



# MIND THE GAP



THE J.M. SMUCKER Co

HEIDI CARRION

ELEVATING IN-HOUSE RESEARCH

 THE QUIRK'S EVENT  
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

## BACKGROUND

- BS Biology & MBA
- R&D Chemist, Candle Science Group, Bath & Body Works
- Strategic Insights Director, Nottingham Spirk industrial design consultancy
- Innovation Engineer & Insights Manager, Shurtape Technologies
- Senior Scientist, Products Research, The JM Smucker Co



# I ❤️ PRODUCTS



# CONSUMER RESEARCH

- Scrappy, somewhat self-taught in product design world (focus groups = stimuli)
- **Qualitative researcher at heart**
- 10 years as moderator & interviewer
- Love taking really messy info & trying to make sense of it
- **Hands-on quantitative experience**
- Love blending quant w/ qual to tell a richer story



In the dining room



On the farm



On a couch



# DIY TRADE-OFF



SurveyMonkey®



recollective



SUZY™

QualBoard®









**AESTHETICS MATTER**

- Learn to make simple, impactful visuals to share your data & insights



**UNDERSTANDING MATTERS**

- Learn to convey clarity with your slides by using story-telling techniques



**FEEDBACK MATTERS**

- Embrace the importance of feedback to develop more audience-centric presentations



# AESTHETICS MATTER



AESTHETICS MATTER



UNDERSTANDING MATTERS



FEEDBACK MATTERS



Looking at specific consumer segments, Parents, both Millennials and Gen X, appear to over-index with the most odor issues, especially with washing machines, dishwashers, garbage disposals, and garbage (outdoor/garage). Boomers under-index for most odor categories.


	GenPop	With Kids	No Kids	Millennials	Gen X	Boomers	Renters	Owners
	472	168	294	144	102	135	140	311
Odor from kitchen garbage	52%	60%	48%	61%	50%	44%	56%	51%
Odor from garbage in your garbage can (in garage or outdoors)	51%	61%	47%	67%	49%	36%	57%	48%
Odor from pet-related messes	38%	40%	38%	41%	41%	33%	39%	37%
Odor from your sink drains (drains without a garbage disposal)	37%	43%	33%	40%	50%	25%	46%	32%
Stains in your drinkware (travel mugs, water bottles, coffee mugs)	36%	39%	35%	41%	34%	29%	39%	34%
Residue in your coffee maker from mineral build-up	36%	38%	35%	42%	39%	33%	36%	35%
Odor in your washing machine (for laundry)	34%	47%	28%	44%	43%	23%	37%	33%
Odor from your garbage disposal in your kitchen sink	34%	45%	29%	40%	37%	27%	32%	35%
Odor in your dishwasher	25%	33%	21%	33%	22%	21%	25%	26%
I don't have any of these problems	9%	2%	12%	1%	6%	14%	10%	8%

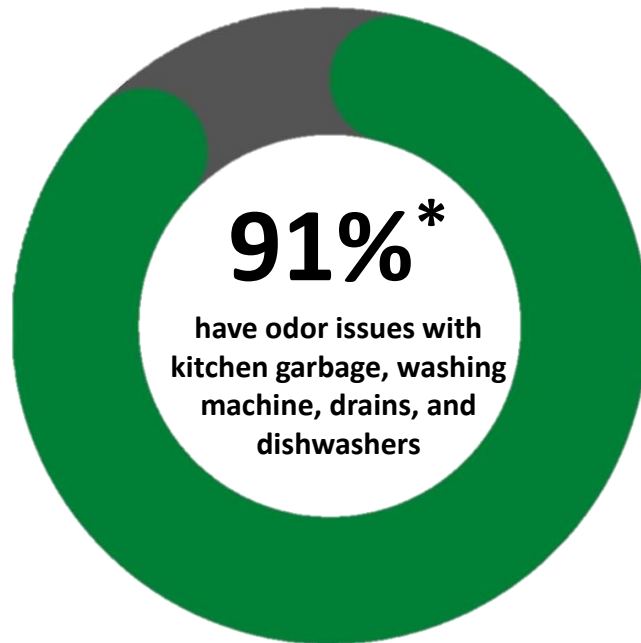
	GenPop	With Kids	No Kids	Millennials	Gen X	Boomers	Renters	Owners
	472	168	294	144	102	135	140	311
Odor from kitchen garbage	1.00	1.16	0.92	1.18	0.96	0.86	1.07	0.98
Odor from garbage in your garbage can (in garage or outdoors)	1.00	1.19	0.91	1.30	0.95	0.71	1.11	0.93
Odor from pet-related messes	1.00	1.05	1.00	1.08	1.09	0.86	1.04	0.98
Odor from your sink drains (drains without a garbage disposal)	1.00	1.19	0.91	1.10	1.36	0.69	1.25	0.87
Stains in your drinkware (travel mugs, water bottles, coffee mugs)	1.00	1.07	0.98	1.13	0.95	0.80	1.06	0.95
Residue in your coffee maker from mineral build-up	1.00	1.07	0.98	1.19	1.10	0.92	1.02	0.98
Odor in your washing machine (for laundry)	1.00	1.37	0.81	1.29	1.26	0.67	1.08	0.96
Odor from your garbage disposal in your kitchen sink	1.00	1.30	0.83	1.15	1.09	0.80	0.94	1.03
Odor in your dishwasher	1.00	1.33	0.84	1.33	0.86	0.83	1.00	1.03
I don't have any of these problems	1.00	0.27	1.34	0.16	0.66	1.58	1.12	0.94

Q-1: In your home, do you experience the following problems? Click on all that apply.

\*Appliance Cleaning Products Survey, October 2020, 472 respondents, SurveyMonkey

# consumer needs

 A vast majority of US population experience odor issues in home  
Parents, millennials, homeowners & renters show outsized interest in targeted freshening products, especially washing machine, dishwasher & garbage disposal products



Parents, millennials, homeowners & renters over-index 30%\* in interest & purchase



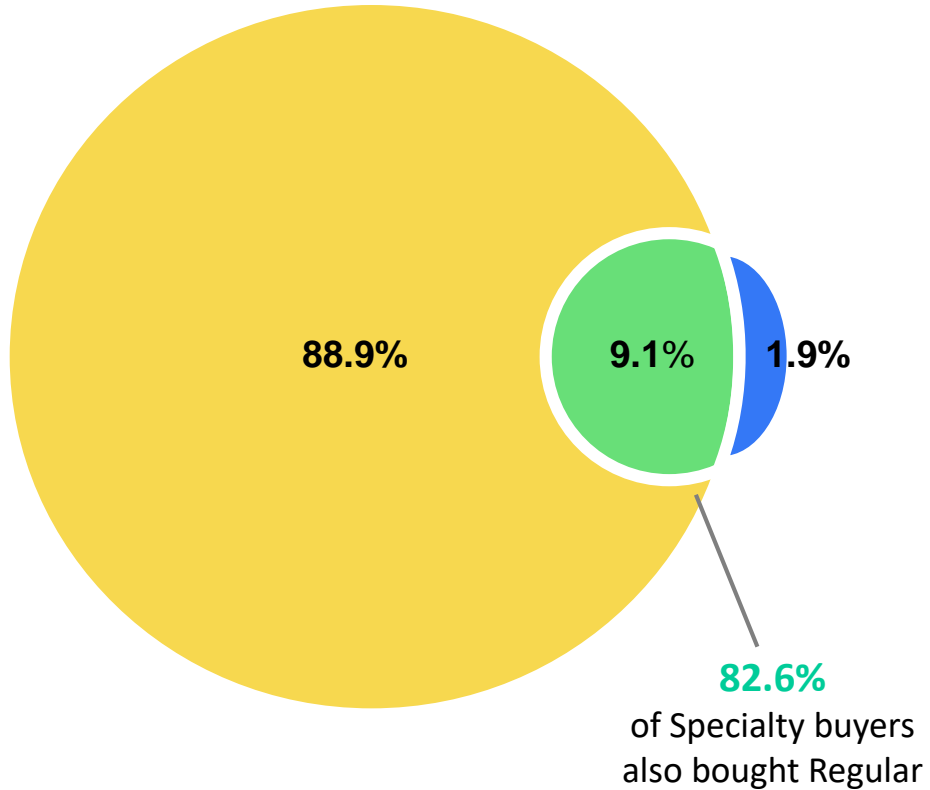
# IMPACTFUL VISUALS

- ⦿ Relationships
- ⦿ Maps
- ⦿ Metaphors
- ⦿ Open ends



## Regular v. Specialty Cross-Purchase

- Regular only
- Both regular and specialty
- Specialty only



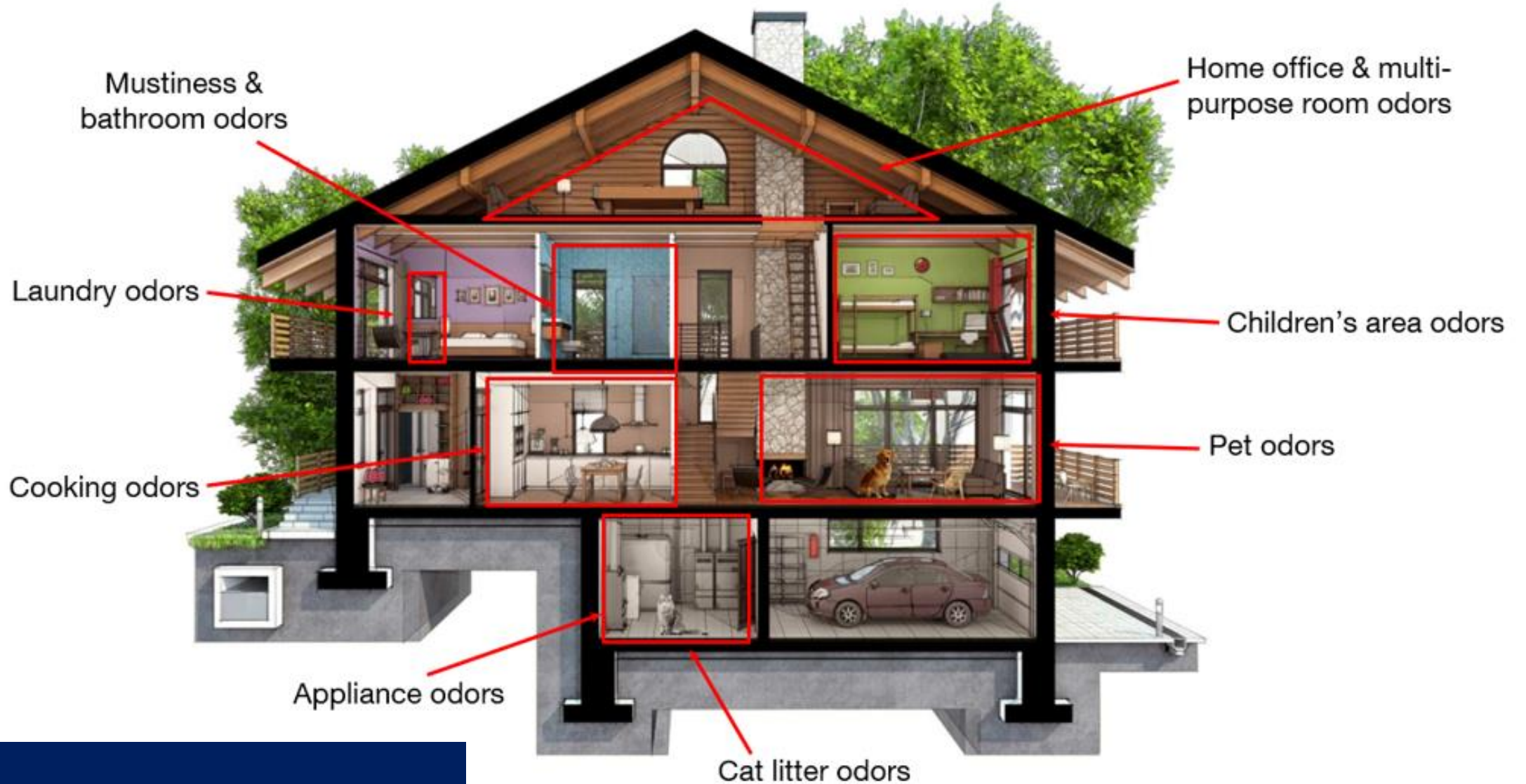
RELATIONSHIPS



Lifestage	Regular Buyers	Specialty Buyers	Total Buyers
Adult Couples	21%	18%	22%
Large Younger Family	16%	21%↑	18%
Senior Couples	14%↑↑	11%	12%
Adult Singles	13%	17%↑	15%
Young Singles	9%	10%↑	7%
Large Older Family	7%	7%	7%
Young Couples	6%↑↑	4%	4%
Senior Singles	5%↑	3%	7%↑↑
Small Family	4%	4%	5%↑↑
New Family	3%	4%↑↑	2%

↑↑↑ Arrow color represents notable over-index v. people group of corresponding color

# HOMEBOUND CONSUMERS NOTICING MORE HOUSEHOLD ODORS



MAPS

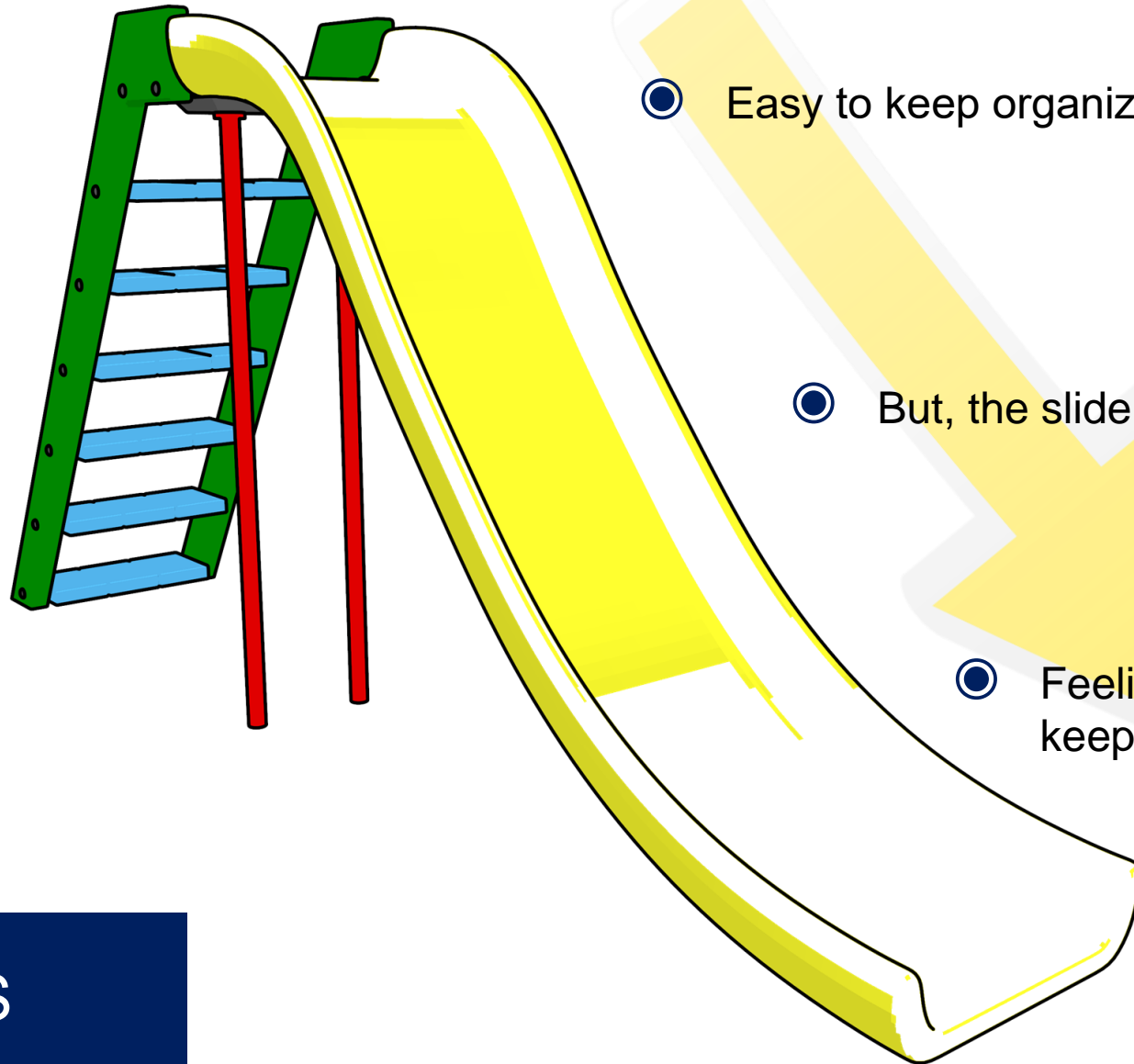
● Pinnacle: Maximum organization

● Uphill climb is almost over....

● Finding time is challenging

● Have a plan, building momentum

● Knowing where to start is difficult



● Easy to keep organized....at first

● But, the slide eventually happens

● Feeling disappointed with ability to keep organized

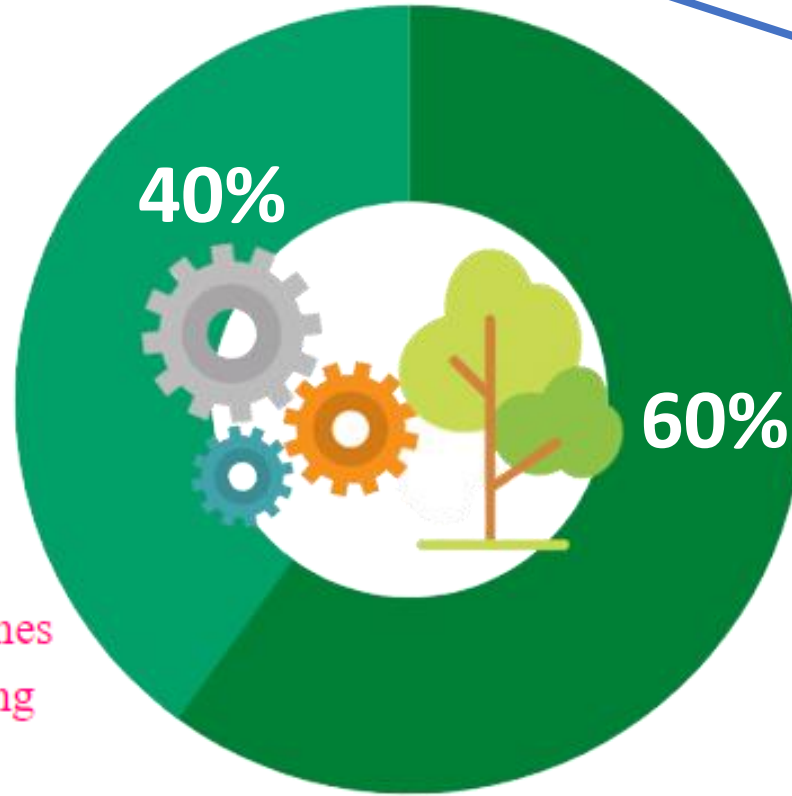
METHAPHORS

It seems like cleaning will be more fun!

I think it's new & improved, not like the older products!

It's visually more appealing and I believe it will work better!

It won't harm the earth!



understandable  
chemicals bug  
dishwasher container natural  
freshener fashioned suggests  
environmentally see design  
better professional simple use  
lasts pretty plastic way first movement  
vibrant related jr look colors versus  
color chain looks old harsher  
little jelly alive  
brand long modern eco  
packaging Plink name trap artistic  
friendly appealing able visually  
fewer product key  
more fragrance  
Leaves like

OPEN-ENDS

1

Learn to make simple, impactful visuals

3

Consider different versions of same presentation

2

Use Appendix to include more detailed tables/charts/data

4

Techniques & resources to share





# RESOURCES

Canva



shutterstock®





# UNDERSTANDING MATTERS



AESTHETICS MATTER



UNDERSTANDING MATTERS



FEEDBACK MATTERS

# DELIVERY STYLES



# DELIVERY STYLES

**INTERACTIVE**

*Facilitated by presenter or audience*

**INTERACTIVE**

**CASUAL**

*Planned but informally delivered*

**CASUAL**

**FORMAL**

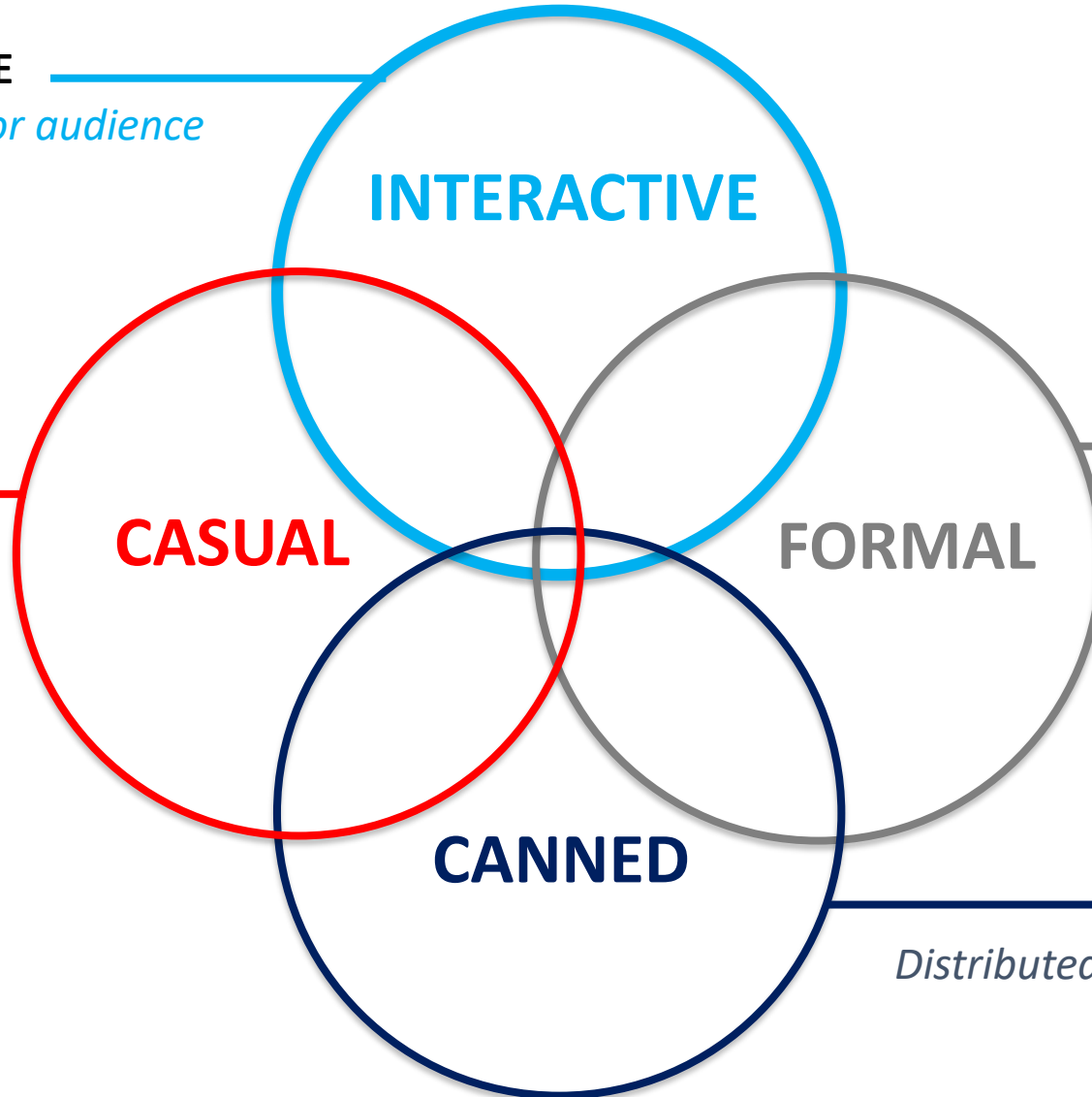
*Programmed and rehearsed*

**FORMAL**

**CANNED**

**CANNED**

*Distributed for audience to access*



## LOG LINE = 1 sentence summary

Two unlikely, star-crossed lovers fall in love aboard the worlds largest ship and struggle to keep their relationship afloat as the doomed ship sinks into the Atlantic.



## LOG LINE = 1 sentence summary

A former fighter pilot attempts to train a crew of top-notch, young pilots to perform a daring mission, but knows that he's the only one with the best chance of surviving this dangerous feat.



Looking at specific consumer segments, Parents, both Millennials and Gen X, appear to over-index with the most odor issues, especially with washing machines, dishwashers, garbage disposals, and garbage (outdoor/garage). Boomers under-index for most odor categories.


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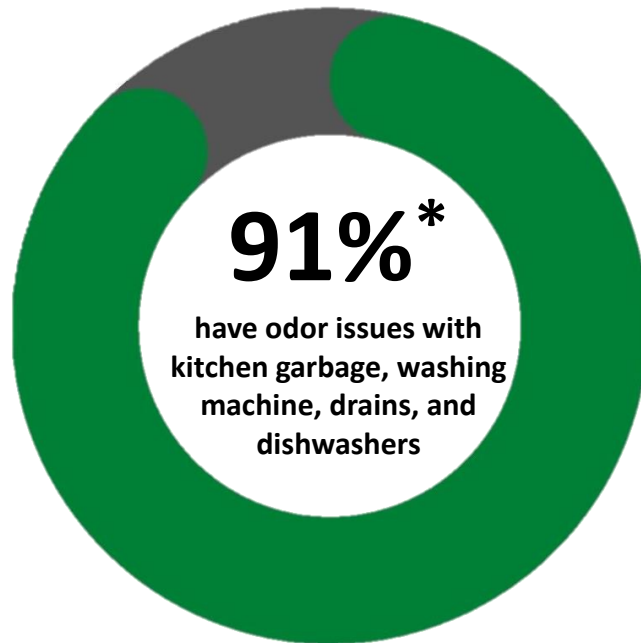
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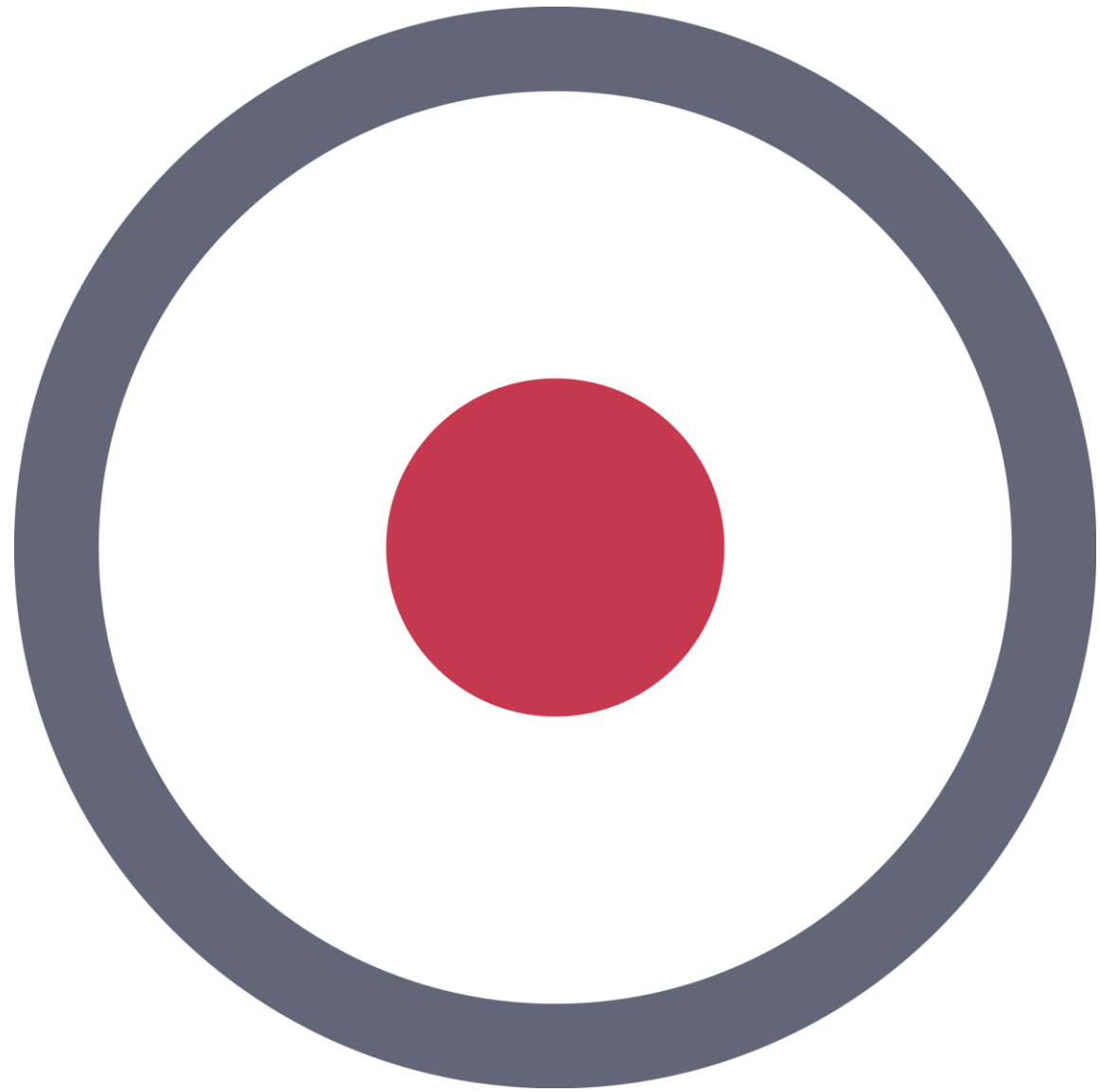
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1

What type of delivery do you need?

3

Technique to jump to highlights:  
Hit Record



2

What's your logline for each slide?





# FEEDBACK MATTERS



AESTHETICS MATTER



UNDERSTANDING MATTERS



FEEDBACK MATTERS



A pair of hands holds a dark blue rectangular sign with a black center. The sign contains the text "Can you help?" written in a white, hand-drawn, chalk-like font. The background is a solid, bright blue color.

Can you  
help?









1

How are you growing your business?

3

Never surrender your platform



2

What's coming through? What's getting lost?

4

Is my research making an impact?



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