



# The power of agile research: How Sakura drives consumer-led innovation

February 2023

Momentive



# Agenda



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**01**

Introduction

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**02**

Agile insights framework

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**03**

How Sakura drives consumer-led innovation

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**04**

Product Development Solutions demo

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**05**

Key takeaways



# Momentive is a leader in agile insights and experience management



**Market Insights**



**Brand Insights**



**Customer Experience**



**Product Experience**



**Employee Experience**

## Insights at immense scale

**98%**  
Of the  
Fortune 500

**2.2M**  
Daily  
responses

**55B+**  
Answered questions

**175M+**  
Global  
panelists



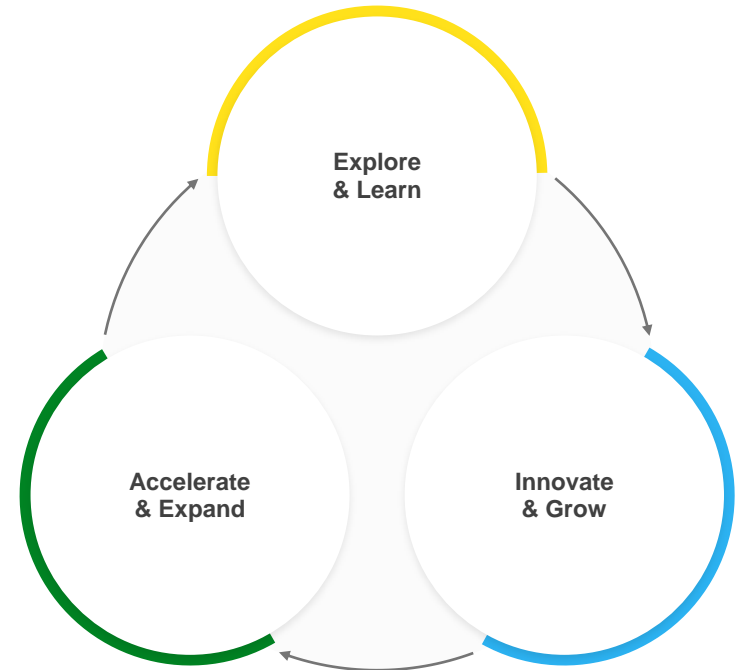
# The agile philosophy and framework

# Agile feedback should fuel each stage of the journey

**01** Early Stage  
Establish Brand

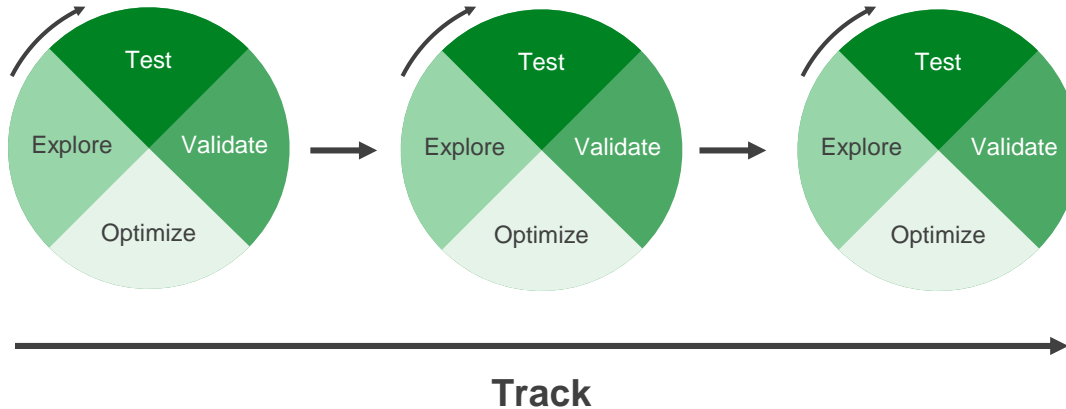
**02** Growth Stage  
Accelerate Growth

**03** Mature Stage  
Sustain Growth; New Opps.



# Agile market research framework

An iterative approach to answering business questions as they come up



- **Explore:** What are the needs of the market?
- **Test:** Which idea does my market prefer?
- **Validate:** How successful will my product or campaign be?
- **Optimize:** Which improvements will make my product even better?
- **Track:** How am I doing?



# **How Sakura of America drives consumer-led innovation with agile research**



Who is Sakura of America?







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## Who is Sakura of America?

- A creativity-oriented writing and art tools company
- Originally founded in Japan
- Committed to providing safe, reliable archival-quality writing instruments and art materials
  - including Gelly Roll, the original gel pen
- Sakura of America is their U.S. branch





# Sakura of America faced an issue: cultural barriers

Sakura's status quo: catering to the Japanese consumer

- Most R&D happened in Japan
- Japanese consumer preferences can be quite different from American preferences and those abroad

Existing challenges: growth goals and consumer understanding

- Wanted to understand the US customer more
- Aggressive targets for growth
- Need to focus on rapidly evolving consumer preferences





# Sakura of America turned to Momentive to move towards consumer-led innovation

- Invest in consumer insights to understand the US consumer
  - Concept Testing
    - one of our Product Development Solutions
  - Usage & Attitudes
  - Price Optimization

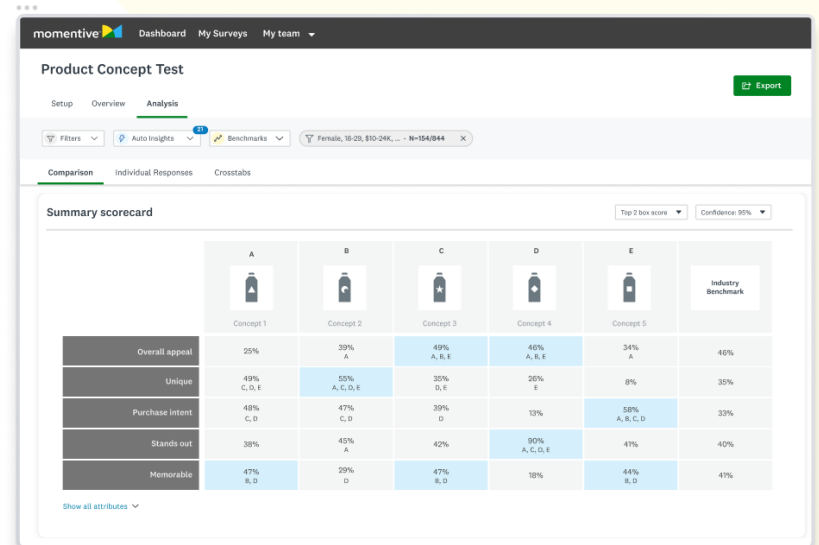




# Product Development Solutions

Avoid costly mistakes in product development by testing your ideas, concepts, names, and packaging with your target market, in as little as an hour.

**Sakura's use case:** Used Concept Testing to test pen products concepts with key customer segments to validate winning ideas

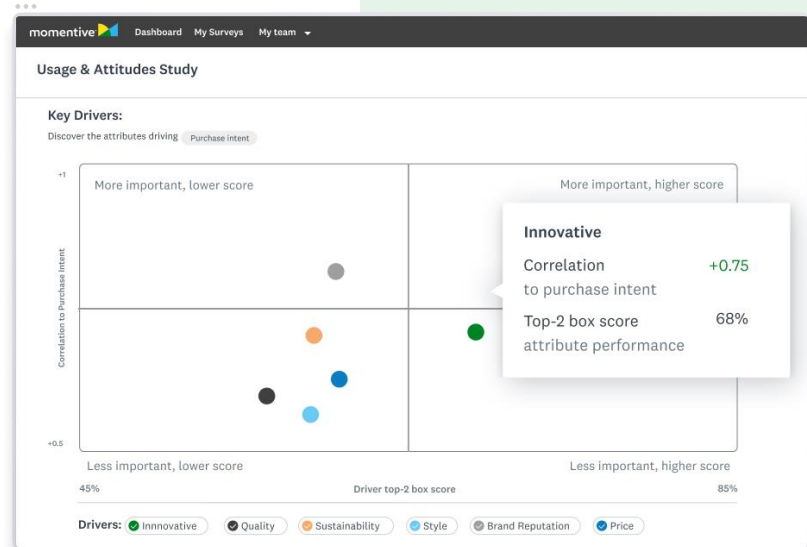




# Usage & Attitudes

Identify the attitudes and behaviors of your ideal buyer segments to build better products and optimize your marketing efforts.

**Sakura's use case:** Understand mainstream US consumer use cases, not just their traditional market of artists and crafters





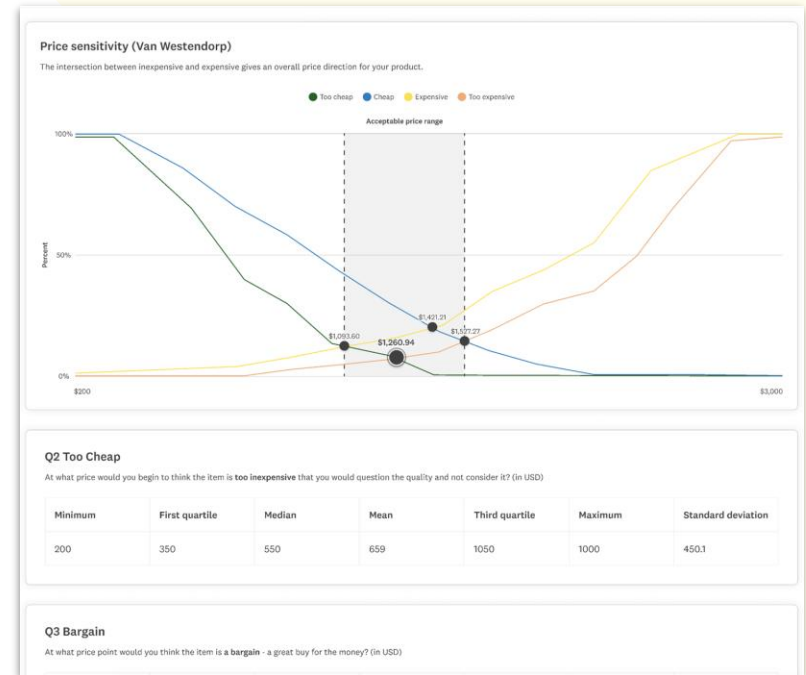


# Price Optimization

Identify the optimal price point and range for your product or service using the Price Optimization (Van Westendorp) solution.

**Sakura's use case:** Evaluate and adjust price points for new products to shape R&D efforts

- Test consumer willingness to pay for a \$100 pen





## Sakura of America was able to innovate for new markets while staying true to their brand

“Momentive has allowed me to get insights and data that we didn't have access to before. It's allowing me to craft stories and communication and get people in this company all over the world on board and marching to the same drumbeat. That is invaluable.”

*Casey Roberts*  
Sr. Marketing Manager of Innovation and  
Consumer Insights





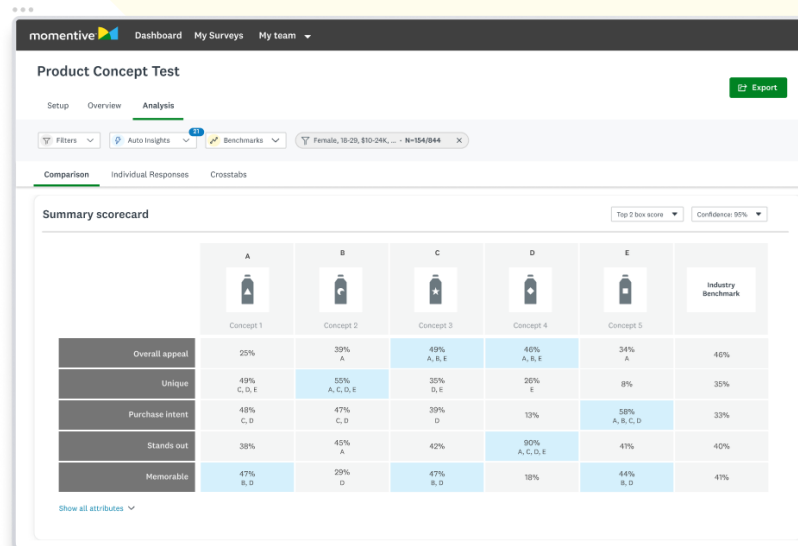
# Product Development Solutions

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Avoid costly mistakes in product development by testing your ideas, concepts, names, and packaging with your target market, in as little as an hour.

Our product development solutions come with:

- Built-in sequential monadic or monadic research design
- Access to our global panel of 175M+ respondents
- Automated analysis: scorecards, word clouds, cross-tab reports
- Key Driver Analysis to identify areas for improvement
- AI-powered insights surface concepts preferred by specific demographic segments
- Presentation-ready exports





# Key takeaways

# Key Takeaways

- Building a culture of end-to-end, agile research is essential for driving innovation
- Markets are dynamic; understanding consumers' changing preferences is the key step to adapting
- Test everything— running concept tests lead to data-driven insights for faster and more confident decision making
- Use insights to expand your reach: target both existing customers and new potential customers
- Whether it's a new market entry or an established favorite, evaluate where your products and services stand in the market





# Thank you!

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for more information