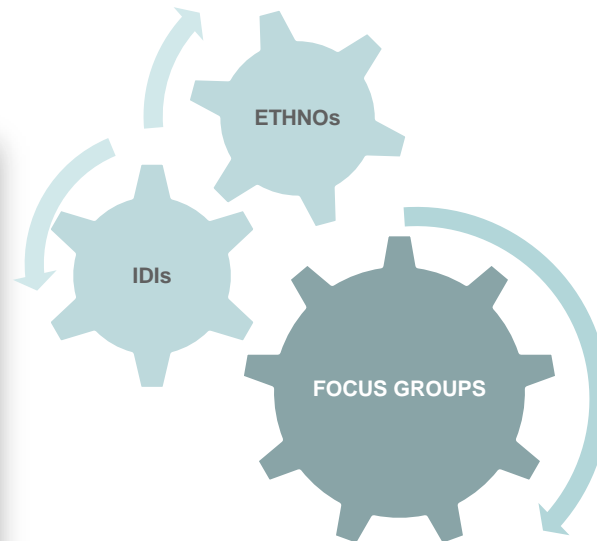
Qualitative research allows us to explore, explain, create and evaluate.

We regularly make use of three key methods for collection of data in qualitative research:

IN-DEPTH INTERVIEWS

used when subject is particularly sensitive or when groups would be difficult to get together

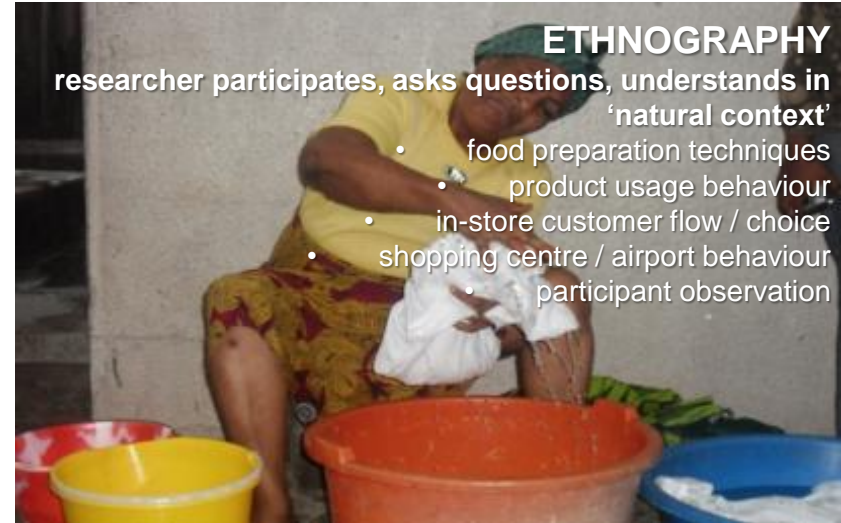
- in-depth investigation
- free/open discussion
- confidentiality
- high degree of confidence



ETHNOGRAPHY

researcher participates, asks questions, understands in 'natural context'

- food preparation techniques
- product usage behaviour
- in-store customer flow / choice
- shopping centre / airport behaviour
- participant observation



FOCUS GROUP DISCUSSIONS

small groups of people are invited to a central location to discuss the topic

- free /open discussion
- everyone contributing
- inner feelings/ideas/attitudes explored through interaction
- techniques aid discussion of areas not usually verbalised
- ideas stimulated by group situation





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