

# **Daniel Berkal**

**Partner; SVP Innovation at The Palmerston Group**

Toronto, ON, CA

Award winning Ethnographer. Global Speaker. Enveloped in the Cultural Zeitgeist.

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## **Biography**

Daniel Berkal is SVP Research & Innovation and a partner at The Palmerston Group. He's personally conducted hundreds of energetic interviews of various sizes, ethnographies, mystery shops and ideation sessions among consumers and professionals in North America, Central America, Europe and Asia. He is a globally recognized expert in immersive methodologies. The recipient of the 2011 QRCA Quality for excellence in Qualitative Research, Daniel has worked on the most innovative brands in business and is best known for completely immersing himself in consumer environments. With projects featured in Fast Company and Forbes, he's been called "Hands down, the most unique, thought-provoking and game-changing qualitative researcher in the business. Period." He led a team that recently earned the 2016 MRIA award for "Best Qualitative Project" for immersive work with Cirque du Soleil. Daniel holds degrees from McGill University and The University of Texas at Austin.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Advertising/Marketing, Business Services, Internet, Consumer Electronics, Research, Specialty Retailers, Market Research, Retail, Social Media, Entertainment

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## **Areas of Expertise**

Social Media, Ethnography, Popular Culture, Trends, Market Research, Qualitative, People, Technology, Trendspotting, Change

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## **Affiliations**

QRCA, AMA, AAAA, AAF

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## **Sample Talks**

## **Breaking Down The Glass**

This presentation looks at specific examples where adding in an immersive component has worked in concert with an otherwise standard qualitative approach in order to create a significantly deeper understanding of a consumer experience that is far greater than can be attributed to just using a conventional technique. After looking at these examples, along with any other elements that may be brought in from the audience, we will build a best-practices checklist that will be useful for those who are interested in exploring these dimensions in the work that they do.

### **"Project Butterfly: Escaping The Net"**

What effect can learning about how sociable people interact in the real world have on the online space? We set out on a multi-city project, both online and in the real world, immersing ourselves so that we could truly understand the elements that contribute to interaction and involvement. By building a framework of how 'highly sociable' people work in each sphere, we're able to use this knowledge to help build online brand presence and online social communities that act more naturally.

### **"Project See-Store: Getting Behind The Counter"**

4937 miles. 3 States. 143 Convenience Stores. In Depth. Talking to consumers. Exploring the environment. Getting behind the counter. This is the quintessential exploration of the C-store environment. A multidimensional piece of ethnographic research in which researchers actually got behind the counter and worked the graveyard shift at America's most dangerous convenience stores. The results will surprise and inspire your audience. Featured in Fast Company & media worldwide.

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## **Event Appearances**

### **"From the Triforce to Bermuda: Why Triangles are More Powerful Than You Think"**

Market Research Intelligence Association Conference

### **"The Magic Triangle Mystery Revealed"**

AQR/QRCA Worldwide Conference on Qualitative Research

### **"The Masterclass: Designing Spectacular Methodologies"**

QRCA National

### **"Project Secret: The Inner Voice"**

Worldwide Conference on Qualitative Research

### **"Breaking Down The Glass"**

American Advertising Federation

### **"Project 72: The Millennial Experience"**

ESOMAR Global Qualitative

### **"Project Butterfly: Escaping The Net"**

SAMRA Qualitative

**"Project Butterfly: Escaping The Net"**

MRSNZ

**"Project See-Store: Getting Behind The Counter"**

IIR - Shopper Insight In Action

**"Cultural Curators"**

Social Media Week 2011

**"Project Butterfly: Escaping The Net"**

AQR/ QRCA Worldwide Conference of Qualitative Research

**"Project See-Store: Getting Behind The Counter"**

Symposium on Qualitative Research

**"Project Butterfly: Escaping The Net"**

NXNE Interactive

**"Project Butterfly: Escaping The Net"**

MRSNZ

**"Project Butterfly: Escaping The Net"**

Vincor DTC Summit

**"Sex Sells: Lessons from the Digital Underground"**

NXNE 2013

**"Destroying The Machine"**

Social Media Week

**"Project Butterfly: Escaping The Net"**

SAMRA Qualitative

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## **Education**

McGill University

University of Texas - Austin

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## **Accomplishments**

**MRIA - Best Qualitative Research**

Awarded for "Project 72: The Millennial Experience"

**QRCA - Qualitative Excellence Award**

Awarded for "Project See-Store: Getting Behind the Counter" The premiere award in the business.

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