

## South Africa's Pondering Panda presents in Belgium

The South African consumer insights company, Pondering Panda, will be presenting mobile research insights at the 2014 Belgian Association for Consumer & Data Driven Marketing (BAQMaR) conference being held in Ghent in Belgium on Wednesday 26 November 2014, as an invited speaker.



Shirley Eadie, CEO of Pondering Panda, will be discussing the implications of the company's recent insights into the application of new behavioural science findings to research conducted on mobiles. Earlier this month, she presented at the inaugural Market Research in a Mobile World (MRMW) Africa conference in Cape Town.

### South Africans presenting papers

Along with Anneke Deetlefs of Standard Bank, Eadie will be one of only two speakers from South Africa presenting papers at the conference. Eadie will be pointing out some of the pitfalls in research design that can be avoided if recent knowledge is taken into account, as well as suggesting more effective and valid research designs.

"We are happy to have been invited to present a paper at BAQMaR to an international audience and to be given the opportunity to share the benefits of the research derived from conducting nearly seven million interviews," said Eadie. "With this presentation, we're bringing together two very important trends - mobile research, one of the fastest growing research methodologies, and our new understanding of how people behave and think. Applying behavioural science principles to mobile research is helping us gather more meaningful data and deliver better insights, and our belief is that the new techniques we are developing will become standard practice for the mobile research industry world wide."

Pondering Panda completes more interviews on a daily basis than any other consumer insights company in Africa completes and is confident of continuing its success, with a target of seven million completed interviews achieved before the end of 2014.

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