Paving the Way to Agile Insights Through Consumer Led Research

NOVEMBER 8, 2017
Thanks for Joining Today

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MARKET RESEARCH TODAY

Adoption of Automation

Greenbook Industry Trends Report, Q1-Q2 2017
DIY Continues to Gain Traction
“AGILE”
BUZZ WORD OF THE YEAR?
Multidimensional Learning

Integration of qualitative and quantitative

Application of various research methods, frameworks and analytics

INTEGRATED TOOLS AND METHODS

ADVANCED ANALYTICS

Linking social and behavioral data

Application of machine learning and text/image/video analytics

Pushing the limits of qualitative learning in a big data world
## The Fundamentals

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<th>RAPID RESEARCH</th>
<th>AGILE RESEARCH</th>
<th>CONSUMER LED</th>
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ENABLING AND LISTENING TO TWO-WAY DIALOGUE

UNDERSTANDING TODAY’S SOCIAL DYNAMIC

SHARING

DISCOVERING

CONNECTING

ENTERTAINING

EXPRESSING

DISCUSSING

CREATING

ADVOCACY
CREATING INTRINSIC MOTIVATION

COMMUNITY ENGAGEMENT

TRUST

AUTHENTICITY

Foundational  Co-Creation  Product Testing  Observational Learning  Hard to Reach Targets
CASE STUDIES

MARKET LANDSCAPE * PRODUCT INNOVATION * CONSUMER UNDERSTANDING
CASE STUDY

Agile Trends Exploration

WHAT WE WERE UP AGAINST

A SATURATED MARKET

Get ahead of emerging trends in order to anticipate new business opportunities.

MARKET LANDSCAPE
AGILE TRENDS EXPLORATION
Multifaceted Approach

Social Exploration
Focus on recognized arts & crafts via conversations and shared images

Trend Radar
Mine for arts & crafts not currently focused on in client portfolio

Pop-Up Community
Dig deeper for specific interests in both established and emerging trends

DETERMINE SALIENT TOPICS
IDENTIFY PRIMARY AND DYNAMIC TRENDS
DRILL DOWN AND VALIDATE

MARKET LANDSCAPE

TREND RADAR INDEX CHART
2-YR VS. 6-MO COMPARISON

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CASE STUDY
Agile Concept Development

WHAT WE WERE UP AGAINST

A CROWDED CATEGORY

Rationalize putting a new product concept through the development cycle to ultimately bring to market.
AGILE CONCEPT DEVELOPMENT
Iterative Discovery Process

**PHASE 1: FOUNDATIONAL CATEGORY LEARNING**
- Including videos of consumers directly ‘pitching the new idea to the CEO’

**PHASE 2: QUALITATIVE CONCEPT DEVELOPMENT WORKSHOP**
- 17 concepts developed in under 5 hours

**PHASE 3: FINAL IDEA SCREENING**
- 5 Winners Emerge
CASE STUDY

Agile Consumer Understanding

WHAT WE WERE UP AGAINST

Gain in-depth understanding of consumer target group and co-create a new product line.

A NEWLY IDENTIFIED TARGET

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AGILE CONSUMER UNDERSTANDING

Flexibility and Depth of Learning

Unbranded Community: 2 Months

- Screener Survey
- Welcome/Getting To Know You
- Technology
- General Thoughts on Diet
- Information Sources & Influencers
- Nutrition Needs
- Preferred Brands
- Designing the Ideal Product
- Concept Reactions

Branded Community: 1 Month

- Thoughts on Competition
3 Key Takeaways

#1
“Fast” does not equal “Agile”

#2
For agile research to be successful, it must be consumer-led

#3
Agility should be baked into the process
Thank You

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QUESTIONS?