

BE MORE THAN A FORGOTTEN FOOTNOTE

IMPROVE THE ACTIVATION OF RESEARCH AND
INSIGHTS IN YOUR ORGANIZATION



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RESEARCH DOESN'T
BELONG HERE.

COMMON PROBLEMS

ISSUE #1: DO YOUR STAKEHOLDERS KNOW WHAT AN INSIGHT REALLY IS?

“Our target consumers frequently listen to news radio.”

“This brand skews to a more multicultural demographic.”

“25% of households purchase X at least 1x per year.”

SO
WHAT?

“Households with income over \$75K spend more in our category.”

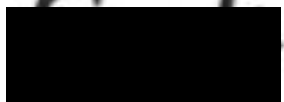
“Someone in the focus group said...”

“Brand A has a higher rate of repeat purchasing than brand B.”

Do you have an insight?

- ☐ Have you done the kind of research nobody else is doing?
- ☐ Do you know what's going to make people care about what you have to say?
- ☐ Where is the conflict? The ~~tension~~?
- ☐ Does it have the potential to make an audience *feel* something?
- ☐ Do you have a human truth that isn't immediately obvious?
(an insight, not an observation)

something that would make somebody say:

"Oh ,
That's true!"

ISSUE #2: ARE THE INSIGHTS CLEAR AND COMPREHENSIBLE?

Data dump

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1000101011010010011110101001101
0101010010101111010101000000101
0110101000101011000010001101010
1001010111101010010010110010100
0101010010001001010110001000100
0000101001010110101010000101010
1010110101010100010101101010010
0101010100101001010010100101001
0010010100111110100010100000011
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Non-mutually exclusive
events or categories



Force-fitted



INFORMATIVE... BUT KINDA NEBULOUS

ISSUE #3: “NICE. BUT IF IT AIN’T BROKE, DON’T FIX IT, RIGHT?”

“Maybe we can just dust off the old work that was done on this...”



“But we’ve done it this way for years...”

ISSUE #4: “WHAT AM I SUPPOSED TO DO ABOUT THIS ANYWAY?”



SEGMENTATIONS



MEASUREMENTS



INFOGRAPHICS

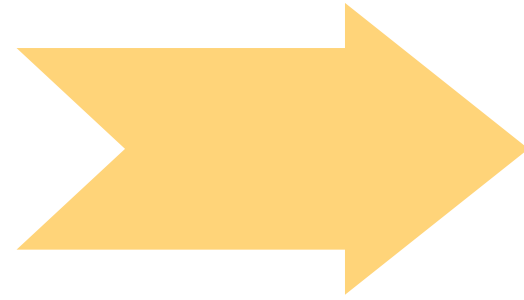
...THAT DESCRIBE CURRENT BEHAVIOR

SOLUTIONS

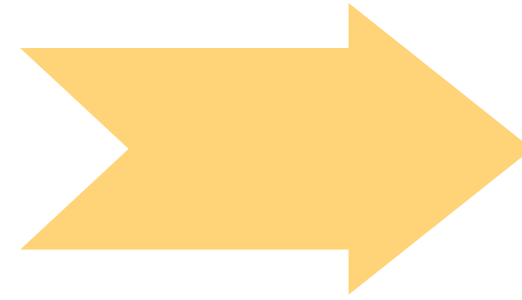


WHAT IS YOUR TYPICAL PATH?

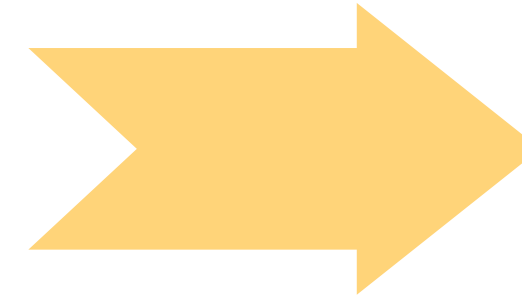
KICKOFF



FIELDING



ANALYSIS



SHARE-OUT

We show people—mainly the insights team and brand managers—a pretty presentation explaining the objectives, methods, and expected output.

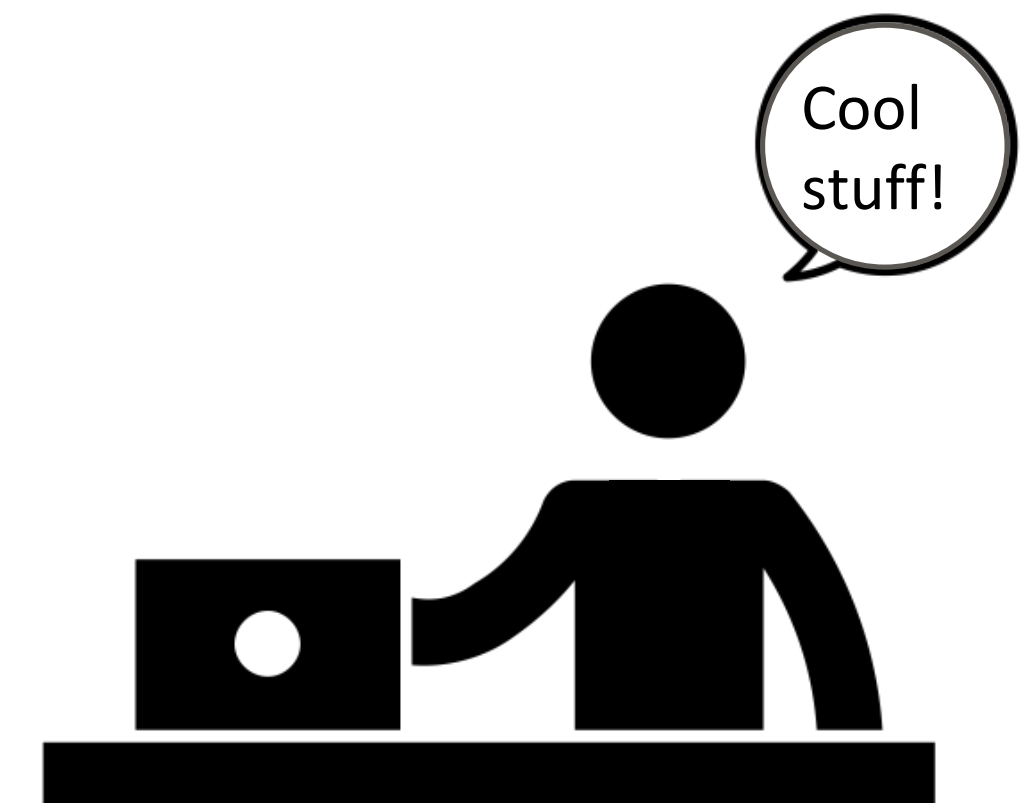
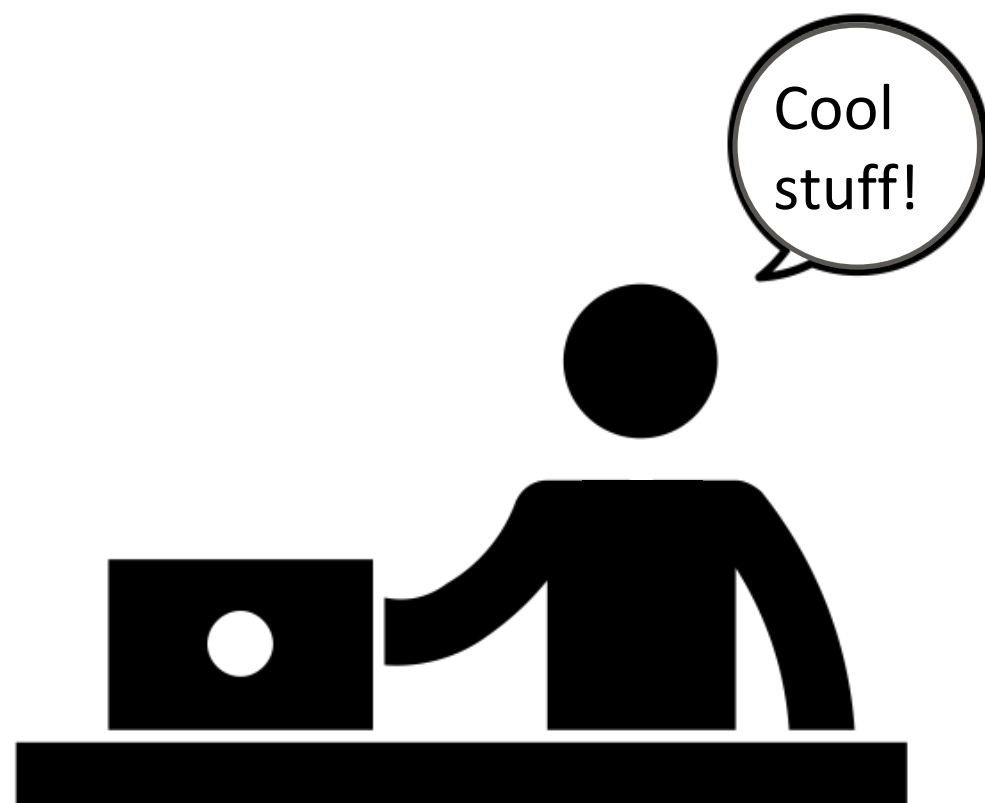
Stuff happens.

Maybe the insights team sees it up close.

Calculations happen and presentations are built.

The insights team provides feedback on said presentations.

A bunch of people come back together to see numbers and pretty stuff. We remind them the ‘why’ and ‘how’, then explain the ‘what’. It’s so beautiful! We email it to everyone or place in an insights repository. Good job, us!



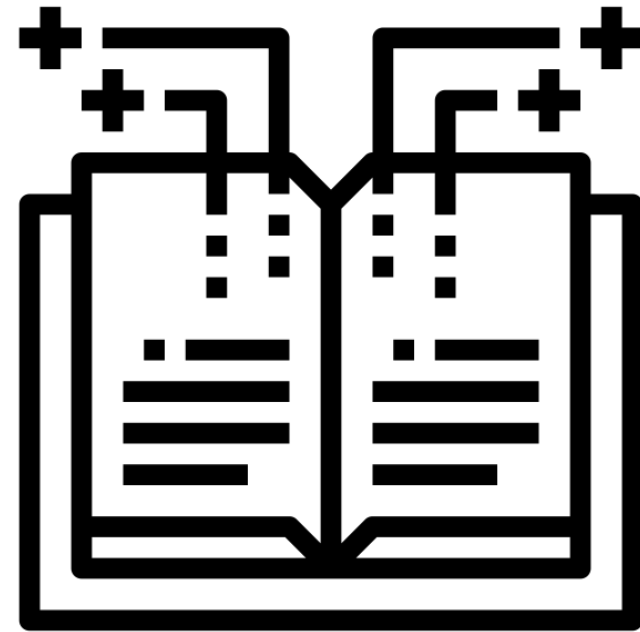
The End



INSTEAD, MAKE IT ANOTHER BEGINNING

KICKOFF

CURRENT BEST PRACTICE:



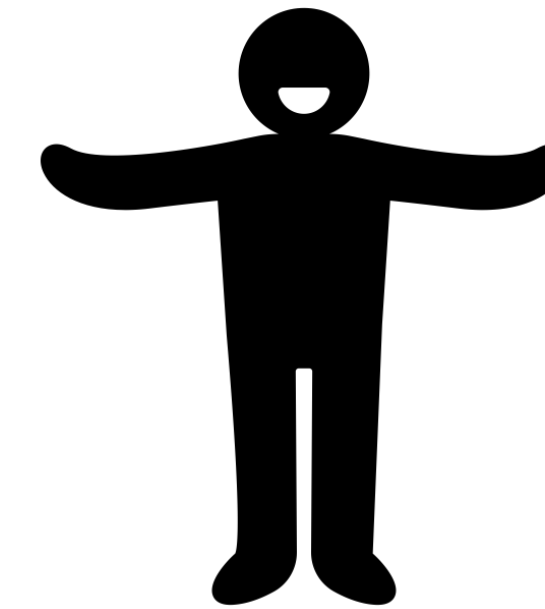
What do we already know?

What do we need to know?



THE SECRET SAUCE:

Who will benefit?

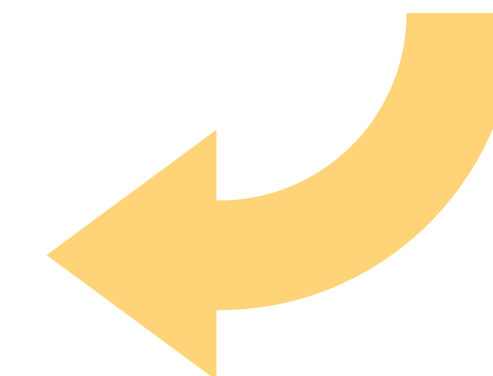


Who will embrace?



Who will be skeptical?

THE DO-DIFFERENT:



- * Put the right pre-read and kickoff presentation together: include relevant sources (beyond those of the supplier doing this project)
- * Demonstrate collaboration: Client + supplier(s) co-present
- * Identify a core group of cross-functional partners which INCLUDES skeptics. Invite a little pushback. Make the core group's role bigger than just listening.

FOR EXAMPLE...

*Brought to
you by:*



Constellation Brands
WORTH REACHING FOR

MULTIPLE STAKEHOLDERS...

Those who sell the wine

Those who build our brands

Those who research and uncover insights

MULTIPLE PHASES...

Qual exploratory: video shop-alongs!

Monadic design test: CLT + online

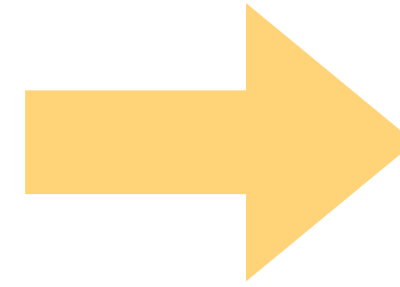
Qual follow-ups: online discussions

MULTIPLE CHANGES!

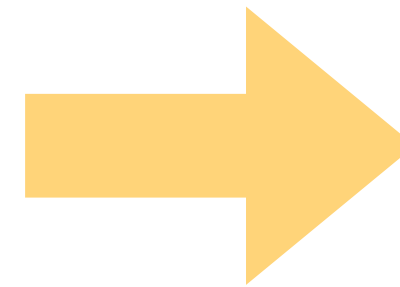
Company reorganization



Put the right pre-read and kickoff presentation together: include relevant sources (beyond those of the supplier doing this project)

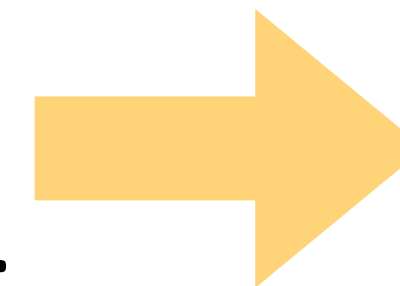


Demonstrate collaboration:
Client + supplier co-present



SUPPLIER SHARED CONSUMER SHOP-ALONG INSIGHTS;
CLIENT SHARED INPUTS FOR NEXT PHASE OF RESEARCH

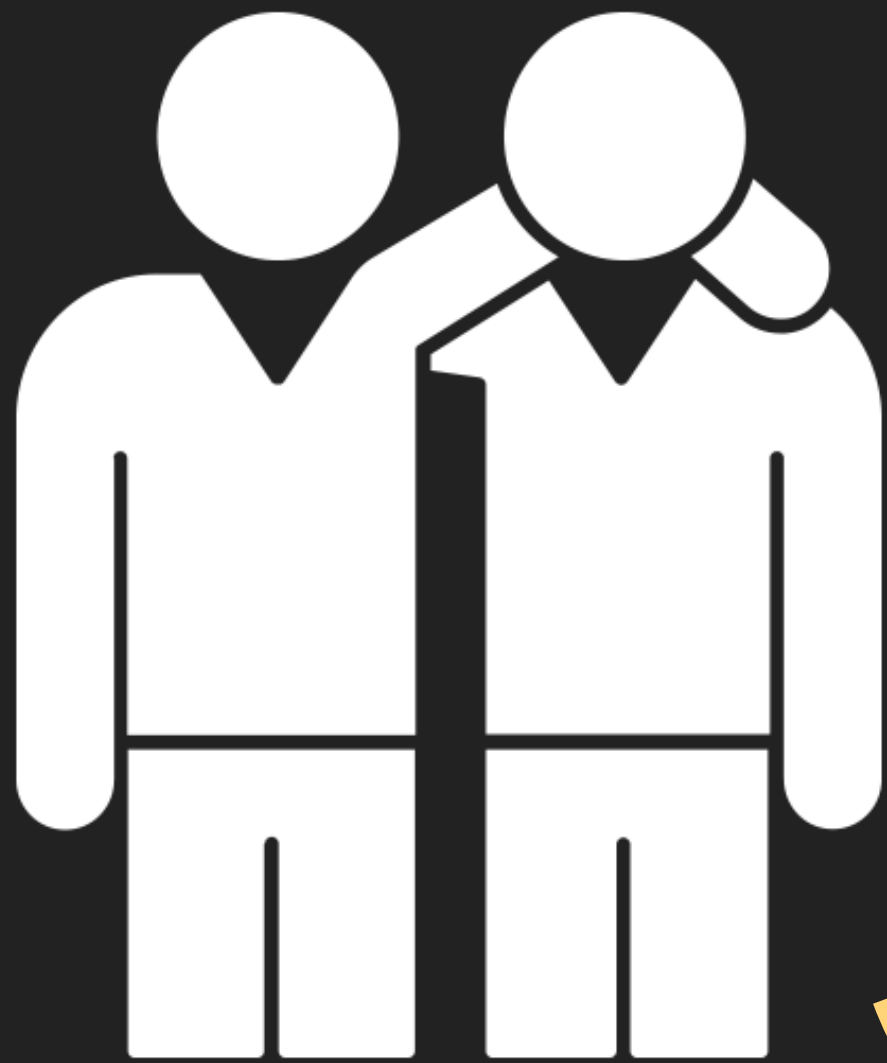
Identify a core group of cross-functional partners which **INCLUDES** skeptics. Invite a little pushback. Make the core group's role bigger than just listening.



PARTNERS VOTED ON KEY PROJECT INPUTS;
WERE ALSO INVITED TO CLT RESEARCH

FIELDING

Invite your stakeholders



Share in the observation



Guide discussion, begin dismantling biases and myths



ANALYSIS

IDENTIFY NEW NEWS

REFINE COMMUNICATIONS PLAN

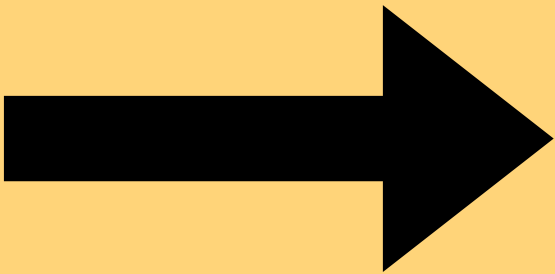
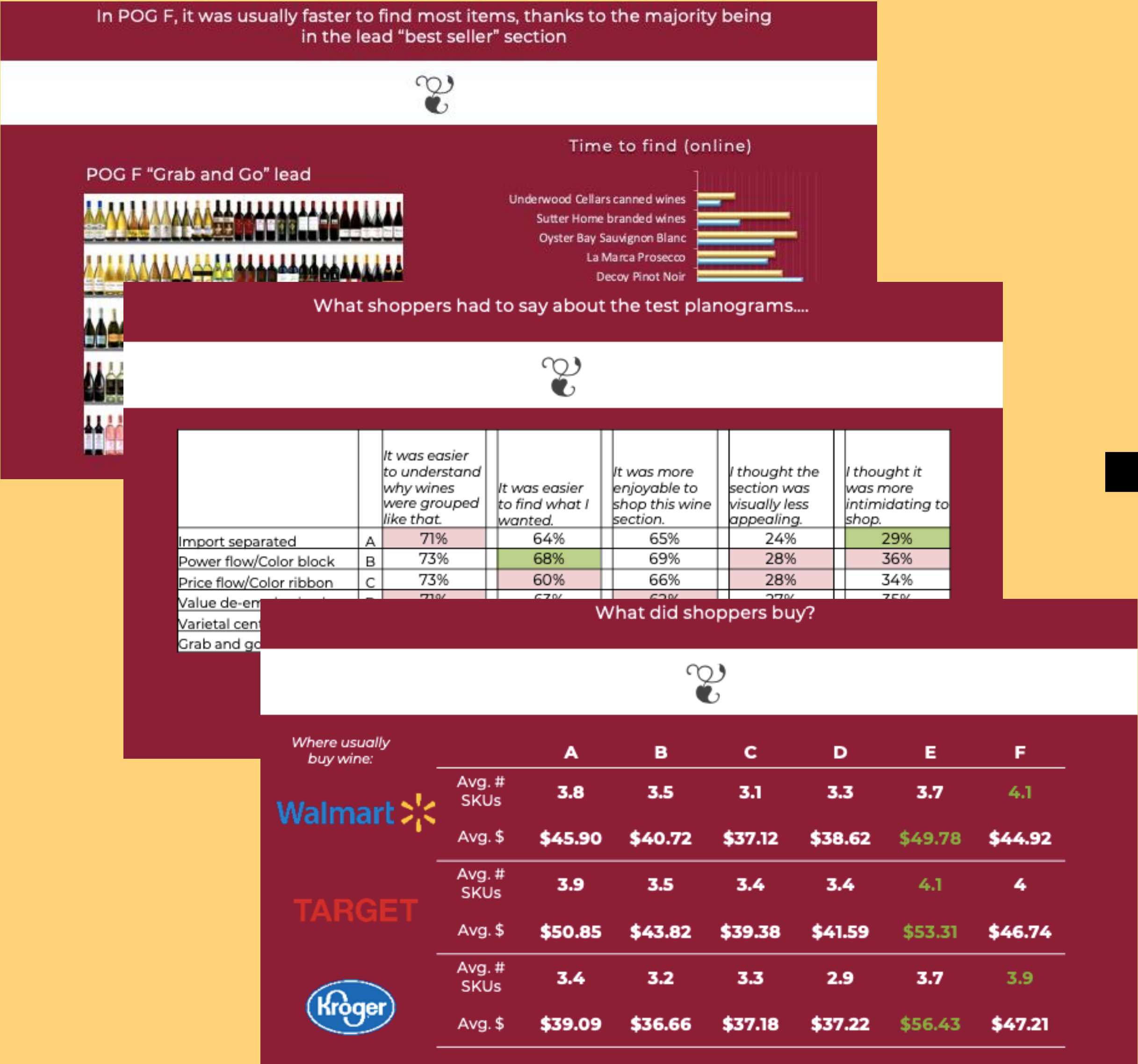
START BUILDING A STORY GIVING ONLY 85% OF THE ANSWERS

FOR EXAMPLE...

Brought to
you by:



Constellation Brands
WORTH REACHING FOR

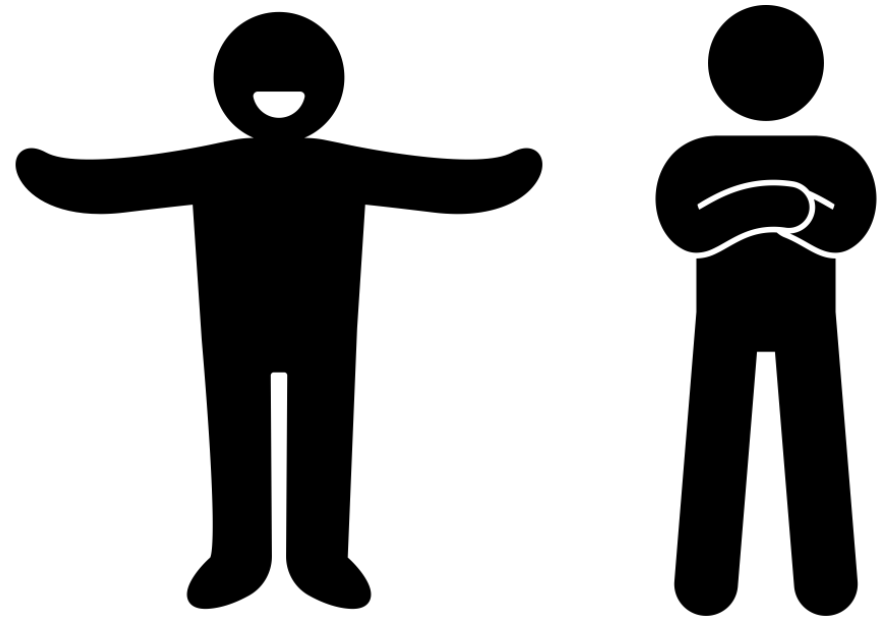


“What are the shopper struggles you've noticed?"

“What can we conclude about optimal shopping flow so far?"

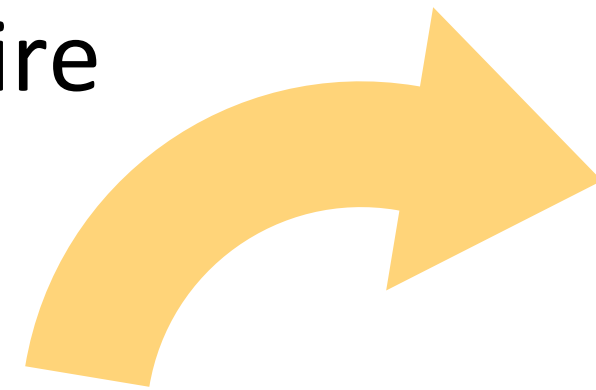
“What do we need to add to flow based on signage observations?"

SHARE-OUT: STARTING WITH INTERNAL STAKEHOLDERS

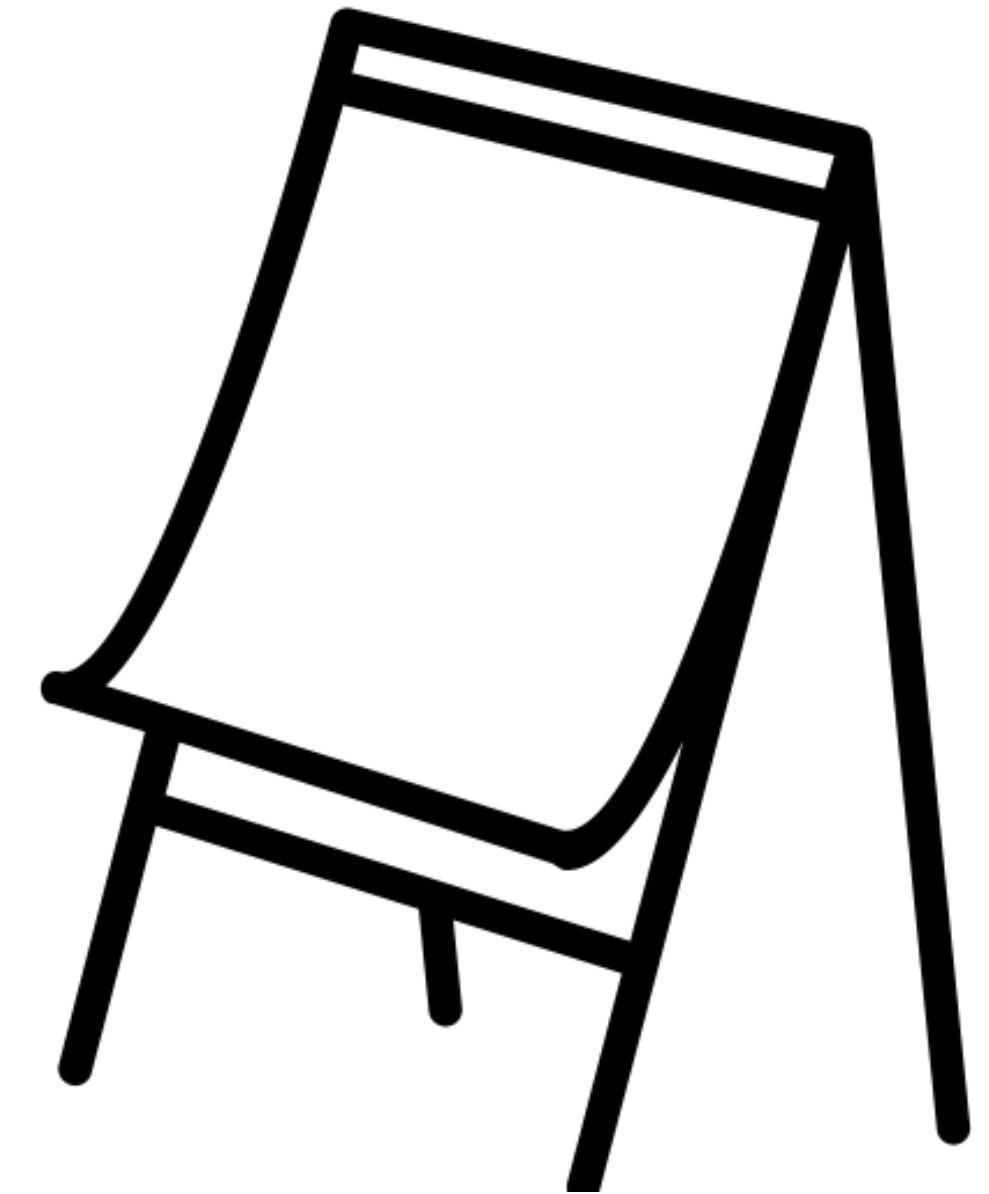


Embracers and skeptics have been brought along the entire process...

Now bring back together in this phase to align on the insights and action steps.



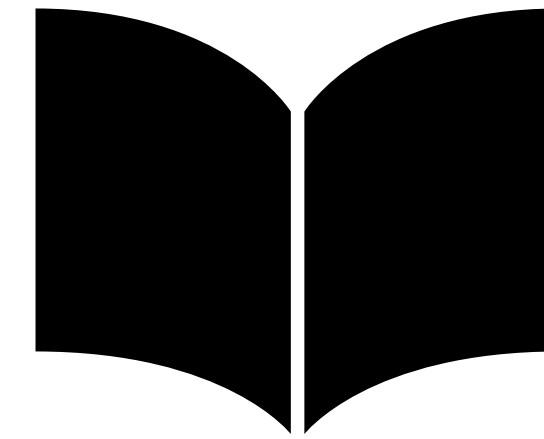
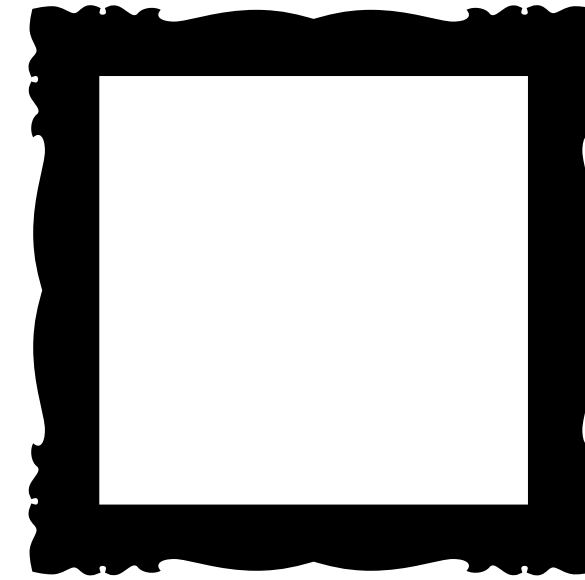
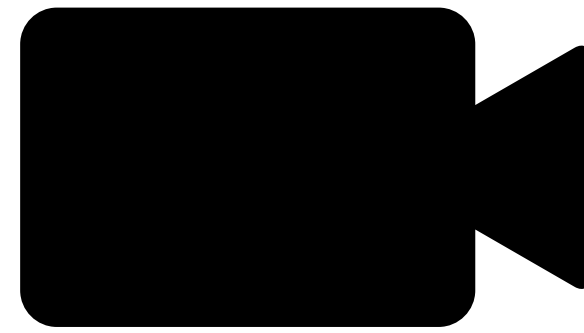
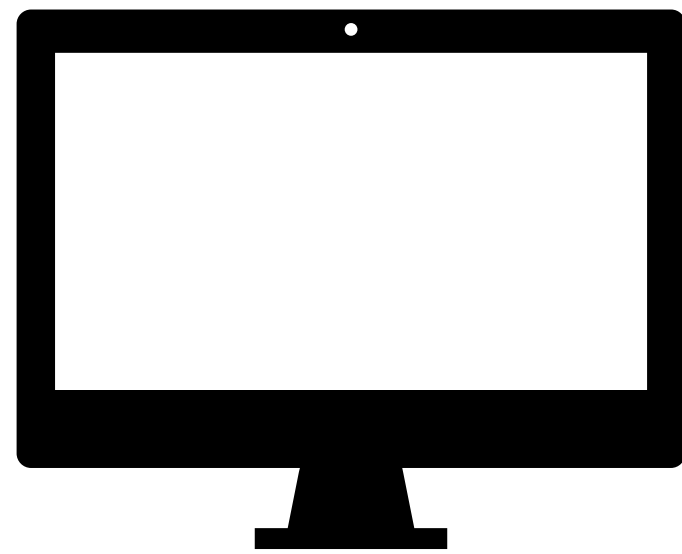
Present the story with 85% of the answers...



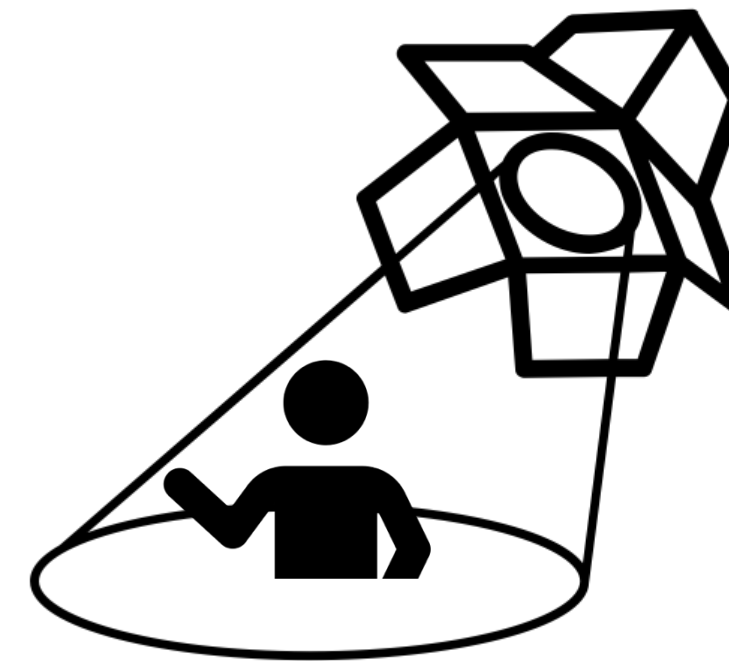
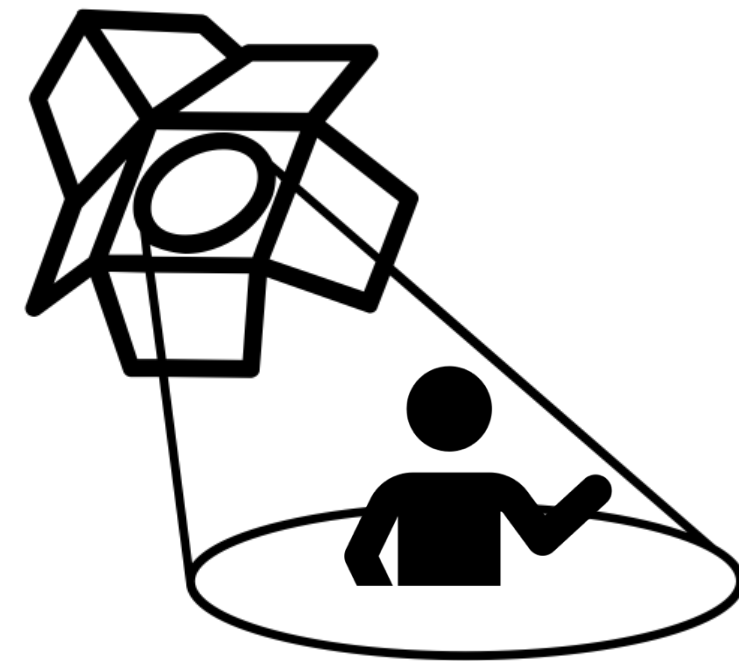
...but create space for insights to be developed by the group, put “in their own words” and to identify ways to bring to life

SHARE-OUT: THE FINAL-FINAL PRODUCT

BRING TO LIFE IN MULTIPLE WAYS



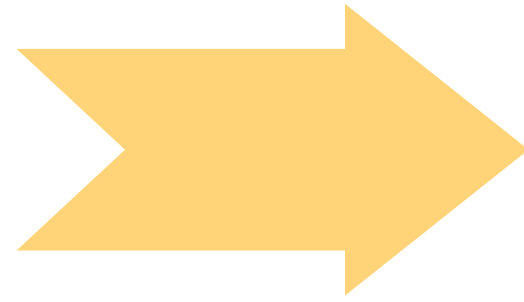
LET INFLUENTIAL STAKEHOLDERS SHARE THE STAGE



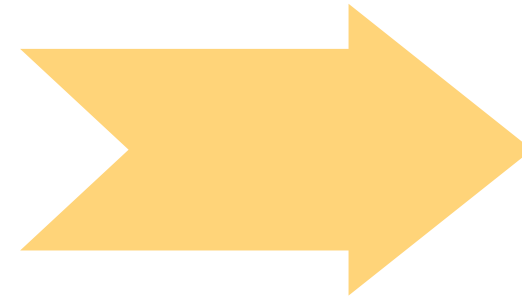
ENGAGE & IMPACT



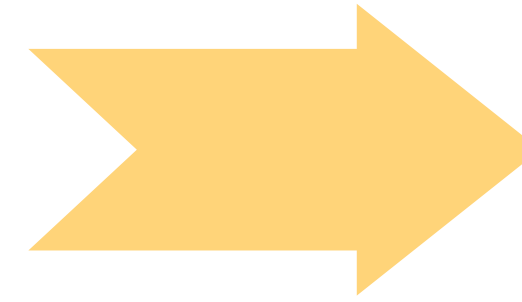
KICKOFF



FIELDING



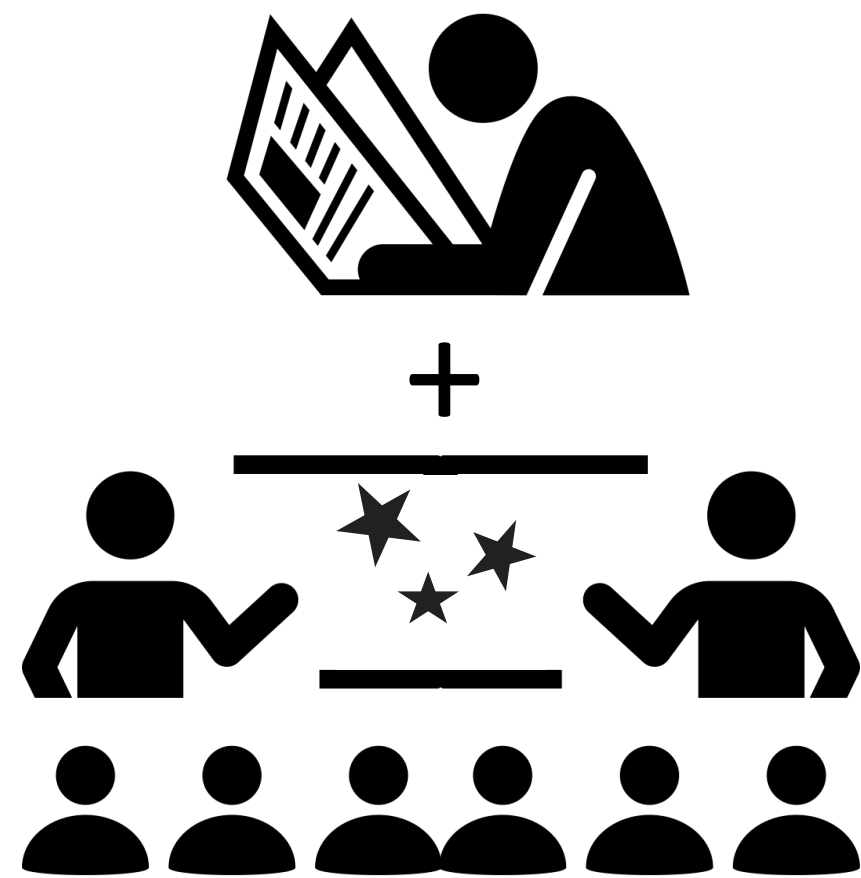
ANALYSIS



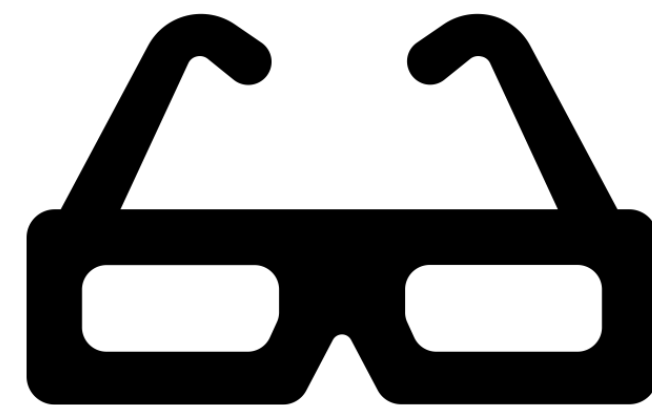
SHARE-OUT

We send a pre-read detailing the what and why of the project.

The kickoff is presented by multiple folks to keep engagement high.



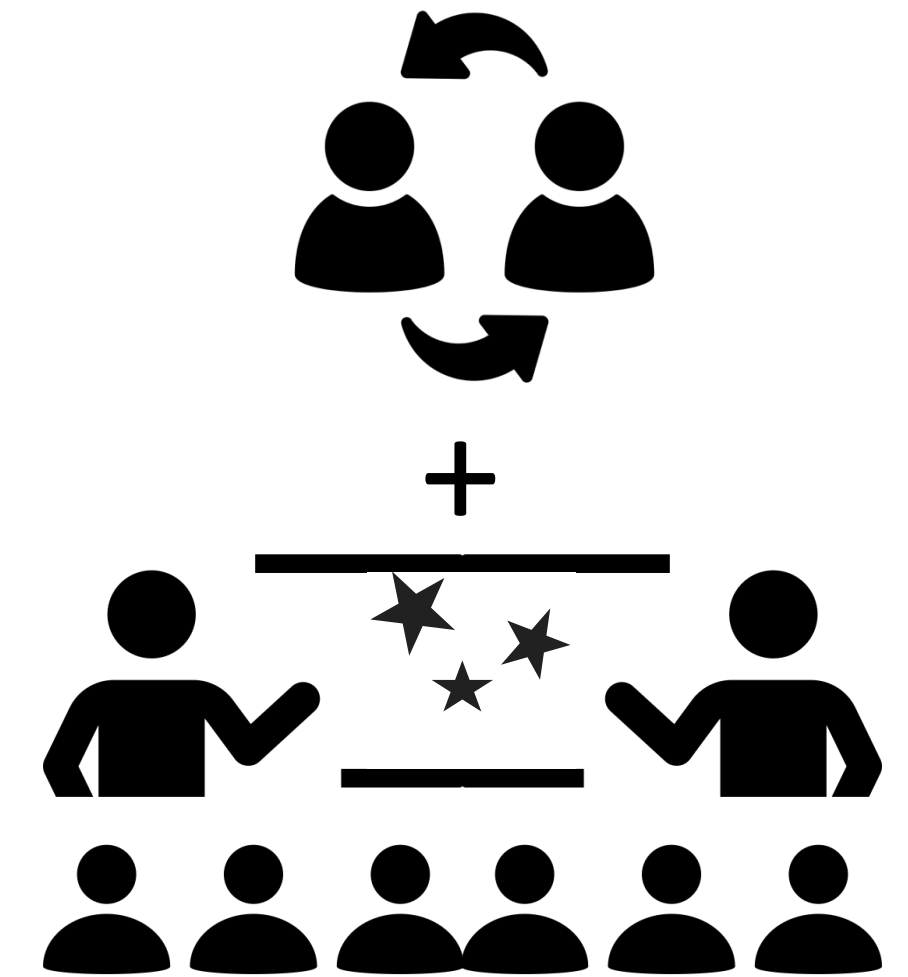
We bring stakeholders along. Let them observe. Discuss what's happening and myth-bust on the spot.



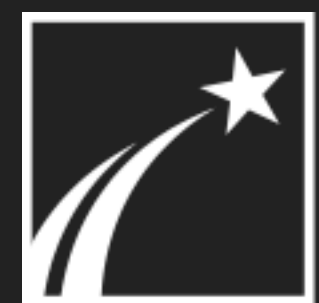
We anticipate questions, refine the communications plan, and build the results in a way that inspires others to identify the insights.



Don't showcase all the insights... lead your audience to the conclusions and let them co-create the lessons and next steps to active together.



THANK YOU



Constellation Brands
WORTH REACHING FOR

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