

Consumer DIP

Engaging marketers and letting them experience the daily life of their consumers

April 2018



What is a Consumer DIP?



During a Consumer DIP the marketer visits a consumer in the **relevant context**; home, shopping, doing sports, socializing, etc.

- The marketer spends time with the consumer, observes and asks questions
- By observing consumers in their own context, the marketer finds out about their, routines, tiny pleasures, annoyances, social influencers, product experience etc.
- The marketer decides on the consumer profile and builds a team from any discipline within their organization



Ipsos organizes a **tailored consumer experience** based on your needs.

- Ipsos facilitates a training session beforehand, so you feel confident and can make the most out of your encounter
- Ipsos leverages technology and tools to capture observations in the heat of the moment; Mobile App, video ethnography.
- Ipsos facilitates a debrief session afterwards, to structure and interpret your observations and insights and transforms those learnings into a visual deck.

See where they live

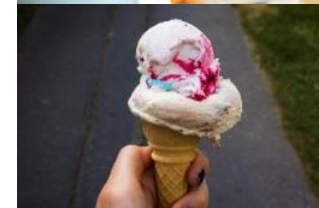
Observe their routines

Feel what they enjoy...

... and what they hate

Taste what they like to eat

Meet Irene



Meet Paul



Consumer DIPs: Engaging marketers in the target group

Why a Consumer DIP?



You are fully in control

- First-hand observations and the direct possibility to ask questions



The focus is on what consumers do, instead of what they say

- There's no need to verbally express attitudes and opinions: behavior speaks for itself



Alignment with your target group is key to successful innovation

- Do yourself a favor and jump into the reality of daily life: DIP provides a unbiased and true look on your consumers
- Be inspired by how consumers find ways to solve their needs

“Was one of the highlights of the trip in Columbia, so thank you all very much for organising and being so flexible.”

- Marketing Director, Beer

“So meaningful – now a ton of work to change just about everything we do!”

- Lead Marketing, Jewellery

“Every year we confirm that this program provides collaborators with a fresh perspective to understand our clients. It has always been very productive and this time was an opportunity to identify a very interesting topic we need to further investigate.”

- Consumer insights manager, Banking

Case study: Trying out new running apparel



Business objective

- To gain insight into the usage experience of new running apparel
- Possible optimization of the gear
- Finding key benefits to communicate the new gear



Consumer DIP set-up

- A marketing team received training and visited 6 runners during one day
- Three runners received the new gear during the DIP and went out for a run together with the marketing team
- Three runners received the new gear one week before. During the DIP they were asked to show how they had used it and tell how they evaluated it



Outcome

- Runners provided instant feedback when unwrapping the box, standing before the mirror, sweating on the road or just after taking the apparel from the washing machine
- This provided the marketing team members quick access to insights into the emotional and functional triggers and barriers for the running gear

“Oh, so this is our target group?!” - Client

Consumer DIPs: Engaging marketers in the target group

Consumer DIPs available from 2.5K

1-on-1 Consumer DIP (1 marketer)

30-min DIP instruction @ Ipsos Office
One 1-hour consumer DIP

30-min instruction, 1 consumer DIP, transport
and technology facilitated by Ipsos

Available from **2.5K**

Consumer DIP marketing team (max 6 pers.)

1-hour DIP training @ Ipsos Office
Two 1-hour consumer DIPs per two clients
2-hour Debrief session @ Ipsos Office

Visual topline report + Training and debrief
session, 6 consumer DIPs, transport and
technology facilitated by Ipsos

Available from **10K**

Other options: store treks, co-browsing, simulated events or long-term consumer connect programs.

Ask for the possibilities, we are happy to think along with you and to find a creative solution that fits your research objective best.

THANK YOU