Vision One NEWS DESK

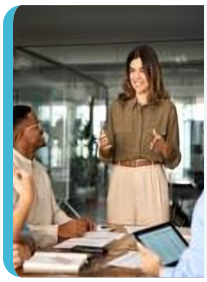
12 Stories for curious minds

Research - People - Insight



Recent stories in the industry that are worth mentioning

Issue 02 | November 2026



VISION ONE | B2B RESEARCH

Who really calls the shots in B2B buying?

B2B purchases rarely rest with one person. Vision One explores how finance, IT and operational teams weigh different priorities, from risk to value. Mapping the buying committee reveals who shapes a decision and where research can uncover hidden barriers.

Read more →



VISION ONE | BRAND INSIGHT

Is your brand healthy – or just well known?

A brand can be well known today yet lose relevance tomorrow. Vision One explains how measures of awareness, preference and loyalty work with regular tracking to reveal what is changing, why it matters and where action may be needed.

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RESEARCH METHODS

The polling paradox: why better samples can lose

Probability samples usually measure populations more accurately, yet do not consistently beat opt-in samples when forecasting elections. Ray Poynter explores why voter behaviour, turnout assumptions and modelling can matter as much as the sample itself.

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RESEARCH PRACTICE

Are your research participants the real deal?

Participant recruitment is central to trustworthy research. This MRS article questions whether screening and verification receive enough attention, and why better checks, clearer communication and thoughtful recruitment help protect the quality of insights.

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AI & CONSUMER TRUST

AI is booming. Trust isn't.

A Greenbook discussion reports that 75% plan to spend more on AI, while only 23% of consumers trust its recommendations. That tension raises questions about shopping agents, synthetic respondents and the role of human judgement.

Read more →



AI & SHOPPING

Your next customer might not be human

What happens when AI agents start choosing products for consumers? Greenbook considers shopping bots, synthetic audiences and automated ad testing, asking how researchers can use these tools without losing the human context behind decisions.

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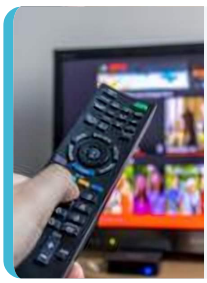
FESTIVE STORYTELLING

John Lewis makes grandma the Christmas star

Dame Kristin Scott Thomas takes centre stage as Gloria in John Lewis's 2026 Christmas campaign. With music from Sam Fender and a thoughtful gift-giving story, the advert shows how characters and storytelling can make seasonal marketing memorable.

Read more →



STREAMING & DISCOVERY

Netflix makes hidden gems hard to resist

Netflix's campaign uses playful, artistic storytelling to spotlight titles viewers might otherwise overlook. Rather than pushing familiar favourites, it makes discovery part of the entertainment: a reminder that surprise and curiosity are powerful creative hooks.

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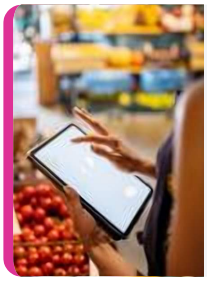
CONSUMER BEHAVIOUR

Beauty is changing. Are brands keeping up?

From K-beauty videos to wellness rituals and AI-assisted shopping, the definition of beauty is widening. McKinsey explores how consumers discover products across platforms and why brands must understand new sources of inspiration, advice and trust.

Read more →

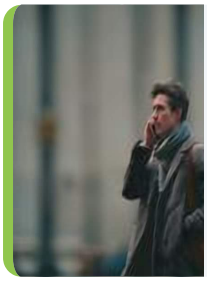


SHOPPER INNOVATION

Can tech take the guesswork out of fashion?

Retailers are trialling virtual try-ons, size recommendations and faster delivery to reduce uncertainty before and after checkout. TrendWatching highlights how these tools could help shoppers find a better fit and potentially reduce unwanted returns.

Read more →



PEOPLE & SOCIETY

Inside the research tracking a nation at war

Ukraine's Gradus Research has adapted mobile panels and continuous tracking to follow shifting attitudes during war. Its experience raises questions about respondent safety, speed, ethics and collecting meaningful data when everyday life is disrupted.

Read more →



RESEARCH FOR GOOD

Research with the power to change lives

This year's President's Medal finalists tackle serious issues, from harmful online masculinity and cyberflashing to gambling-related harm and maternal care. Their work shows how community-centred research can bring hidden experiences into focus.

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