

Redefining U&As: Streamlined Insights for Accelerated Growth

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Usage and Attitude (U&A) studies are a cornerstone of market research, offering a deep and comprehensive understanding of the market landscape. Brands typically commission these sprawling projects every few years to answer fundamental questions: who is buying/using/consuming what, where, when, why, and how often. The intention is noble – to build a foundational understanding of the market to identify growth opportunities. However, in practice, many U&A studies become data encyclopaedias, where you can find everything you could possibly learn from a consumer based on a long interview and at a hefty investment.

In today's dynamic markets, however, brands need to continually keep up with consumers and not rely solely on U&A results that may be several years old. With markets shifting as quickly as they do, **a simpler approach to U&A studies is also needed** – so brands can check in with consumers more frequently and more efficiently.

Achieving simplicity through universal growth pillars

Simplicity requires focus. Focus needs a purpose. And we know that any brand's ultimate purpose is growth. To this end, we recommend concentrating on three clear pathways to growth:



1. Increase User Base:

Attract new consumers to your brand or category.



2. Increase Usage Frequency:

Encourage existing customers to use your product or service more often.



3. Sell More Volume/Value:

Drive larger basket sizes or upsell to more premium

Focusing your U&A on these core growth pillars transforms your research into a prescriptive call to action. The objective is no longer to "understand the market", but to uncover the specific insights that will unlock a chosen growth lever in the short-term. This focus sharpens the research questions, streamlines the survey instrument, and ensures the resulting data is directly tied to business outcomes.

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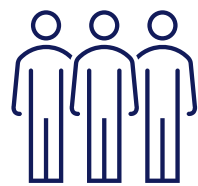
Simplicity paired with speed to keep up with the pace of change

To bring this lean and purposeful approach to life, we need to leverage technology to deliver insights faster and more cost-efficiently so brands can keep a more frequent pulse on their markets. Instead of conducting large-scale U&As every few years, brands should also be able to assess growth potential through the three pillars at least once a year.

Developing an opportunities snapshot

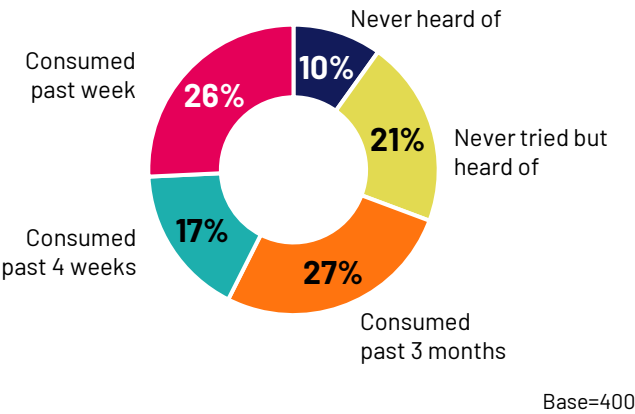
To help our clients conduct lean and frequent U&As, we've developed an automated approach called U&A Essentials that leverages a 15-minute survey and typically requires only a day of fieldwork. Our approach addresses the three pillars – user base, frequency and value – with speed and efficiency. We conducted R&D for this approach to uncover how a ready-to-drink coffee brand could identify new growth opportunities, with a particular focus on Brand A.

1. Increase the user base



21% of consumers had never tried Brand A even though they were aware of it. By selling one serving per week to them, the brand could capture 274 million occasions per year.

Brand A Awareness and Consumption



2. Increase frequency



Brand A was chosen by its consumers for only 1 occasion out of 6.4 in a week. Growing from one to two occasions per week among current users could potentially add over 560 million occasions annually.

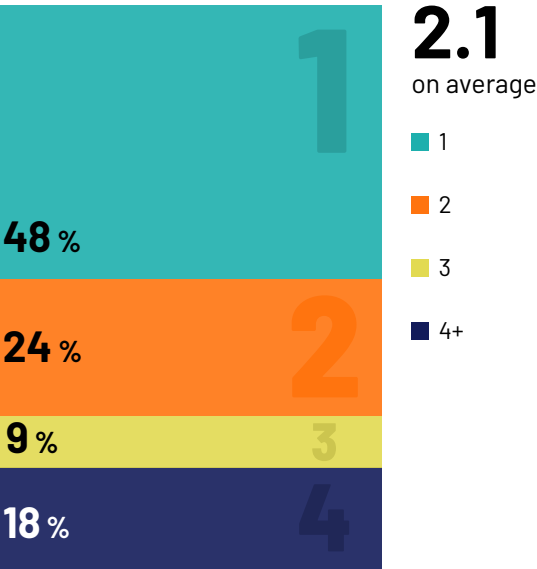
Occasions per Week



3. Sell More value / volume

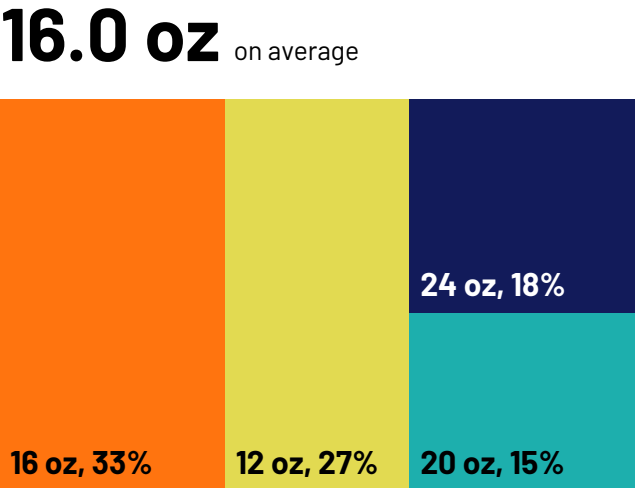
Servings and Volume per Occasion

Number of Servings Consumed per Occasion



While volume opportunities in the category seem to be exhausted, Brand A has an opportunity to win value with a smaller sized, potentially more premium offer.

Volume (Ounces) Consumed per Occasion



A Faster U&A for a Dynamic Era

While there is still a place for large research studies that capture the full details of a category, we encourage marketers to also embrace leaner U&As that afford time and cost efficiencies and thereby allow for more frequent consumer interactions. And, by zeroing in on key growth pillars and harnessing technology, brands can gain the sharp insights required to make swift decisions and propel significant growth.