



Hong Kong – Thailand – Philippines



New York – Amsterdam – Casablanca

Asia's Top Behavioral Insights Specialists

FULL SERVICE | BEHAVIORAL INSIGHTS | DATA COLLECTION

ABOUT WEBCALL

Webcall Research is a market research agency specialized in full service, behavioral insights and data collection in the Asia Pacific. We offer coverage in Asian and English-speaking markets through online panels, our in-house international CATI facility and nationwide F2F coverage in Thailand, Vietnam, Indonesia, Malaysia and Philippines through our local based teams.

Webcall is a member of ESOMAR, Thailand Marketing Research society and Marketing Research Society of Hong Kong.



APAC CONSUMER COVERAGE

Inhouse local
expertise and access
to quality consumer
panels in Asia and
beyond



THAILAND



PHILIPPINES



MALAYSIA



SINGAPORE



TAIWAN



HONG KONG



KOREA



INDONESIA



VIETNAM



AUSTRALIA

Hypothetical bias can distort insights.
It's time to stop measuring intent and start measuring behavior!



Surveys only
measure what
people say they
will do



Traditional research methods usually ask consumers what they think they will do. But what they say in a survey is often very different from what they actually do in real life. This gap between talk and action is called the hypothetical bias, and it's a key reason why so many product innovations fail.

Why Veylinx method?

- Traditional methods measure verbal intention without action.
- 'Hypothetical bias' and can be as big as 595%.
- Veylinx approach offers a new method that measures true behavior, in a more cost and time efficient way.



Proven

METHODOLOGY

Vickrey' auctions designed by the 1996 Nobel prize winner William Vickrey.



Vickrey auction gives consumers an incentive to reveal their maximum willingness to pay.

Rules: Consumers place a single and sealed bid. Veylinx selects a price point Consumers who bid above this win if the product exists in the market. If the concept is not yet in the market, the consumer will not pay.

Applied by  & .

Validated by

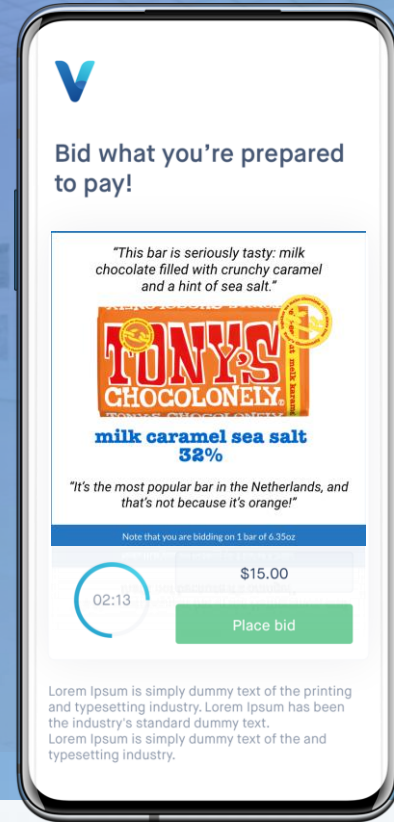


Real Auction Based Experiment Using Actual Money

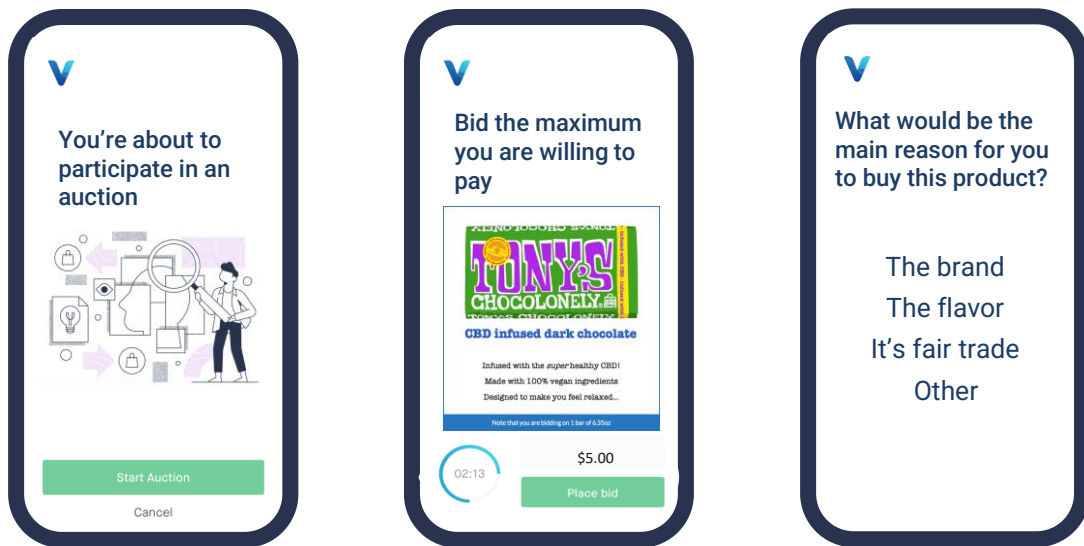
Using our action-based platform, consumers state how much they are willing to pay and the highest bidders actually purchase the product if it exists in the market.

When a concept is tested, no purchase will take place when the auction is closed.

Consumers are exposed to same risk of purchase whether they are evaluating a product or a concept.



veylinx Capture more reliable insights with a real purchasing experience



Participants are instructed to submit the maximum they're willing to pay for the product or concept being tested. They might actually have to pay, so they have a strong incentive to be truthful.

The process includes accepting a legal purchase agreement, in addition to 2 surveys: a screener to ensure the ideal sample and a product perception questionnaire to capture the drivers behind behavior.



Scientifically Proven Methodology

Quick Turnaround Results

Cost Efficient

Trusted by the world's most
innovative consumer goods
companies

Local Asian Expertise

Experienced Project
Management team

Extensive experience in Consumer
Qualitative & Quantitative
research

The Veylinx methodology is structured on the rigorously tested Vickrey auction. It has been validated by major universities and used around the world to accurately measure willingness to pay for products and features.

Through more than a thousand studies for consumer brands across 30+ countries, we have perfected this methodology to reflect and predict actual buying behavior.

METHODOLOGY SCOPE



The Veylinx methodology provides answers to business questions that span the entire innovation funnel. Whether you want to know which ideas have the most potential, what's the best pricing strategy for a new or existing product, or which concepts optimize revenue and market share, you're in the right place.

Veylinx vs Traditional Methodologies

- Why do we use a Vickrey Auction approach? -

PSM and Gabor Granger techniques rely on purchase intent measures which are too simplistic and imprecise.

Conjoint mimics real life behavior in a simulated competitive context.

Vickrey auction approach is affordable and easy to execute compared to in-store and marketing mix approaches. And it provides actual behavior.



PSM

- ✓ Simple & cheap
- ✓ Can test new products
- ✗ No competitive context
- ✗ Consumers not very aware of prices
- ✗ Price feelings
- ✗ Pricing only



GABOR GRANGER

- ✓ Simple & cheap
- ✓ Can test new products
- ✗ No competitive context
- ✗ Claimed data
- ✗ Pricing only



CONJOINT

- ✓ Test numerous scenarios
- ✓ Simulated behavior
- ✓ Can test new products
- ✓ Competitive context
- ✗ Simulated behavior
- ✗ Complex set-up



VICKREY AUCTION

- ✓ Actual behavior
- ✓ Test numerous scenarios
- ✓ Can test new products
- ✓ Competitive context
- ✓ Affordable
- ✓ Developed by a Nobel Prize winner



IN-STORE TESTING

- ✓ Can test new products
- ✓ Actual behavior
- ✗ Complex set-up
- ✗ Retailer needed
- ✗ Expensive
- ✗ Difficult to isolate pricing impact



MARKET MIX MODELING

- ✓ Actual behavior
- ✓ Models all other "P's" as well
- ✗ Very complex
- ✗ Limited scenarios
- ✗ Historic data only
- ✗ Expensive



Choose your preferred way of working together

BASIC TESTING

Analyze your ready made concepts with the fast turnaround Veylinx quantitative tests.

HYBRID APPROACH

Build the service of your choice by combining features and methodologies



FULL SERVICE

Develop concepts via Focus Groups, HUTs, IDIs and receive guidance by experienced behavioural insights managers.

We offer tailor-made solutions that fit your needs and budget.

Choose Full Service, where we guide you through the research and provide you with recommendations on the design, concept development, data collection, project execution and data analysis by our behavioural insights manager.

OUR TEAM

MANAGING PARTNER

SPYROS KOUTLELOS

THAILAND & HONG KONG

koutlelos@webcall-research.com

MANAGING DIRECTOR

SUTHIDA TEERAPRASERT (JOY)

THAILAND

teeraprasert@webcall-research.com

PROJECT DIRECTOR

RHODA VILEGAS

PHILIPPINES

rhoda@webcall-research.com

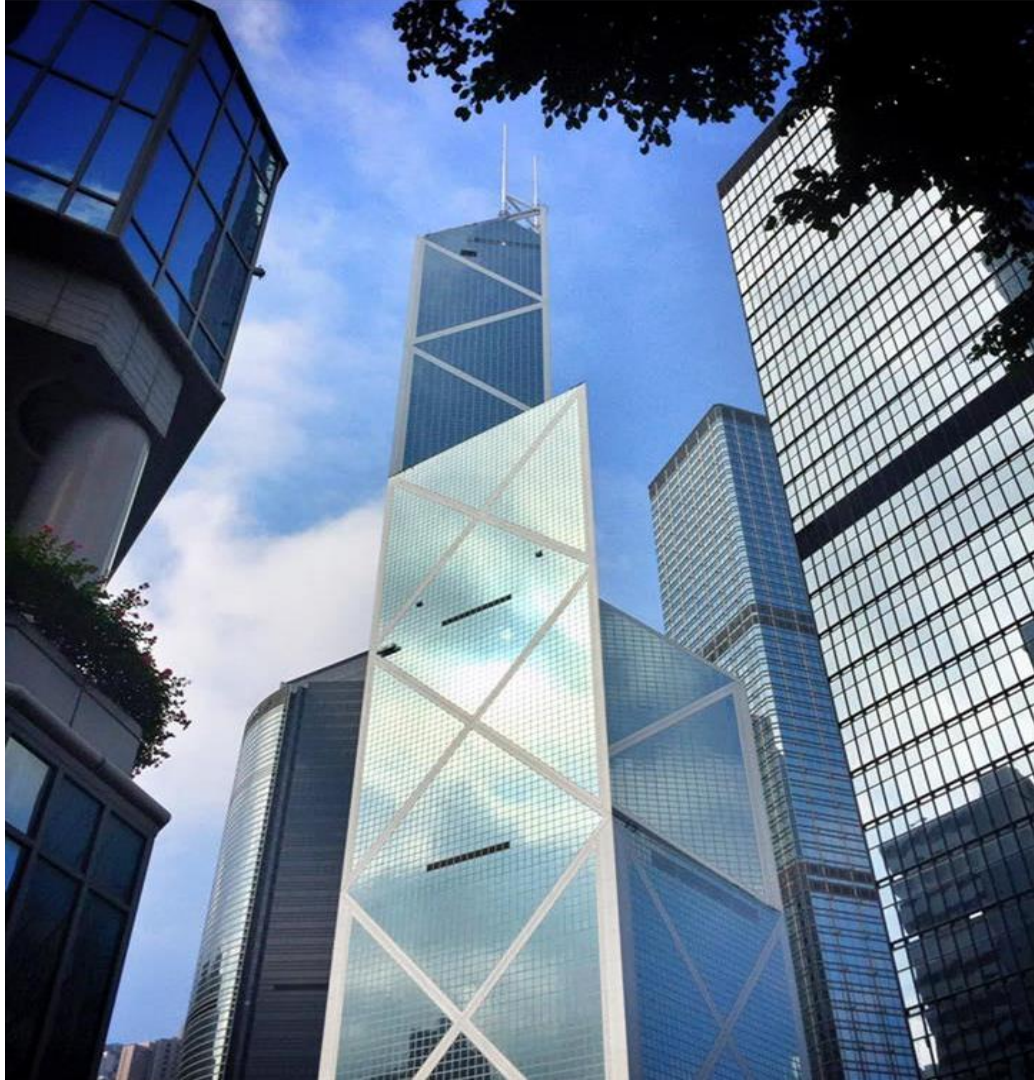
BUSINESS DEVELOPMENT MANAGER

DON MUECO

PHILIPPINES

don@webcall-research.com

THAILAND: +6685-913-9393 | HONG KONG +852-8199-0392





WEBCALL
INTERNATIONAL
RESEARCH