



IPSOS SMX

# Understanding Category Trends in the Age of the Consumer

EMILY SOBOL, VP, SOCIAL INTELLIGENCE, NA

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GAME CHANGERS



# Thanks for Joining Today

**Emily  
Sobol**



VP, Social Intelligence  
Ipsos SMX



## Key Challenges in Trend Research

### **Too many trends to follow**

Hard to identify what is most relevant

### **Trends are too generic**

Need them to be more specific to our business

### **Hard to project**

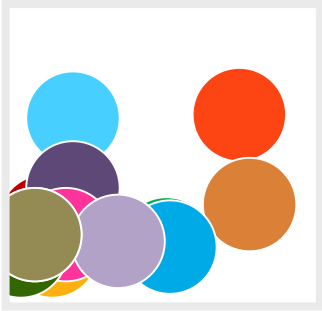
Seeking a way to project future trend growth and impact

# Over the last few years, we developed Trend Radar to address these challenges

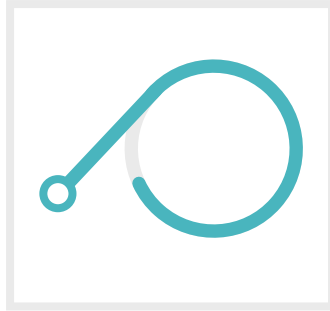
“ Based on a simple idea - utilize the democratic and Darwinian principles of the web - **where resonant ideas grow and irrelevance disappears.** Search is an expression of intention, conversation and shares an expression of affinity. **Trend Radar utilizes this ecosystem to identify, explore, validate and provide foresight into trends in the category.** ”



# In the Next 25 Minutes...



**What Trend Radar  
Delivers**



**Entry Points  
and Examples**



**Research  
Applications &  
Case Studies**



**Q & A**



WHAT TREND RADAR DELIVERS

# A Consumer-Centric Approach

- Trend driver framework to uncover motivations
- Rich, contextual insights to answer the “why”
- Authentic learning on how consumers echo trends
- Trend evolution benchmarking for foresight into future trend impact





THE MODEL

# A Consumer-Driven World

SOCIAL



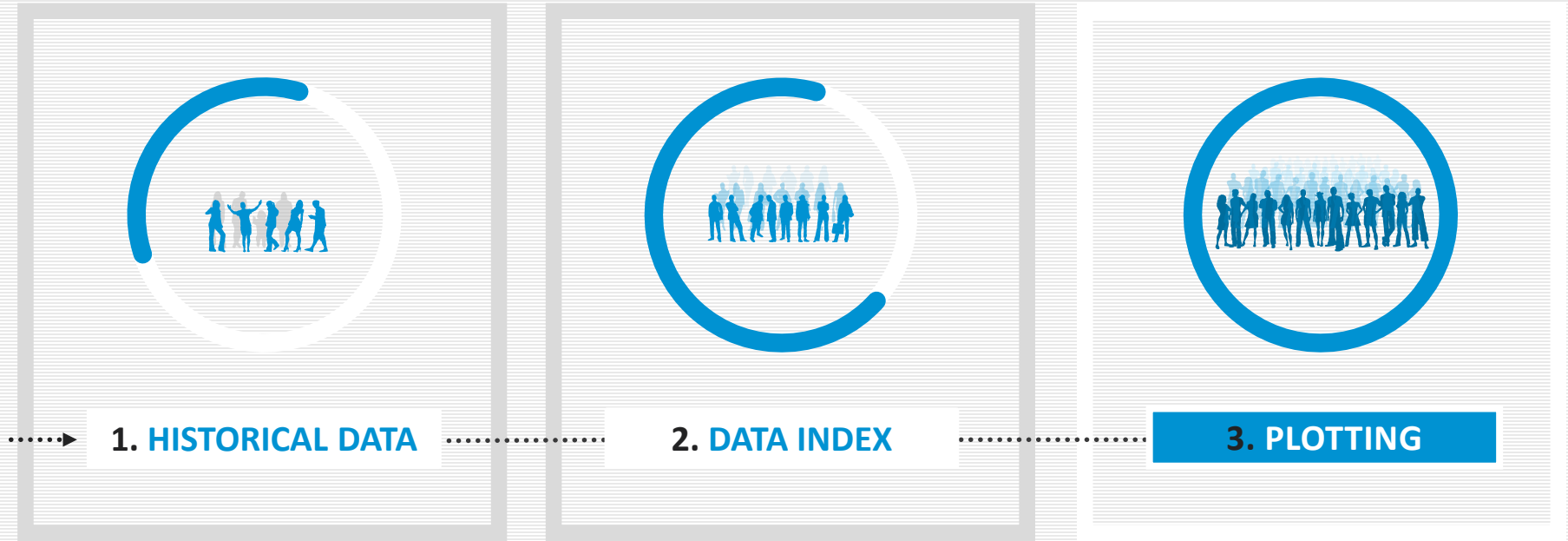
SEARCH



BEHAVIORAL



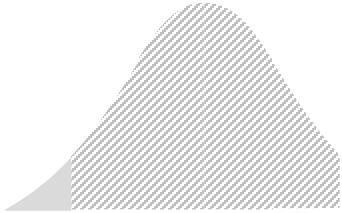
# Search & Social Data Gathering





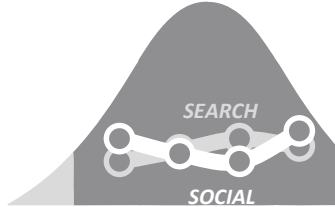
# Three Step Approach

## TREND SCOUTING



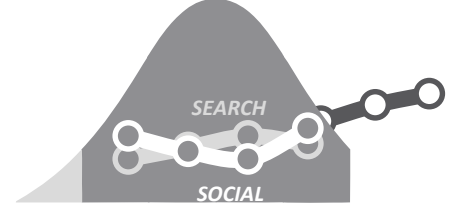
Identification of the category landscape to identify the relevant macro and micro trends using multiple sources and approaches ...

## TREND VALIDATION



Tracing the evolution of the identified trend in search and social data with years of data history to develop....

## TREND FORESIGHT



Qualitative immersion to derive the “why” behind the “what”....

# Trend Scouting



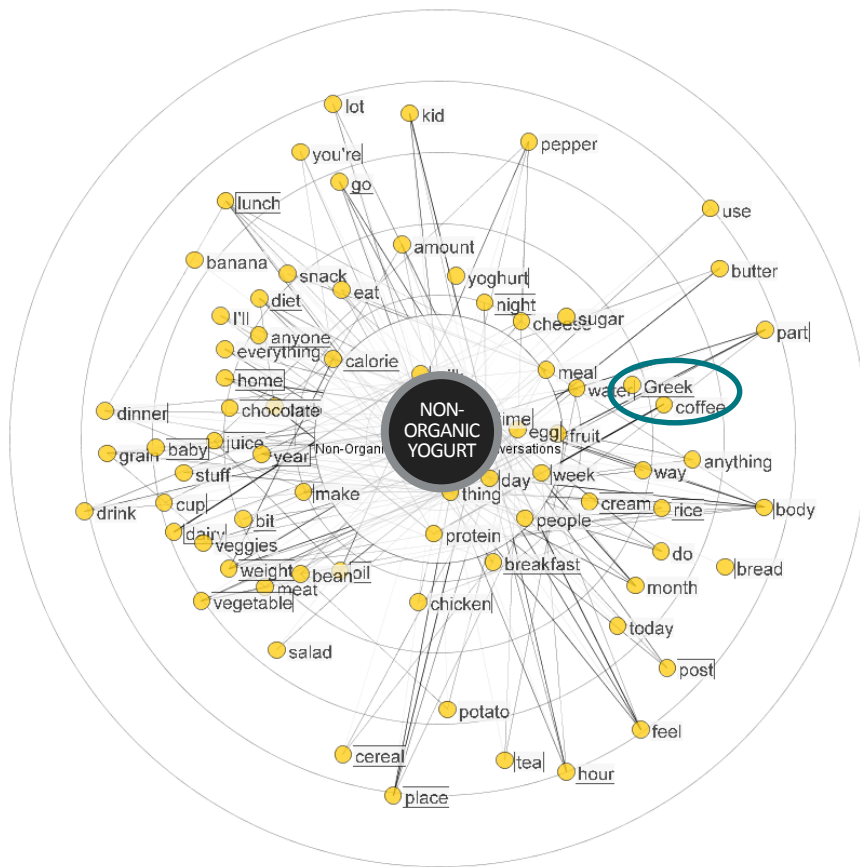
Build a query that encompasses a category



Leverage advanced text analytics to explore data to scout changes over time

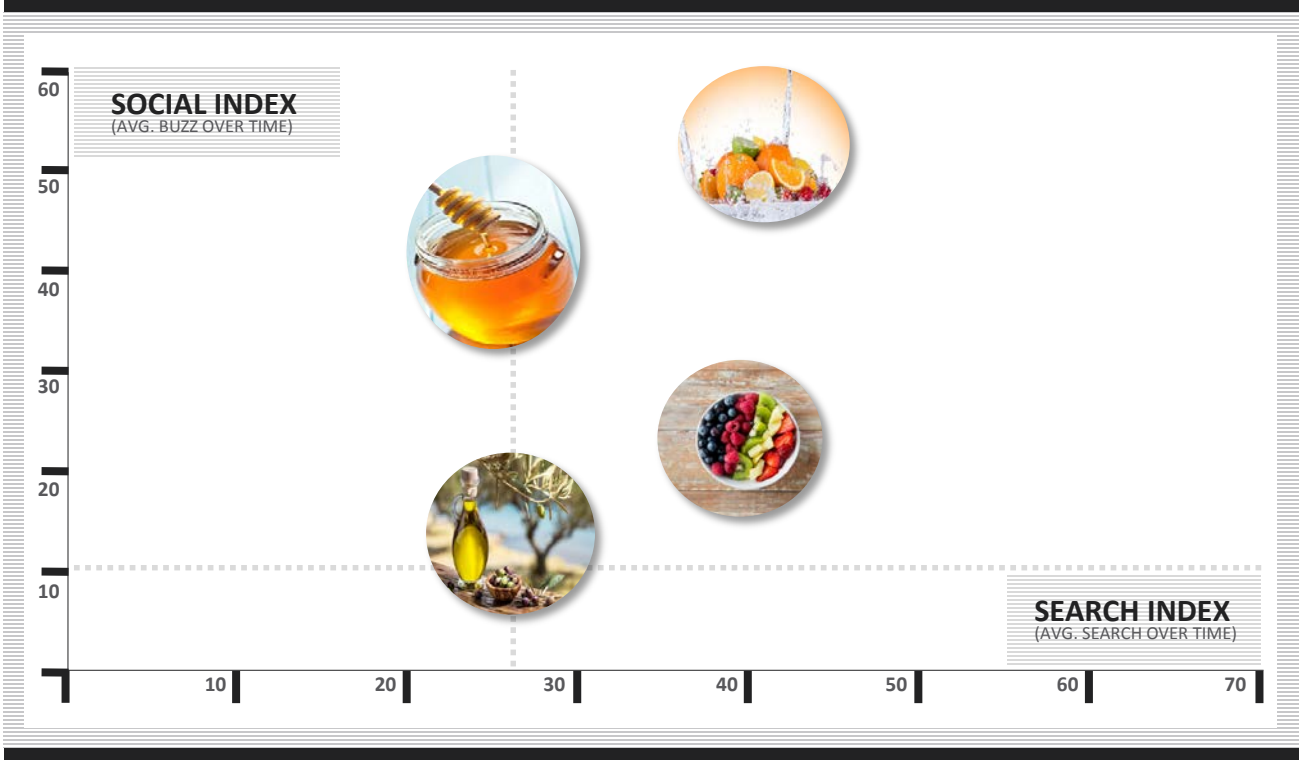


Identify things of interest to drill into



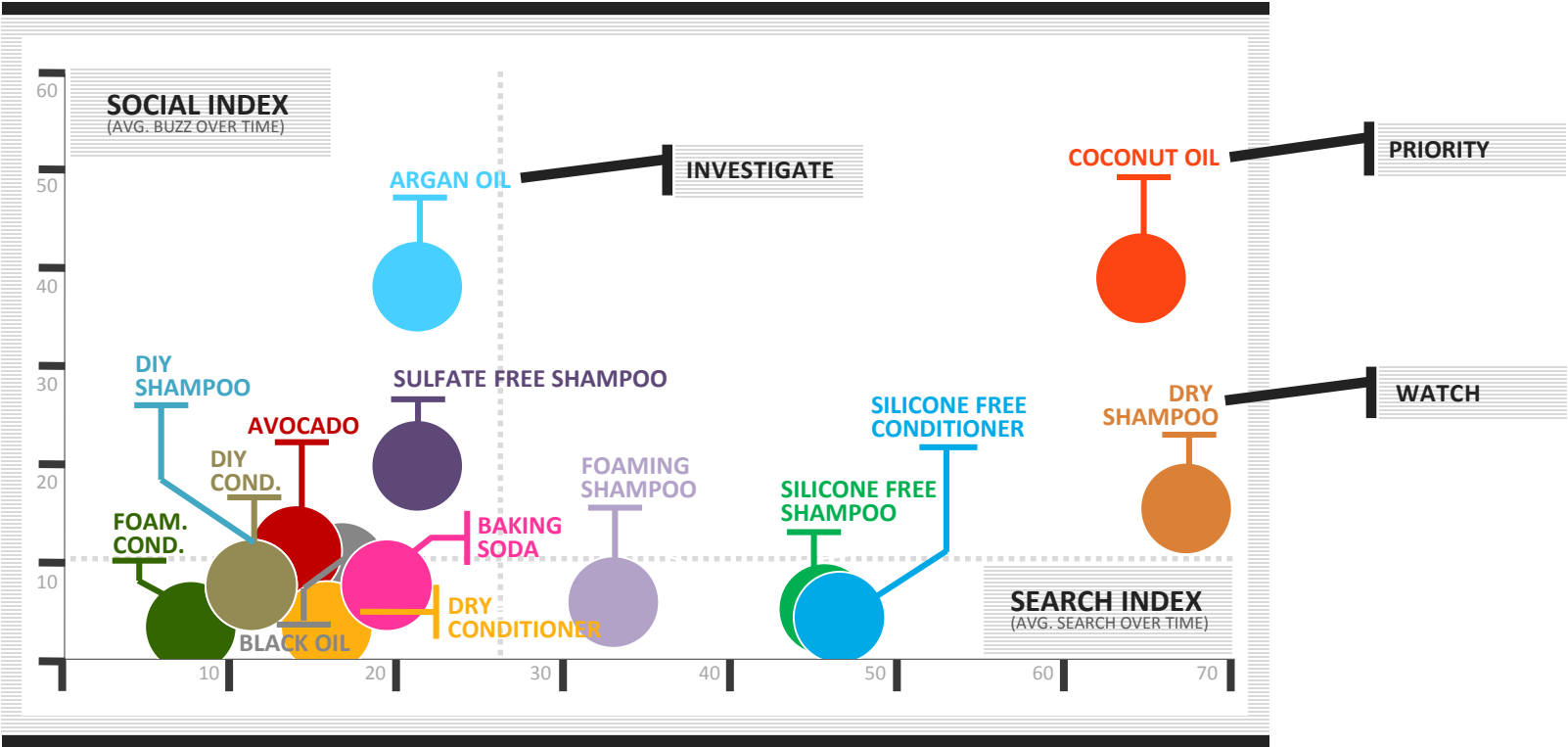
TREND TRACKING LIFECYCLE

# Tracing and Validating



TREND TRACKING LIFECYCLE

# Clear Stories Emerge



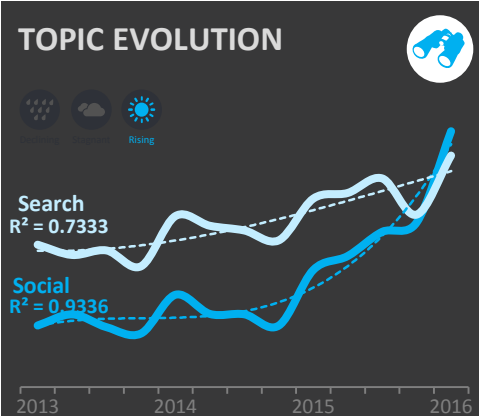


# Trend Validation

## COCONUT OIL



## TOPIC EVOLUTION



## ASSOCIATED TOPICS



## APPLICATION BARRIERS

- ▶ Often causes crunchy ends when too much oil is poured to hair
- ▶ Due to its oily nature, it is hard to wash out, too heavy and leaves knots
- ▶ Often substituted by other oils which are less 'heavy' : Olive oil, Sweet almond oil, Argan oil, Jojoba oil, Jamaican castor oil, Moroccan oil, Rosemary oil, Tea tree oil

## USAGE & APPLICATION

### ▶ LEAVE-IN TREATMENT

Coconut oil is applied to hair before going to bed as an overnight treatment once a week. It is also used mixed with other hair care products: shampoos and conditioners to given an extra boost of vitamins and minerals to hair.

### ▶ PRE-POO

Coconut oil is used as a pre-wash treatment as it nourishes hair and restores natural hair oils before shampooing. It is often used as a leave-on mask and requires at least 1 hour to be absorbed. For this reason using coconut oil is considered as a beauty treatment.

### ▶ JUST ON LENGTHS

It should not be applied on the scalp, just the just lengths as it needs to penetrate the hair shaft and moisturize

## MOTIVES

### ▶ RESCUE FOR DAMAGED HAIR

It works like a deep remedy for very damaged hair that are naturally dry or has been over-processed, heat damaged, or went under drastic colour changing .

### ▶ STRENGTHENS BUT SOFTENS

Coconut oil is as an all-natural, multi-tasking hair care product. Highly rich in vitamins, minerals and other nutrients, it is often used to nourish hair. It grows hair stronger and thicker, but leaving a soft and shiny touch:

### ▶ ANTI FRIZZ

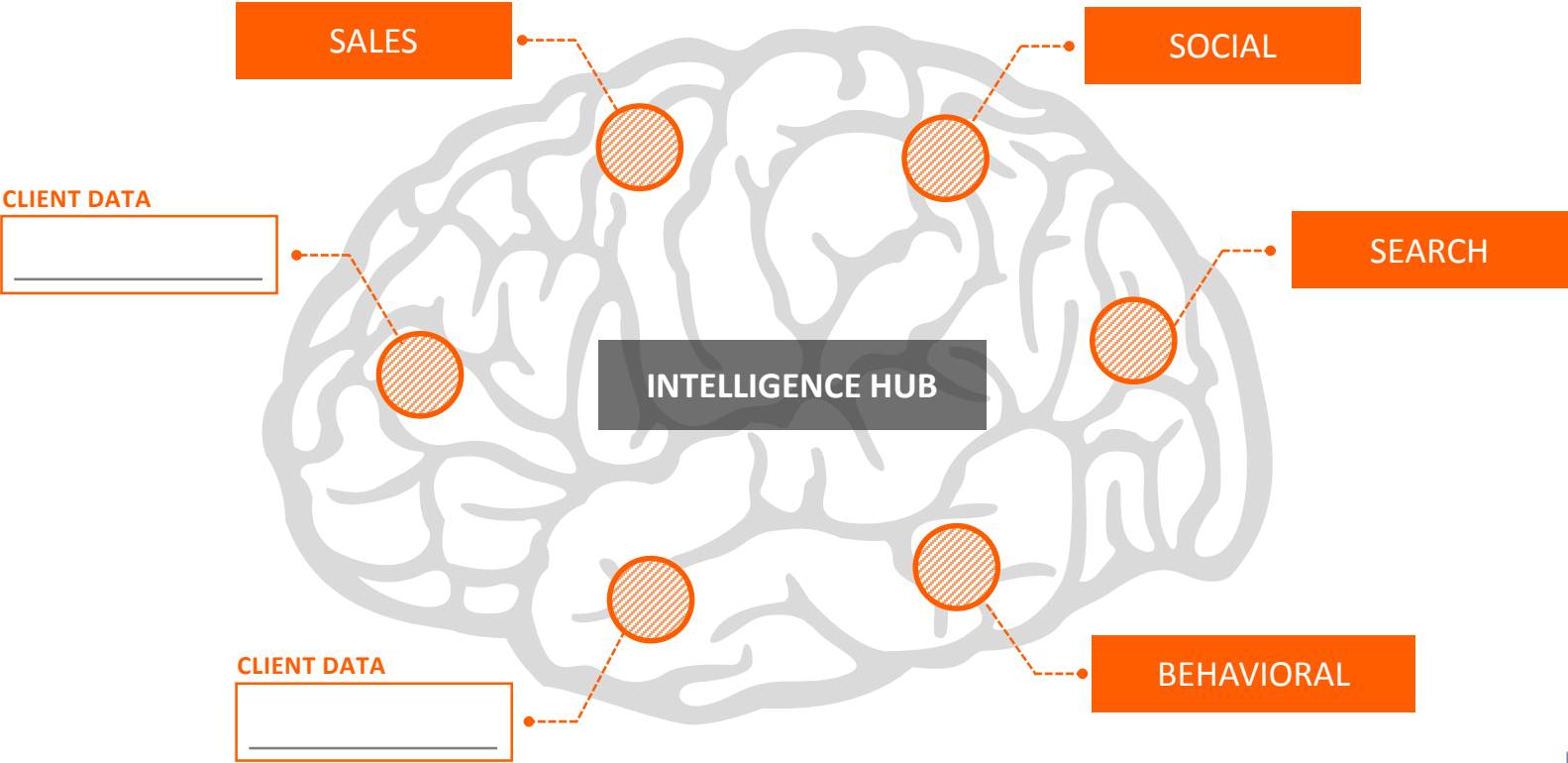
It works wonder for curly and African-American haired women for its anti-frizz conditioning – condition mostly common to this target of women:

# Multiple Entry Points

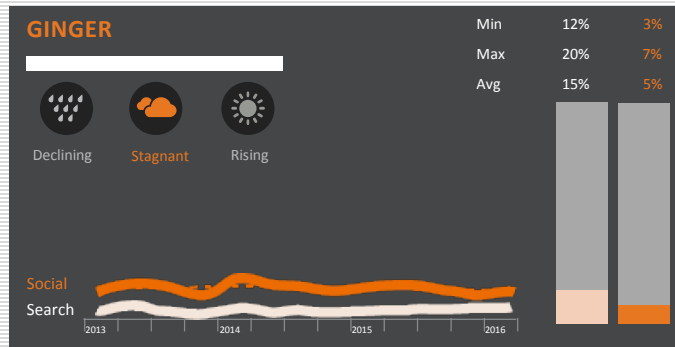
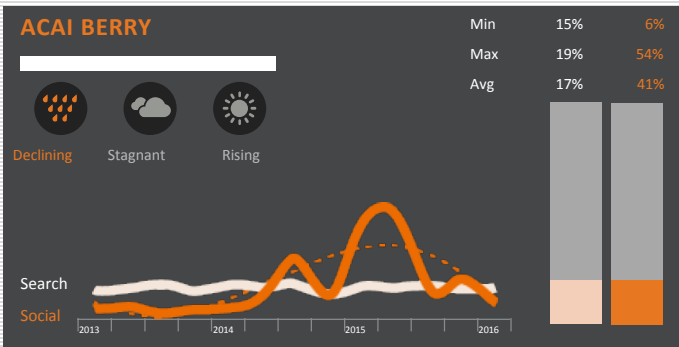
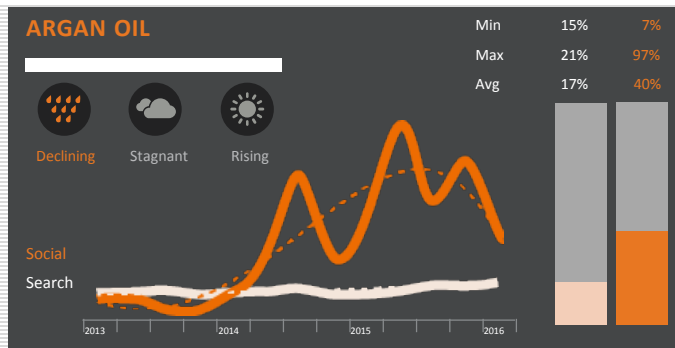
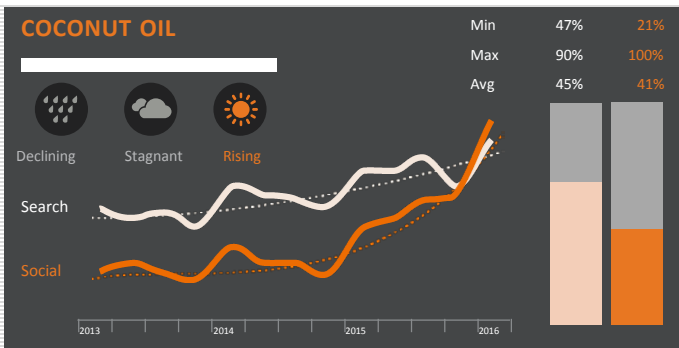


TREND TRACKING LIFECYLE

# Trend Foresight



# Trend Foresight – Building Category Benchmarks





# Research Applications

01

## R&D and FEI

Generating insights about new behaviors, frustrations, and preferences

## COMMUNICATIONS

Informing content marketing, digital activation, and influencer marketing

02

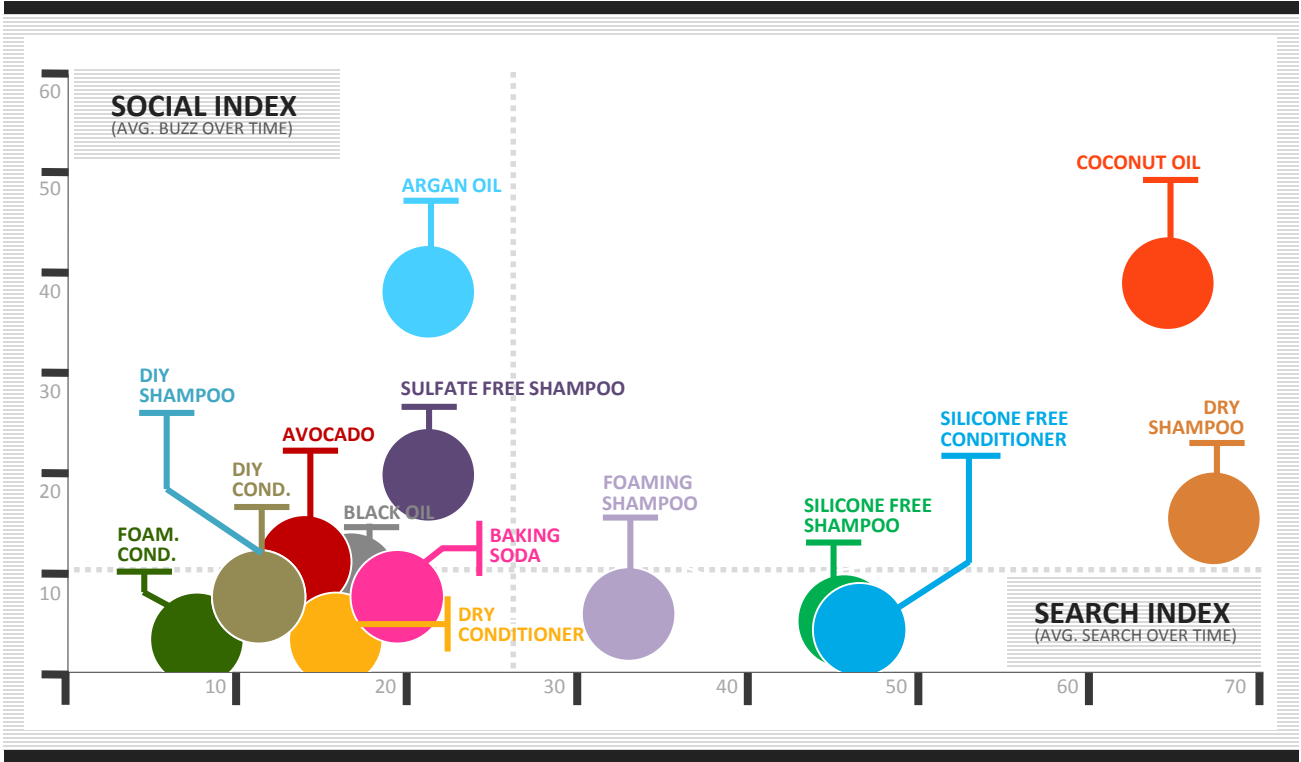
03

## MARKET UNDERSTANDING

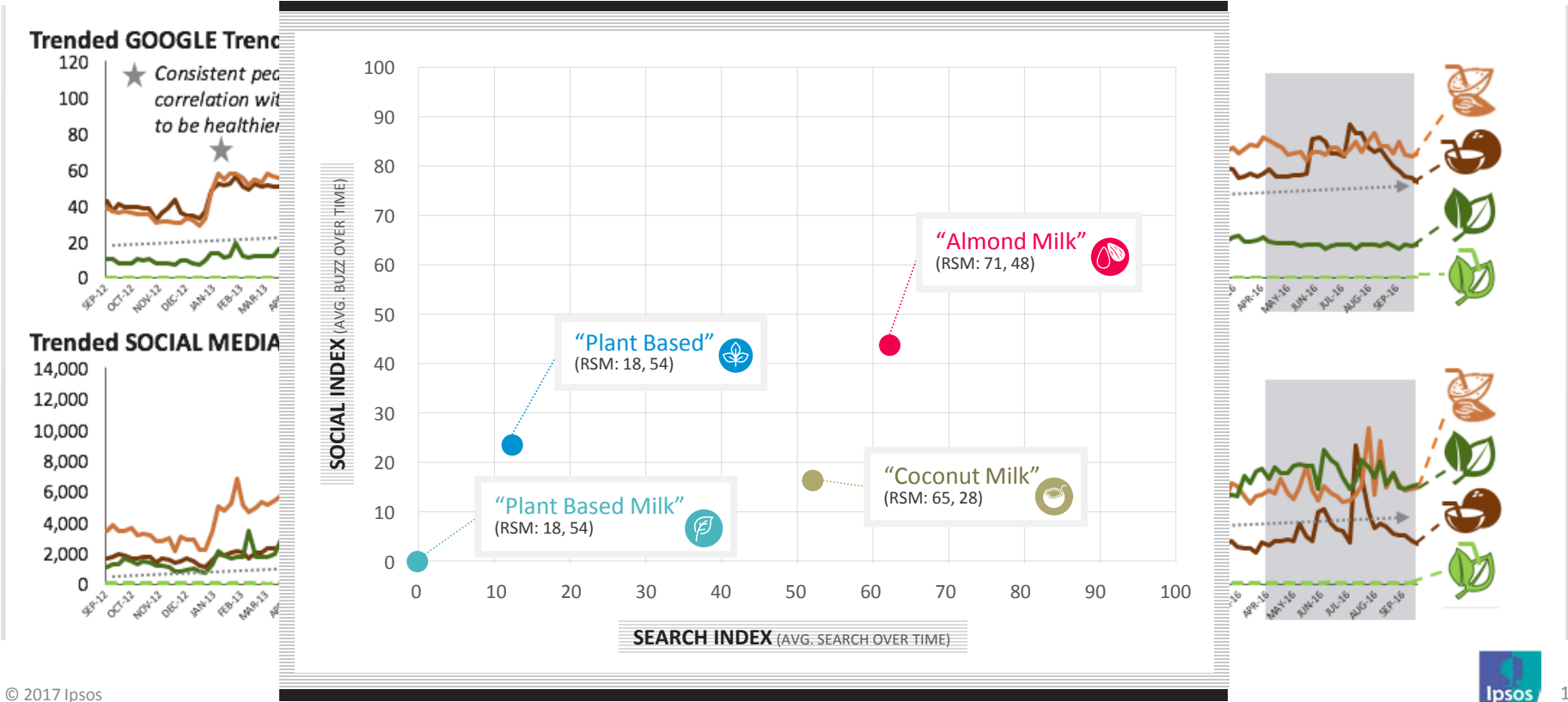
Staying ahead of competitors and finding growth opportunities faster

CASE STUDY

# R&D and Front End Innovation

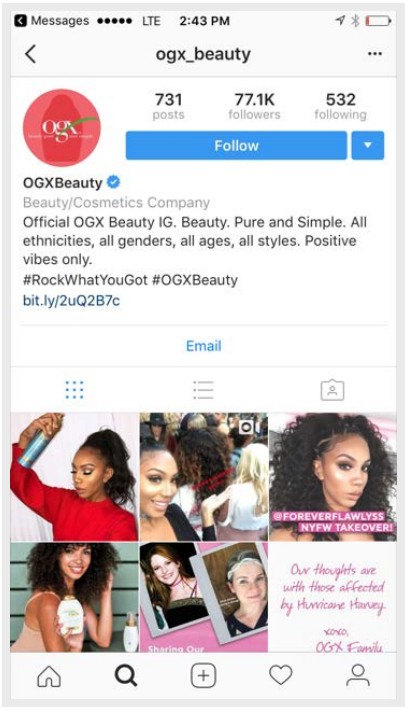
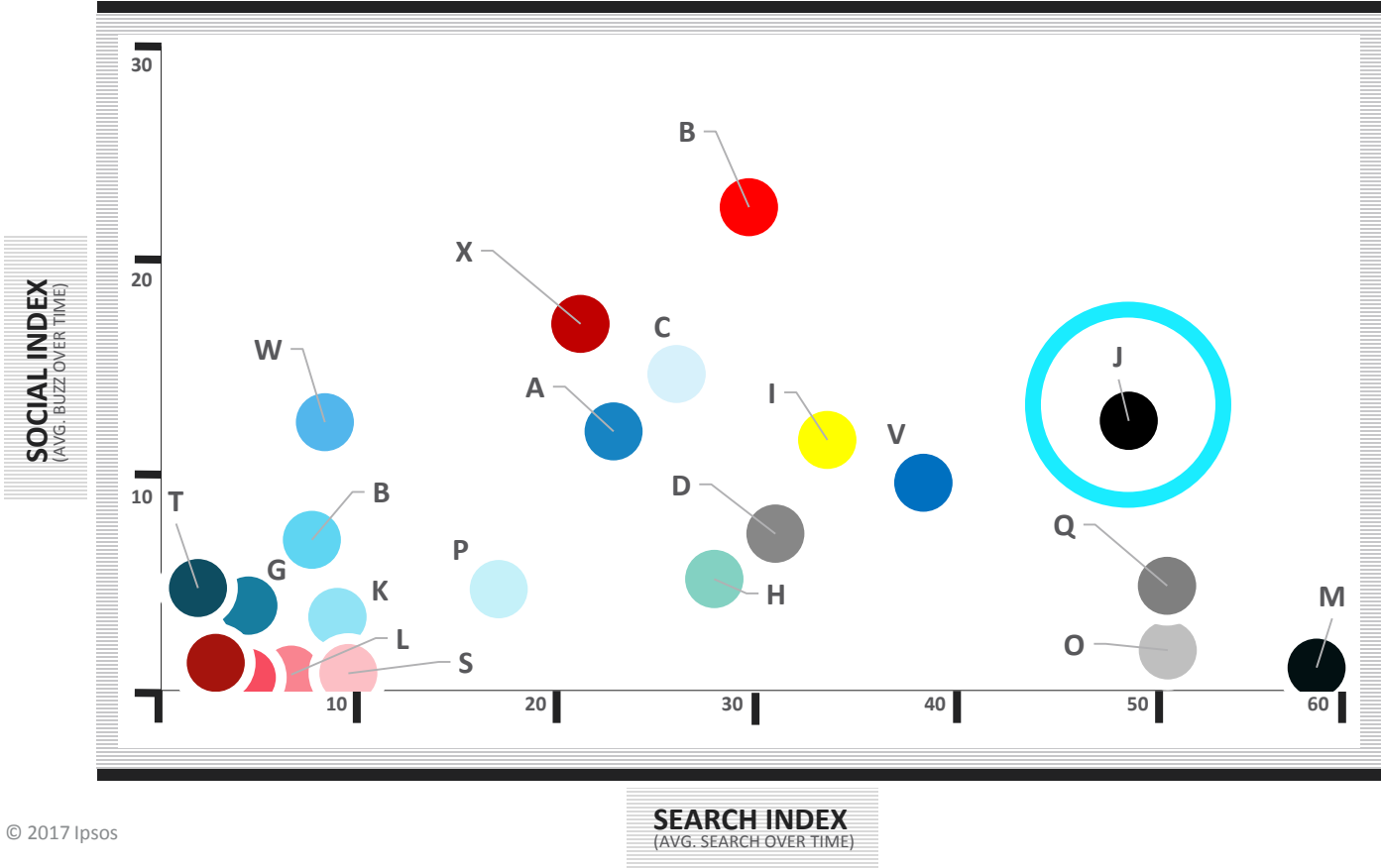


# Communications



CASE STUDY

# Market Understanding

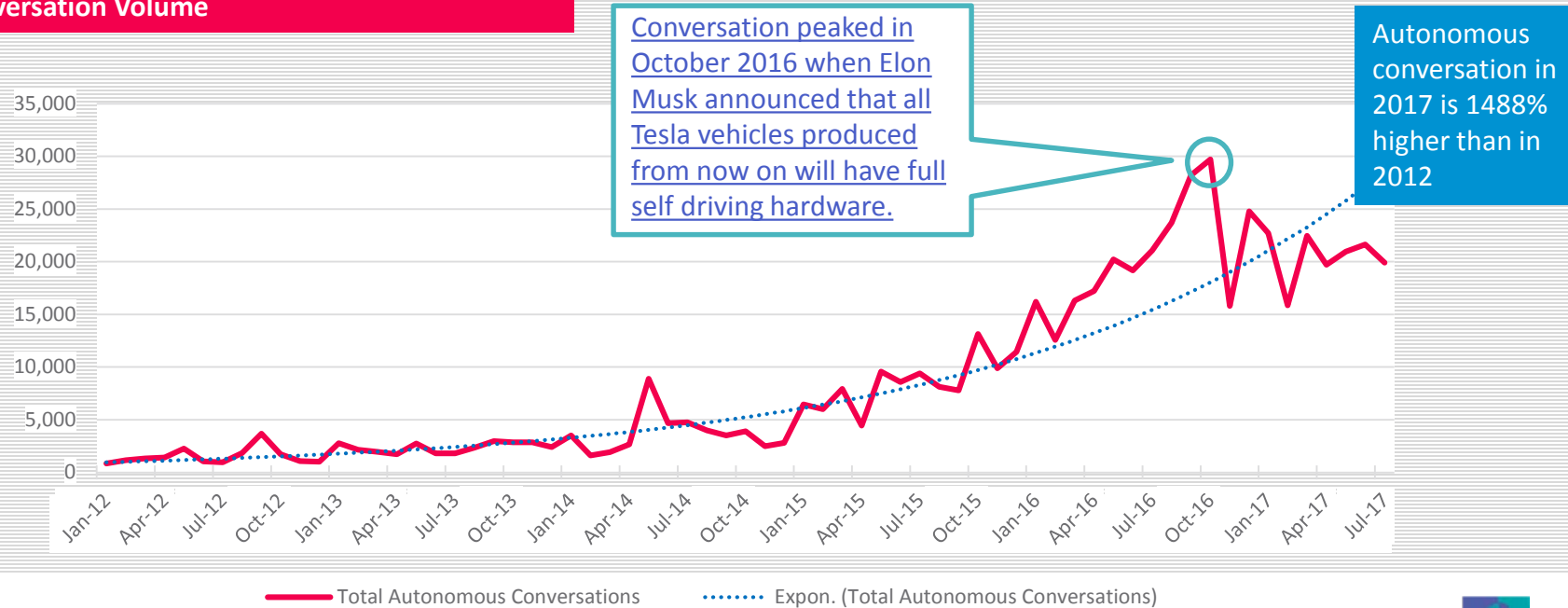




## CASE STUDY

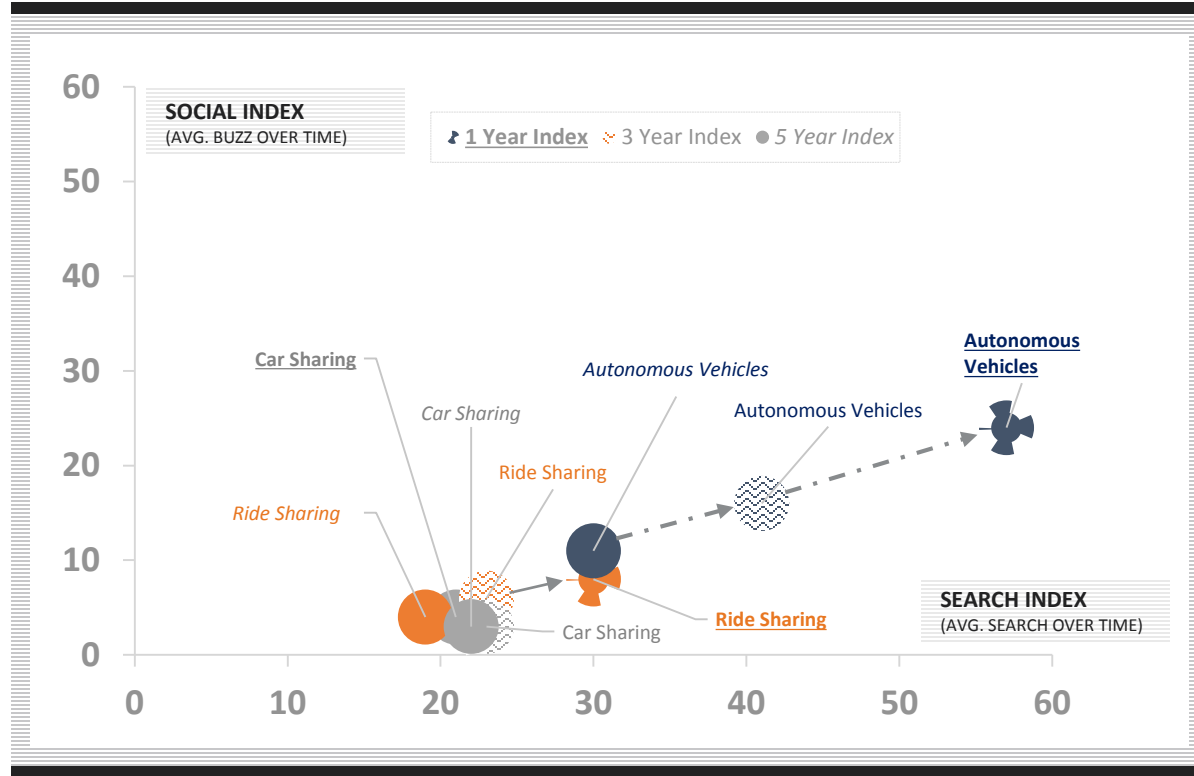
# Autonomous Discussion Skyrocketed Starting in 2015 and Continues to Climb

### Monthly Conversation Volume



## CASE STUDY

# Narrowing in on the Discussion



*Isolate activity over the entire time period (5-years) vs. and interim period of 3-years and finally, the most recent 12 months to determine which segments are approaching critical attention.*

# Where Tech, Ride Share and OEMs Converge

UBER

31%

TESLA

25%

Google

18%



8%



5%



5%

TOYOTA

4%



2%



1%

- The introduction of **Uber's** driverless car program in Pittsburgh, PA starting in September of 2016 set the stage for their prominent place in the AV discussion and contributed to their 31% share of voice.
- **Tesla** consistently generates the most excitement among autonomous OEMs due to its outspoken leader, Elon Musk. Musk's announcement that Tesla would start building every car with self driving hardware (i.e. Autopilot) gained heavy traction in consumer conversations in October 2016, contributing to a 25% share.
- **Google's\*** 18% is largely owed to the renaming of its self driving car project to "Waymo" in December 2016.
- **Lyft**, along with others, have some catching up to do regarding share of mentions in this emerging market. However, it is worth noting that with increased spotlight comes greater scrutiny; this is where companies can learn from Uber and Tesla's strategy and do their best to avoid overt or potentially negative political connections.

# Thank You

**Emily  
Sobol**



[Emily.Sobol@Ipsos.com](mailto:Emily.Sobol@Ipsos.com)  
(212) 584-9261

## QUESTIONS?