



# **Diamonds in your own back yard**

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# Structure

- The problem with innovation and consumer insight.
- Some possible approaches.
- Sharing ideas and finding new ways.

# The Bad News

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- So if you're expecting me to tell you about brilliant new research methods to gain consumer insights then you'll be disappointed!

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- Why should consumers come up with great new insights about their lives and future needs for food when it's something they probably only consider for mere seconds in a year?
- You on the other hand should be thinking about it all the time and that's where the hard work comes in.

# The Good News

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- Classic market research and the consumer insights which may be found there are but one input, however...
  - there are many others which are equally or even more critical.
  - the right people need to be exposed to these insights to increase the possibility of innovation

# The Typical scene

- Market research debrief to understand behaviours and attitudes.
- Half a dozen groups, some ethnography with four families and four accompanied shops.
- Two groups attended by the brand/NPD team in a viewing facility.
- Debrief attended by 4-5 marketing people, agency planner, someone from trade marketing and perhaps someone from R&D if the brand manager remembered to tell them.
- The moderator starts the debrief by describing the method and sample, an hour and a half of findings and perhaps some recommendations.

# Some different scenarios

- Same brief and research as before.
- In attendance, the usual suspects plus people from....
  - production
  - patent department
  - local university
  - continuous data supplier
  - catering college
  - someone who's read the last research report
- Now instead of a unilateral debrief (the consumer view) you have the opportunity for multivariate insights.

# Alternative insights

- Now imagine a debrief with the following insights, in addition to the consumer view.

*We've just seen a new machine which....*

*Company x has just filed a patent for....*

*Professor Smith is studying the effect of....*

*Over the last year we have seen switching from a to b....*

*There's a new restaurant which is serving....*

*That's new, last time consumers said ....*

# Bringing producers and consumers together

- So getting multiple inputs is good but listening to (second-hand) insights and hearing them for yourself are not the necessarily the same thing.
- Getting the consumers and the suppliers together can be much more powerful than having the separation of a moderator or two-way mirror. e.g.
  - mix suppliers and consumers together
  - open space
  - live with a family
  - in-store observations and interviews

# Suppliers and consumers together

- Varied group of suppliers.
- Each has his/her own agenda - produces their own topic guide.
- Consumers and suppliers sit together and have an adult-to-adult discussion.
- Everyone knows who is who and asks the questions they want answers to.
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- Create solutions against those needs.
- Go back to the same consumers and measure appeal of those solutions.

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# Live with a family

- If you want to know how people:
  - cook
  - use the microwave
  - use your products
  - prepare fresh meat
  - eat
  - decide what to eat
  - use the freezer
  - shop
- Don't ask them - watch them!
- Spend time with them, live with them, discuss things with them, share the experiences with them.

**You will gain insights!**

# In-store observations and interviews

- Watching people at point of purchase or consumption will tell you huge amounts.
- You can pay researchers to do this but there's nothing quite like seeing with your own eyes.
  - **The way half the population don't even pass your fixture.**
  - **The 0.5 seconds they take to pick up your competitor.**
  - **How old many people are.**
  - **What else they buy.**
  - **How quick some people are at certain times of day.**
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  - How quick some people are at certain times of day.
  - How cold it is standing by a chiller cabinet for an hour.
- Then having watched, go ask some questions.
- You'll be amazed at how much some consumers know about some things and how little they know about others.

# New audiences

## And stop talking to the same people!

- How much of your research deals with your core target market and how often do you talk to eloquent, young, white, English, BC1C2 women?
- Of course your core target is critical but if you want new insights talk to those with a less central view of your market. You may be surprised!
  - People over 65 (there's a huge number of them)
  - Brand rejecters.
  - Category rejecters.
  - Ethnic minorities.
  - Anyone you would normally screen out! (Even market researchers)

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The latter may get....

*“It’s OK but it might be messy to use.”*

*“It’s a good idea for younger [other] people.”*

*“I don’t think it should come in that packaging.”*



# Focus on ideas that make (at least some people) go ‘WOW!’

- For truly innovative ideas, at least some people must get excited outside the marketing department.
- These could be the broad, supplier side people mentioned earlier or better still, consumers with no vested interest save making their own lives better.
  - Mrs Average
  - Opinion formers
  - Non-buyers
  - Early adopters

**If none of these go ‘wow!’, go back and try again’**



## Summary & your task

- There is no monopoly on coming up with new ideas and we need to draw on as many potential sources of insights as possible.
- Share best practices and new ideas for:
  - who to involve
  - what resources are you currently ignoring
  - how to get the most out of what you already have
  - how to better integrate consumer insights with your business

# Some things to consider

- What was the last major innovation in your company?
- Where did the core idea come from?
- Was it really innovative or just a new spin on familiar stuff?
- Was it random or planned?
- How was it brought to life and by whom?
- How confident were you it would work or was there a leap of faith?
- What critical information was needed?
- What role did consumers play?
- How could everything have been done better?
- Who should have been involved?

**How can you make it happen again?**





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# Lunch Break

- Please be back in 30 minutes

[Adrian Marshall's Presentation AD.ppt](#)