



minerva
insights

Global understanding, local accuracy

From Minerva Insights Group, with you today



Cristina Pérez
General Manager at Salvetti



Óscar Chicharro
General Manager at Conecta



Anna Moragues
New Business Development Director at Salvetti



Monica Ciapponi
Client Service Director at Conecta



METHODOLOGY

ONLINE INTERVIEW

We have conducted a survey with
114 professionals

- All of them INSIGHTS AND MR MANAGERS
- All types of industries: FMCGs, Telco, Bank-Insurance, Health, Retail, Energy, Media, Tobacco, Automotive...



OBJECTIVE

TWO KEY QUESTIONS

- **WHAT CONCERNS** INSIGHTS PROFESSIONALS?
- **WHAT TRENDS**
ARE THEY MOST INTERESTED IN?

Using both pre-coded closed-ended questions and open-ended questions to enrich the data with comments and verbatims



WHAT CONCERNS
INSIGHTS
PROFESSIONALS?

WHAT TRENDS
ARE THEY MOST
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WHAT TRENDS
ARE THEY MOST
INTERESTED IN?

What concerns Insights professionals?

1 IA ADOPTION AND OPTIMIZATION

- **Implementation of AI** in Research to enhance efficiency and enrich insights
- **Continuous Updating** and Training to stay up-to-date with the latest tools and technologies along with their suppliers
- **Ethical Use** of AI to avoid compromising quality of analysis or data integrity

2 NEED FOR SPEED AND AGILITY

- **Speed in delivering** results is key to making them actionable.
- **Agile, flexible and affordable tools**, adaptable to immediate business changes.
- **Automation**, adopting technologies that streamline data collection and analysis

3 ACTIONABLE INSIGHTS

- **Focus on the applicability:** insights should be translated into concrete actions to drive business decisions
- **Synthesis and clear Storytelling.** To present results concisely and persuasively is essential
- **Integration of Multiple Data Sources** for a more complete and in-depth view of the consumer

4 UP TO DATE ON MARKET TRENDS

- **Anticipation and Prediction** in consumer behavior is crucial for maintaining competitiveness and relevance in the market
- **Deep Understanding of the Market** and their evolution allow strategy adjustments and effective responses to changing environments

5 NEW SKILLS AND TALENT DEVELOPMENT

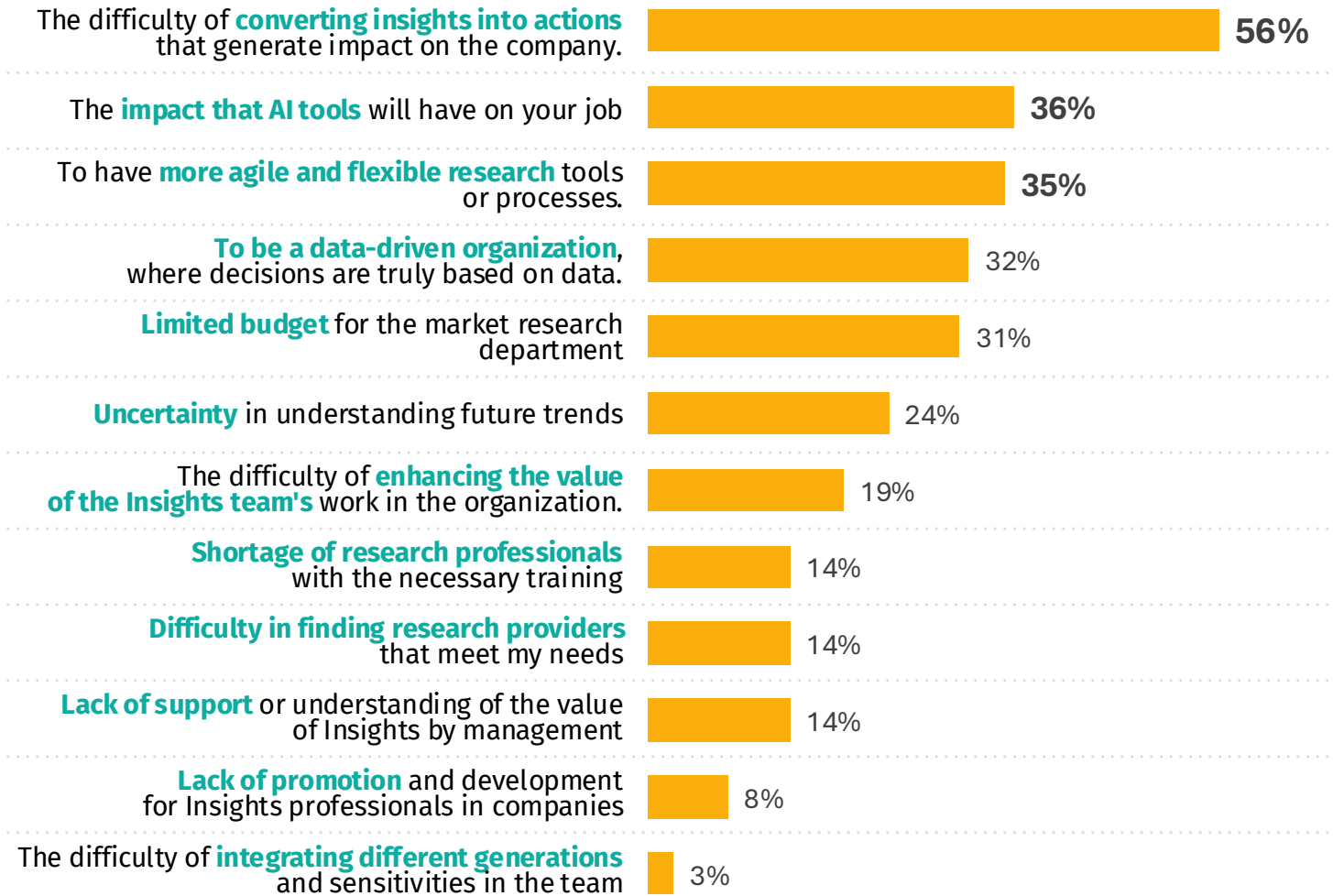
- **Training in Advanced Analytics and AI** is a need to meet current demands.
- **Development of Talent:** Changes in professional profiles and the declining appeal of the profession pose challenges when it comes to retaining talent. Growth and continuous learning within teams must be encouraged

6 SUPPLIERS AND QUALITY OF ANALYSIS

- **Suppliers are expected to stay current with new technologies** and methodologies, using tools that enhance the efficiency and quality of analyses.
- **Confidence in Data Quality:** The reliability and accuracy of data provided by suppliers are fundamental for supporting informed decisions

Analysis of open-ended questions performed with the help of ChatGPT o1 Preview

What concerns Insights professionals?



Base: 114

% of multiple response



From the list below, please select the concerns that affect you the most or that you consider most relevant today as an Insights / Market Research manager. Please read all the options carefully before deciding. You can select **maximum of 3 options**

Global understanding, local accuracy



Turning **Insights**
into Actions
is a problem for
56%
of Insights
professionals

Specifically, what would you say are the **causes that make it difficult to convert Insights into actions** that generate impact in the company?

55%

There is an excess of **data without a clear narrative**

52%

Lack of **capacity to translate data** into concrete actions

48%

Lack of capacity to **connect all available information**

“Let it be understood that less is more. It is not necessary to tell everything (...) but to find Insights that, in a few slides, lead us to decision making approaches”.



The impact of
AI tools
is a concern for
36%
of Insights
professionals

Specifically, what aspects concern you about **the impact of AI tools** on your work?

59%

Mismatch between the expectations it generates **and the reality** of what it offers.

49%

Lack of confidence in AI results

48%

Lack of profiles in the team with the **knowledge** to use AI tools.

“I worry that in the end the AI thing will end up being a goal in itself.”



We have found **four profiles of Insights managers** according to their main concerns.

INSIGHT ACTIVATORS

44%



"Connect consumer insights with business objectives, and deliver business solutions that are fast, viable and effective."

KEY WORDS:

- Inspirational storytelling
- Connecting the dots
- Anticipating the future

DATA-DRIVEN SPRINTERS

23%



"There is a lack of more revolutionary methodologies in line with the times. We need to seek agility in the delivery of results that are much more synthetic, strategic and digestible"

KEY WORDS:

- Need for Speed
- Innovation and Transformation
- AI hopeful

UNDERVALUED FIGHTERS

19%



"I am concerned that insights departments have become increasingly left out of the decision centers so that "consumer centric" approaches are nothing more than empty words"

KEY WORDS:

- Limited budget
- Lack of relevance
- Poor management support

SKEPTICAL GUARDIANS

16%



"Professional intrusion. The increasingly common idea that anyone can do market research, that you only need a subscription to an on-line survey tool"

KEY WORDS:

- Need for training
- Pride of researcher
- Distrust of AI

WHAT CONCERNS
INSIGHTS
PROFESSIONALS?

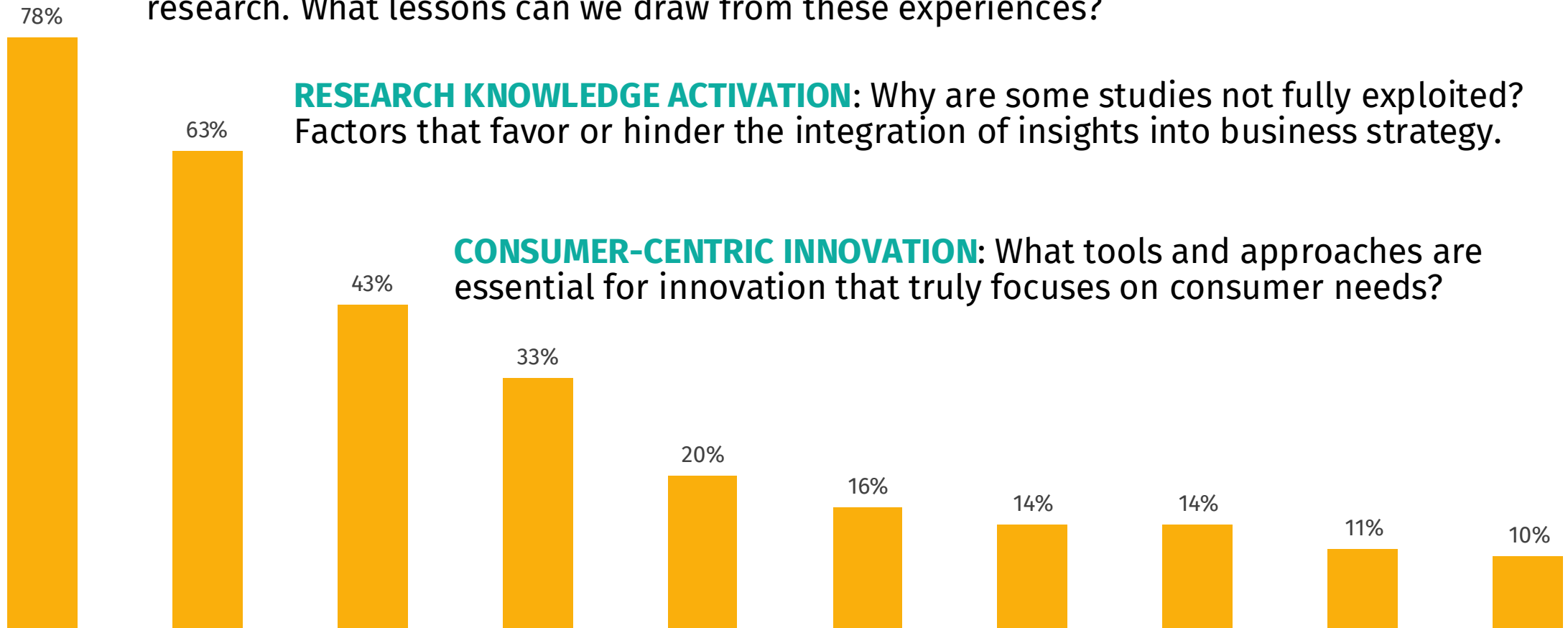
WHAT TRENDS
ARE THEY MOST
INTERESTED IN?

What would insight professionals like to know more about?

PERSPECTIVES ON AI: Real cases of success and failure in the implementation of AI in market research. What lessons can we draw from these experiences?

RESEARCH KNOWLEDGE ACTIVATION: Why are some studies not fully exploited? Factors that favor or hinder the integration of insights into business strategy.

CONSUMER-CENTRIC INNOVATION: What tools and approaches are essential for innovation that truly focuses on consumer needs?



Base: 114 % of multiple response

Finally, we would like to detail a series of topics that Research managers have recently shared with us in working meetings. We would like to know which three topics you find most interesting and would like to have more information and insights on.

METHODOLOGY

PHASE 1

DESK RESEARCH

As a first step, a search focused on the integration of AIs in the world of work was carried out and then all the information was analysed with the objective of creating an analysis model to be able to contrast it with leading professionals in technology and AIs in their sector

**CREATION OF AN
AIs INTEGRATION MODEL**



PHASE 2

IN DEPTH INTERVIEWS

As a second step, 4 in-depth interviews were conducted with professionals from different sectors, all of them standard bearers in the use and integration of technology in their profession and way of working, leading different innovation projects.

**TO CONTRAST, REINFORCE AND
MAXIMIZE THE AIs INTEGRATION MODEL**



Introduction of the interviewees



Dr. Cristina Caramés Sánchez
Oncologist
Quirón Hospital Madrid

- Degree in Medicine and Surgery, specialising in digestive and pulmonary medical oncology.
- Developer of new biomarkers and advanced therapies focused on improving the response to chemotherapy.

Relationship with technology and AI:

Highly involved in the digital transformation of medicine and process improvement, she is engaged in several technological advancement projects in medicine, such as:

- HOPE Project: Through technology, it aims to streamline treatment and improve patients' quality of life.
- Promoter of a chatbot for oncology patients.
- Advocate of telemedicine and digital tools that optimise remote interaction.
- During the pandemic, she spearheaded the implementation of remote consultations to avoid travel.



Dr. Elvira Barrios Garrido-Lestache
Cardiologist
Quirón Hospital Madrid

- PhD in Medicine and Surgery, specialised in heart failure, pulmonary hypertension, and congenital heart disease.
- Has participated in research on the use of innovative therapies for patients with decompensated heart failure.

Relationship with technology and AI:

Advocate for the use of AI and technology in medicine to improve processes and times; additionally, she is working in various areas such as:

- Developing and implementing various patient care software to prioritise their needs.
- Implementing tools that reduce bureaucratic workload for doctors.
- Promoting AI and different technologies to facilitate the doctor-patient relationship.



Manel Trenchs i Mola
Art History teacher &
Google Innovator & Trainer

- Art History teacher at Escola Pia Santa Anna, Mataró.
- Google Certified Teacher & Member of GE3 (Google Earth Education Experts).
- Speaker & Finalist for the Best Teacher of Spain 2017.

Relationship with technology and AI:

Interested in rethinking new ways of learning, the use of ICTs, and all those educational aspects that help improve students' education in the 21st century. Pioneer in using digital tools in his classes as well as integrating methodologies:

- Flipped classroom (an approach where students learn basic concepts at home through ICTs and use class time for practical activities and discussion).
- Blended learning (integrates face-to-face teaching with online activities and content, allowing students to learn flexibly).
- Edtech (refers to the use of digital tools and technologies to improve and facilitate teaching and learning processes).



Fernando Trias de Bes
Spanish writer and economist
and co-founder of Salvetti&Llombart

- BA in Economics and MBA at ESADE, also attended the PIM program at the University of Michigan.
- Associate Professor at the marketing department of ESADE since 1992.
- One of the founding members and a director of the company.: He has worked for major clients such as PepsiCo, Codorniu, Google, Telefónica, Zurich, Santander and Nestlé.

Relationship with technology and AI:

Fernando Trias de Bes analyses the impact of AI on organizations, companies, and business models based on the following premises:

- AI represents a revolution on the same scale as digital technology or the internet—a true disruption.
- AI will transform how organizations and businesses operate.
- His vision is far from apocalyptic.
- AI will reshape processes and, consequently, the value proposition, but it will not replace the human factor or its added value.
- AI enhances and amplifies human capabilities.



When people and AI work together, the results can be extraordinary. The most remarkable innovations occur when technology enhances what makes us human: our creativity, curiosity, and capacity to dream

SUNDAR PICHAJ (CEO Google)

What is **happening**?

A **SYMBIOSIS** OF TECHNOLOGY AND HUMANS

DIGI-SAPIENS

A **growing symbiosis between humans and technological advances**, in which the use of smart devices and digitalization not only improves our daily tasks but also connects us more deeply and even modifies our cognitive, physical and social capabilities, creating a more efficient human adapted to the digital era.



And where are **we** going?

FROM OPTIMIZING TODAY'S REALITY



1

AI has rapidly advanced **from merely analyzing large volumes of data to identifying patterns and delivering solutions and predictions in real time** - instantly and with significantly reduced turnaround times, achieving feats that were previously challenging for humans

TO CREATING NEW REALITIES OF TOMORROW

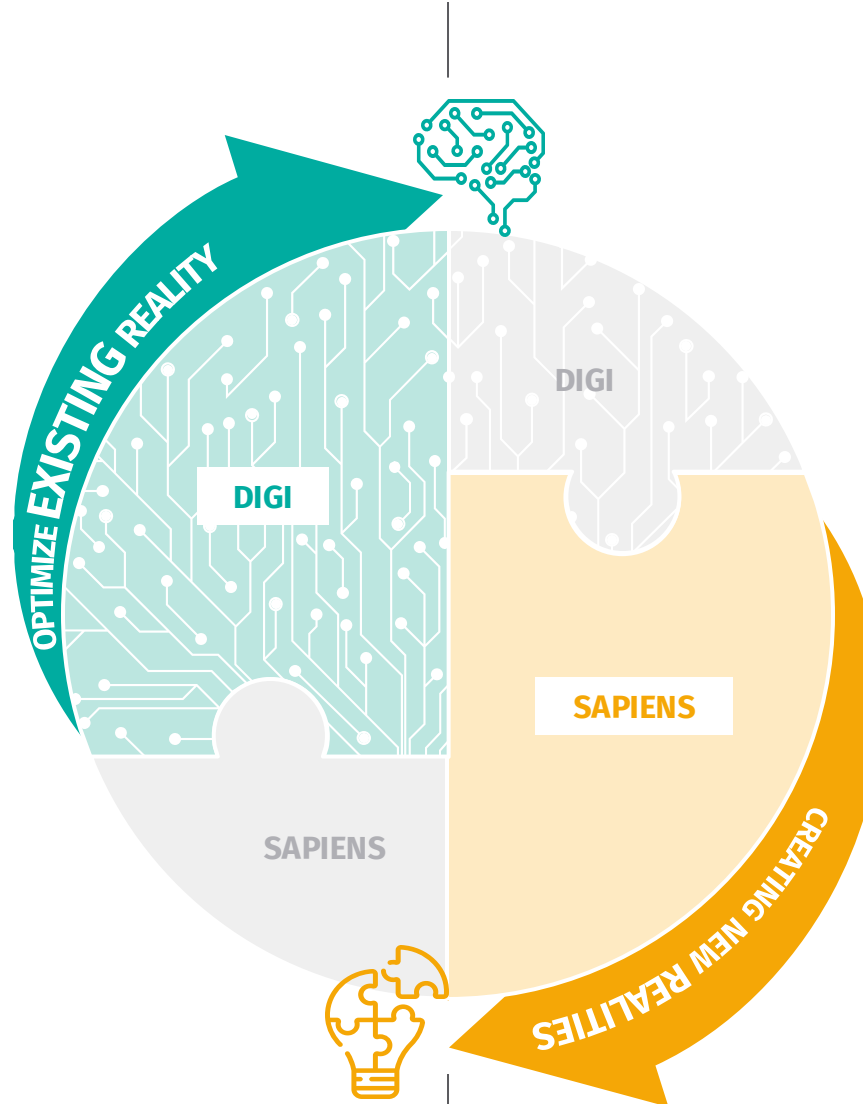


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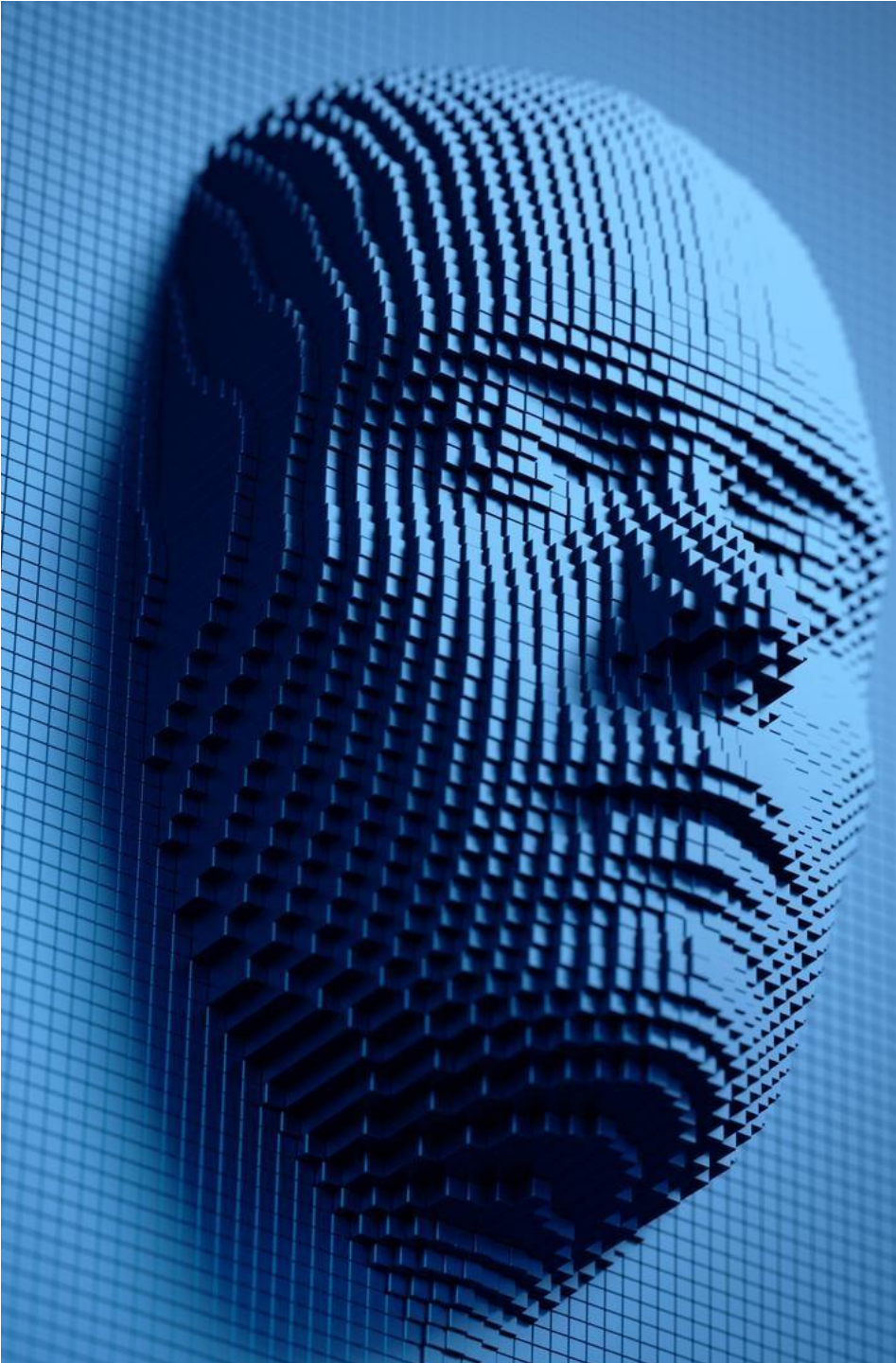
AI also **enhances the capacity to process and learn from information across various domains, enabling advancements from optimizing productive processes to creating entirely new realities**. It is a tool that elevates human knowledge to the next level.

A gradual, interconnected integration, where
the fusion of human and digital elements is **essential not only
for optimization but also for creation: DIGI-SAPIENS**

Digital tools
help us to save time
so that we can
invest it in new ways
of working



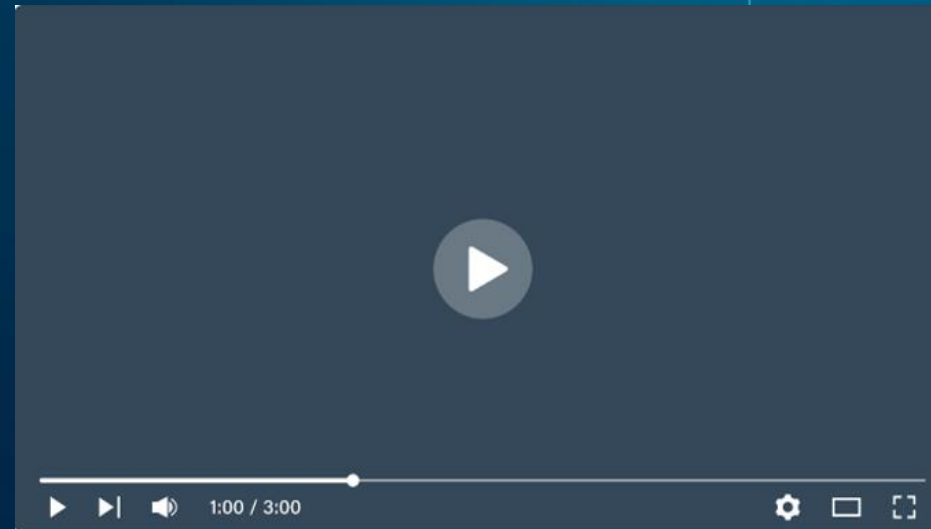
Accumulated shared
knowledge and critical
capacity of the human brain
are key to activate a creative
process



**This virtuous circle is
causing a paradigm
shift: helping
to reclaim our value as
'humans' and focus our
efforts on
what truly makes us
unique**

La aplicación de la IA en la Investigación de Mercados crecerá un 30% anual

La implementación de IA en este sector puede reducir los costos operativos en un 30%, al tiempo que aumenta la precisión de los datos en un 20%



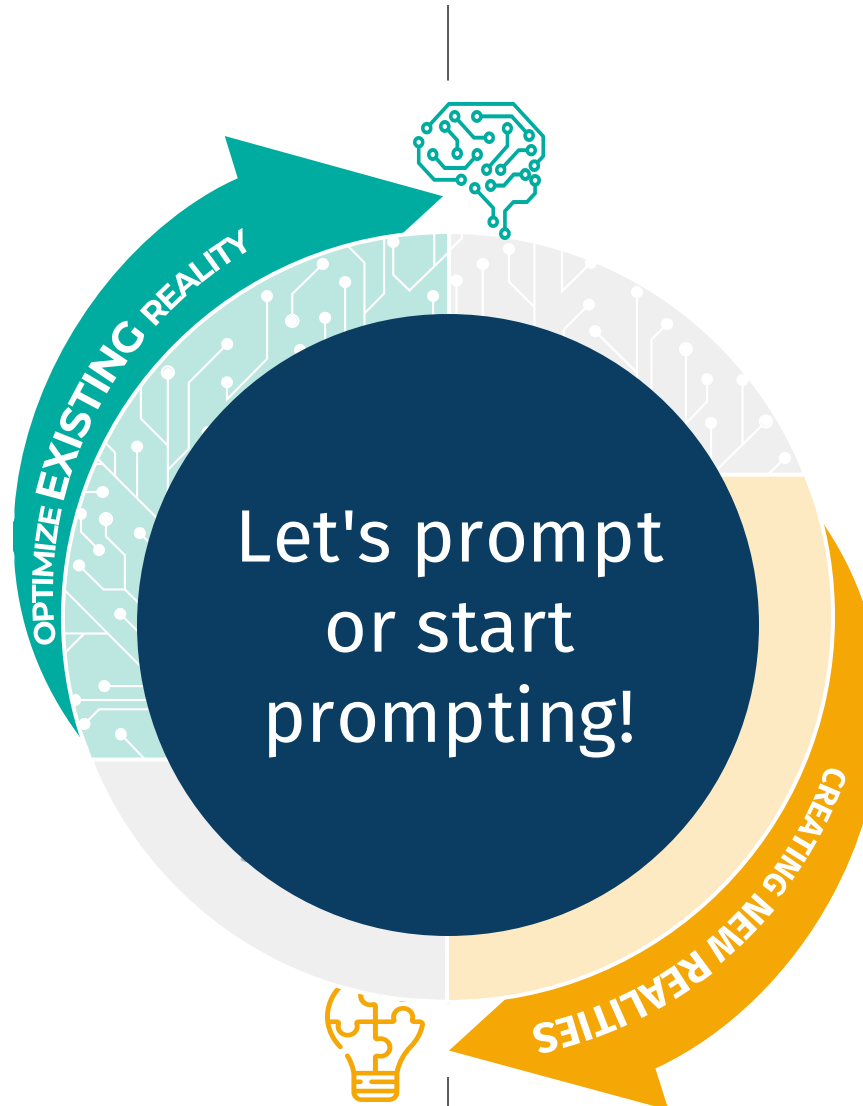
In this context, we can **take market research to the NEXT LEVEL**

FROM OPTIMIZING TODAY'S REALITY



The intelligence of **USING TIME TO MAXIMIZE RESOURCES** to our advantage

- + Speed
- + Amount of data
- + Information in *real time*
- + Interconnections
- + Summary



TO CREATING NEW REALITIES OF TOMORROW



The intelligence of **INTERPRETING INFORMATION** in our favor **TO USE KNOWLEDGE IN A MORE VALUABLE WAY**

- + Value analysis
- + Critical thinking
- + Storytelling
- + Visual prominence
- + Shared knowledge/Community

“



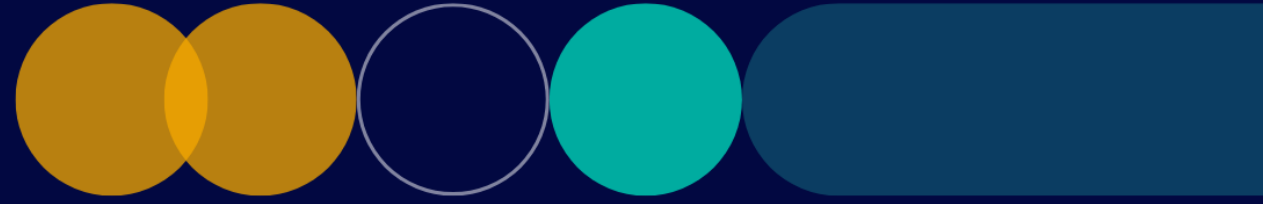
It's not the plane,
it's the pilot

ROOSTER (TOP GUN: MAVERICK)

WEBINAR MARCH 13th 2025

Download the document:





WEBINAR

What concerns insights professionals?
What trends are they more interested in?

Join us:

Thursday March 13th

16:00h

