

@ quantilope

&

ORGANIC
VALLEY[®]



QUIRK'S DALLAS
2024



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BOMBARDED BY CHOICES





ALIGNMENT OF VALUES & PURCHASE CHOICES

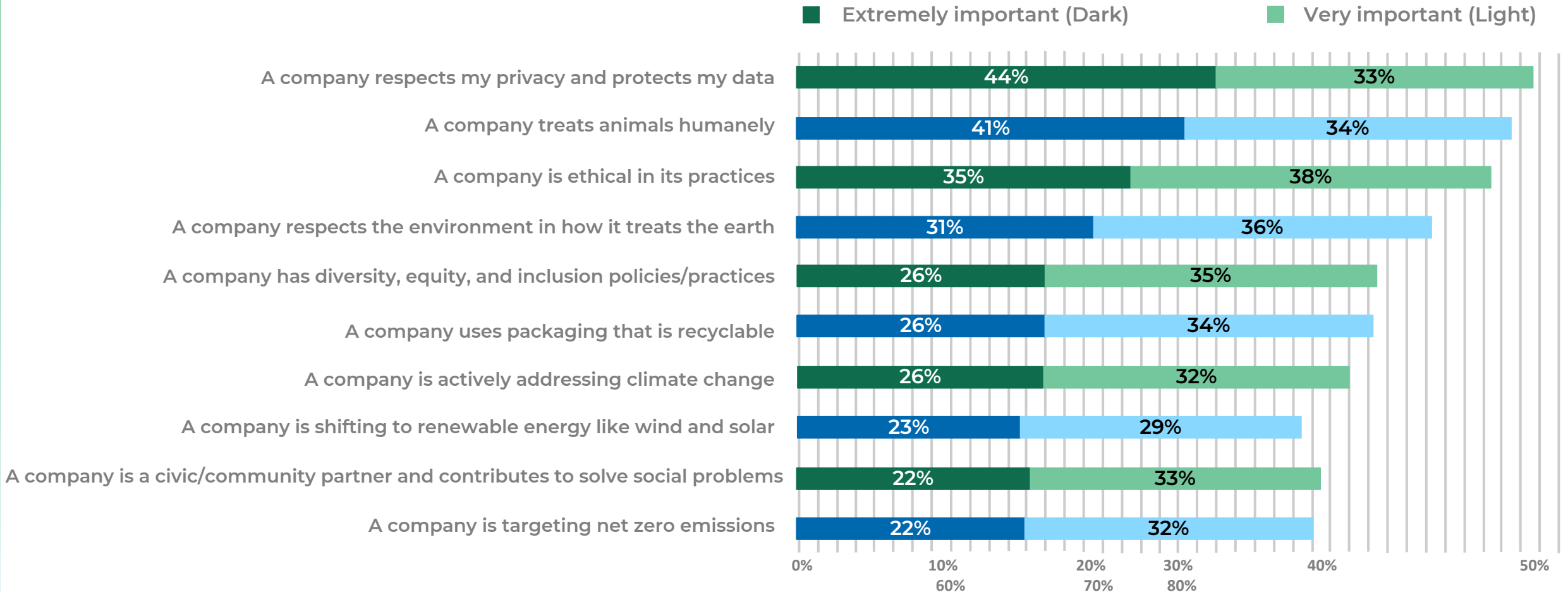


Consumers buy products to fill needs. Some consumers use products and brands to extend and communicate their identities.



WHAT ACTIONS TIE INTO VALUES?

When considering which companies to buy food and beverages from, how important are each of the following?



LET'S RECAP HOW OUR HUMAN BRAINS WORK

System 1

implicit



System 2

explicit





Why implicit research?

System 1 impacts more than 90% of consumers' daily decisions.

We have to understand what's going on.



2-STEP IMPLICIT APPROACH

1st Category Audit

Understanding which consumer values, goals, benefits etc. are relevant when purchasing in the category.

2nd Brand Audit

Understanding how brands deliver on these values, goals, benefits etc. that are relevant in the category.

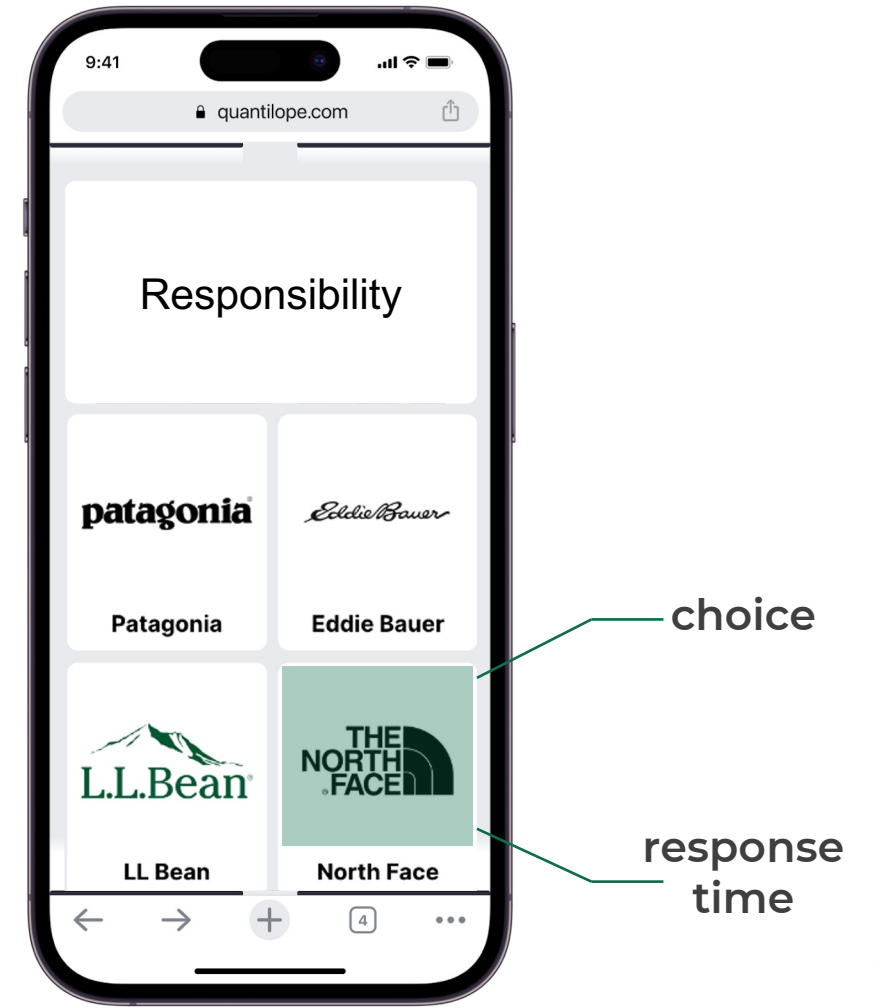


2-STEP IMPLICIT APPROACH

1st Category Audit "SIAT"



2nd Brand Audit "MIAT"





IMPLICIT ASSOCIATION STRENGTH

Category Associations

Category Audit

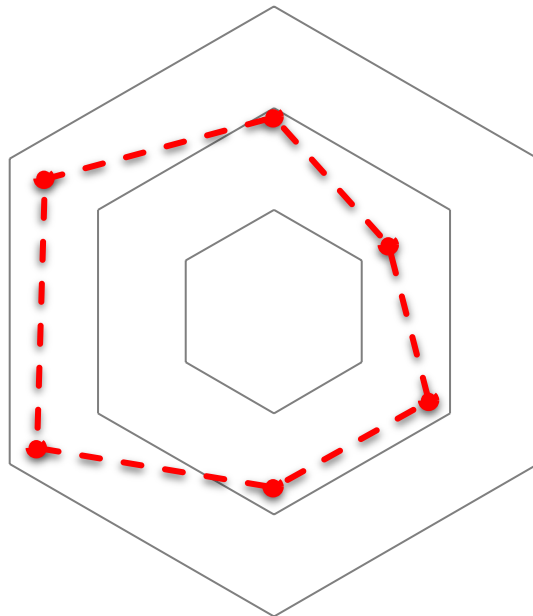
Social

Curiosity

Status

Freedom

Trust



● Outdoor Clothing

Brand Associations

Brand Audit

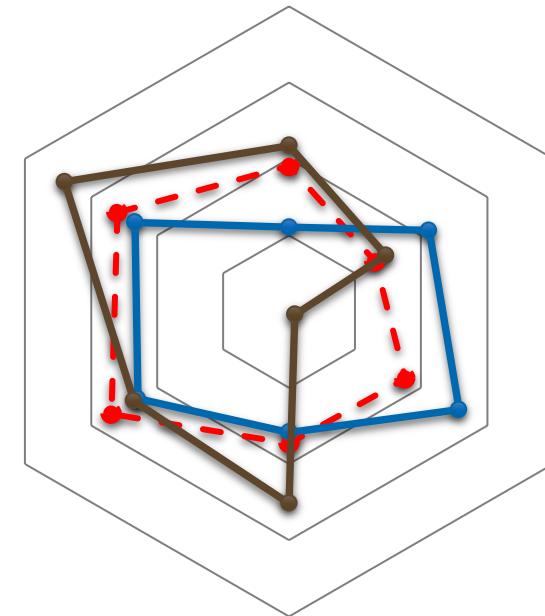
Social

Curiosity

Status

Freedom

Trust



● Outdoor Clothing

● Brand A

● Brand B



THE INCREASING IMPORTANCE OF “VALUES”

Implicit Association Strength Index of Outdoor Clothing

Actions

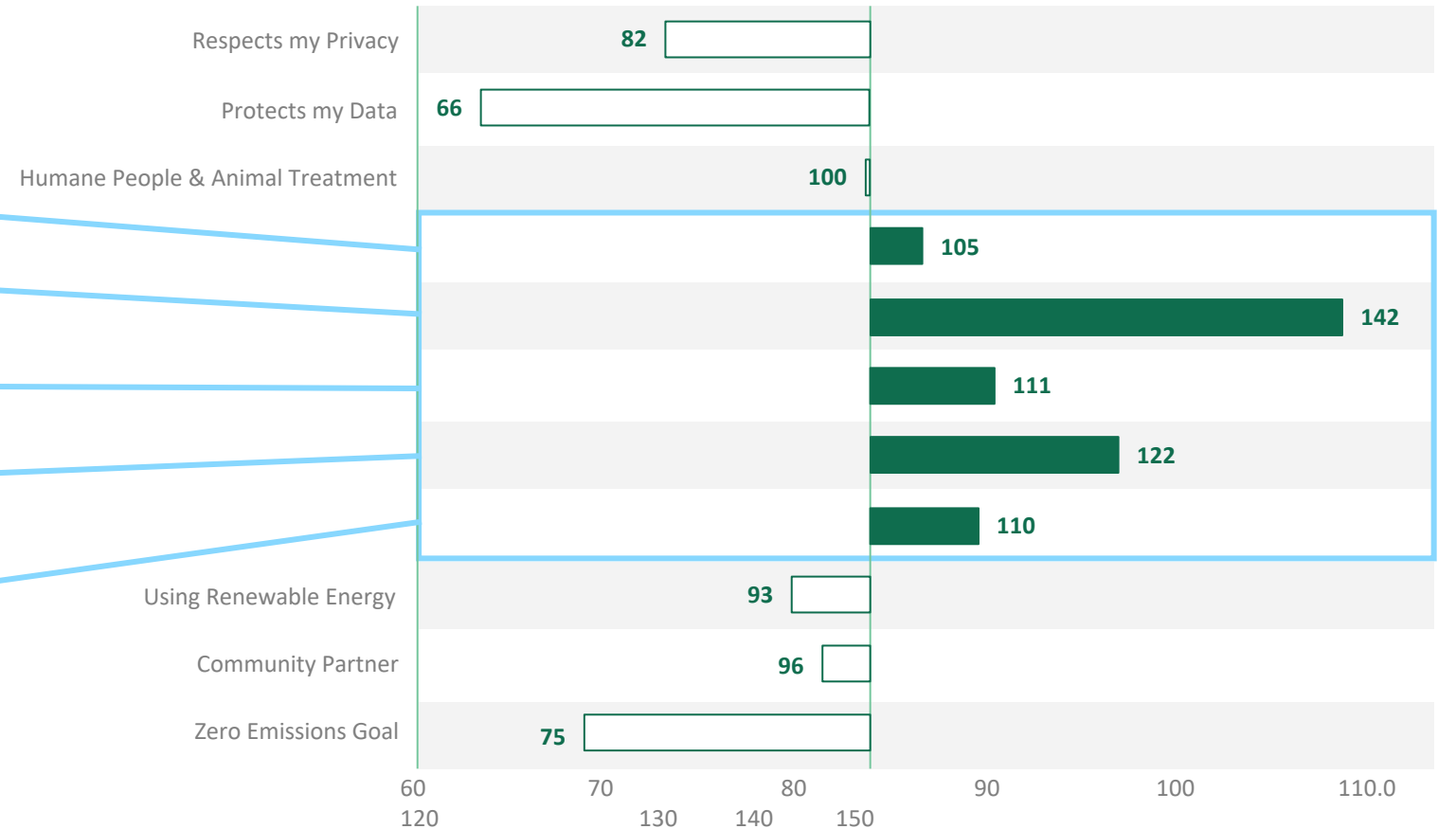
Ethical Practices

Environmentally Friendly

Diversity, Equity, Inclusion

Recyclability

Addresses Climate Change



Total (N=653)



THE INCREASING IMPORTANCE OF “VALUES”

Implicit Association Strength Index of Premium/Organic Milk

Actions

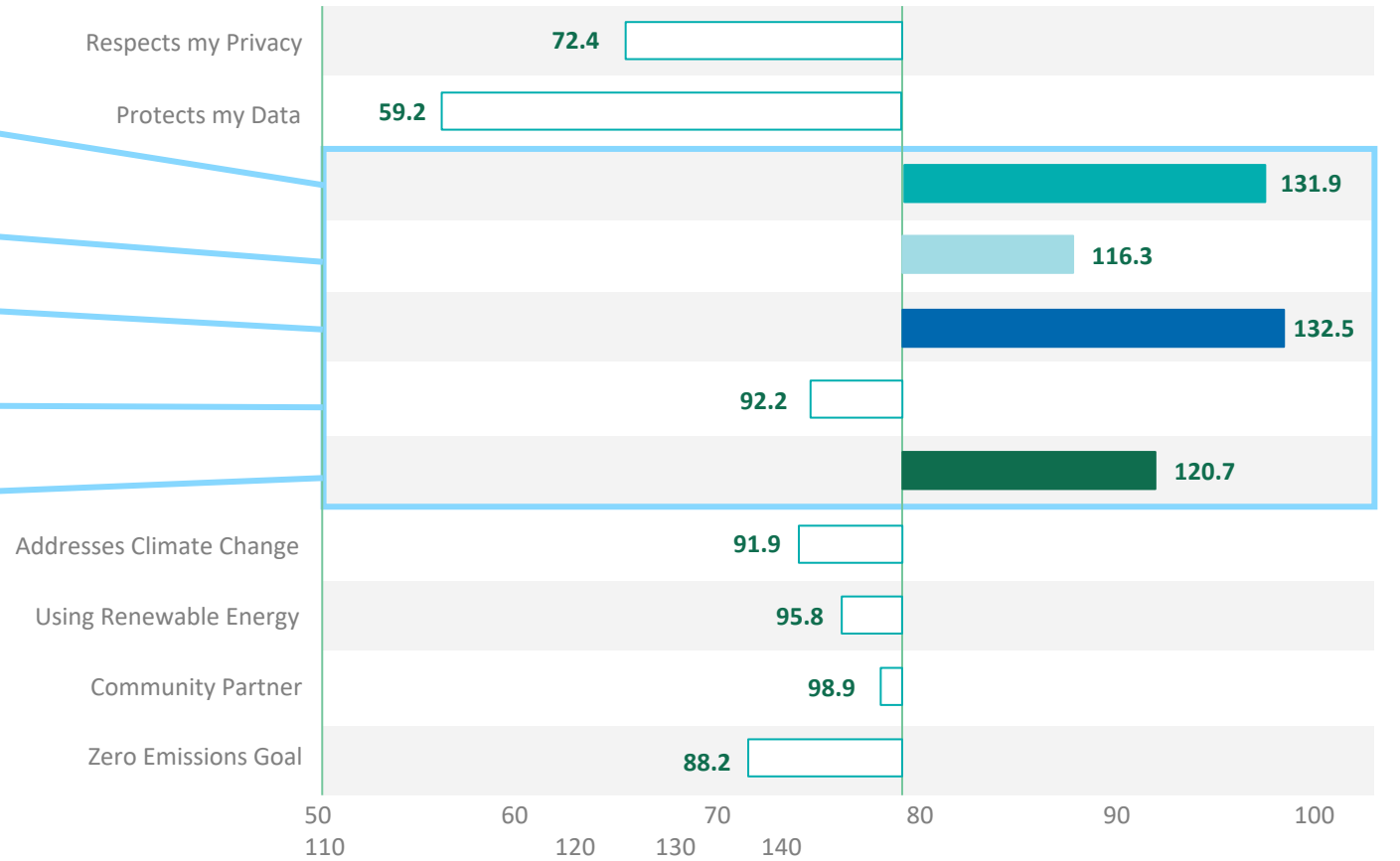
Humane People & Animal Treatment

Ethical Practices

Environmentally Friendly

Diversity, Equity, Inclusion

Recyclability

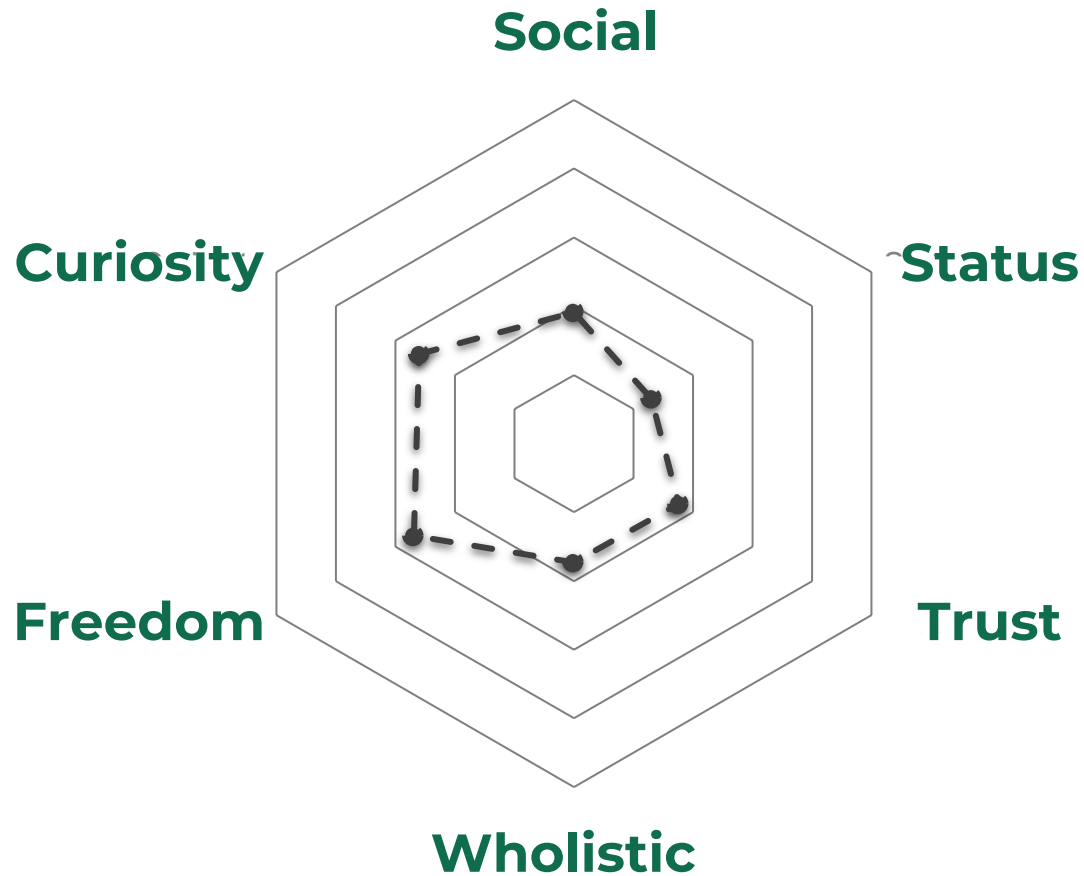


Total (N=636)

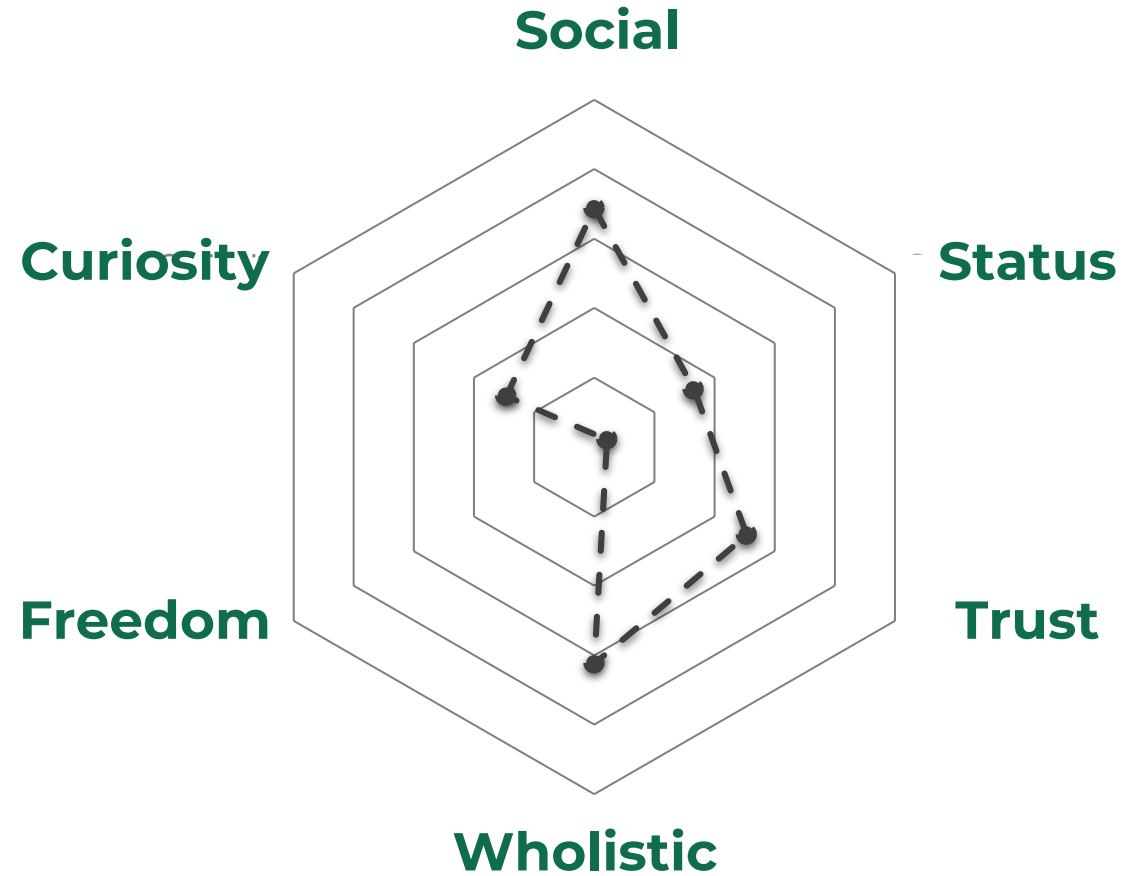
OUTDOOR CLOTHING vs PREMIUM/ORGANIC MILK



Outdoor Clothing

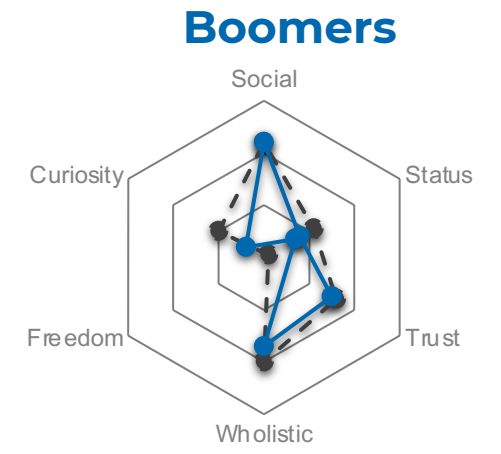
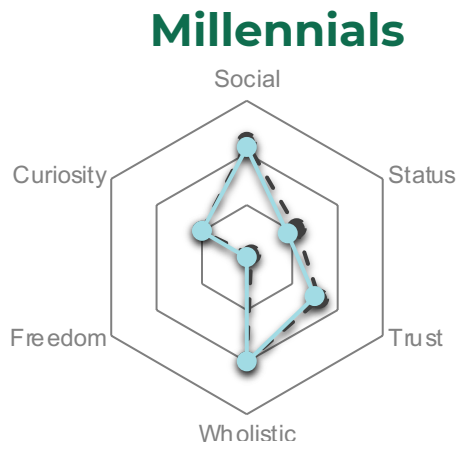
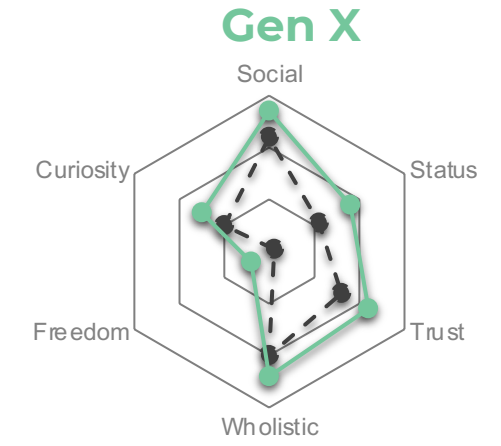
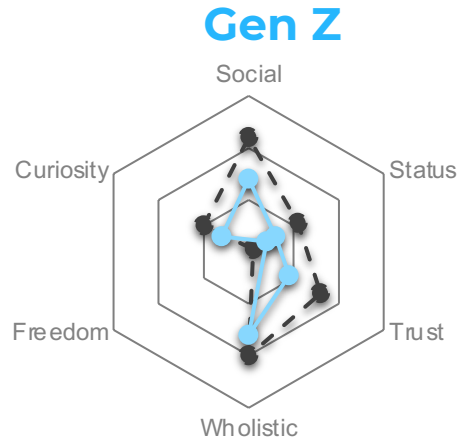
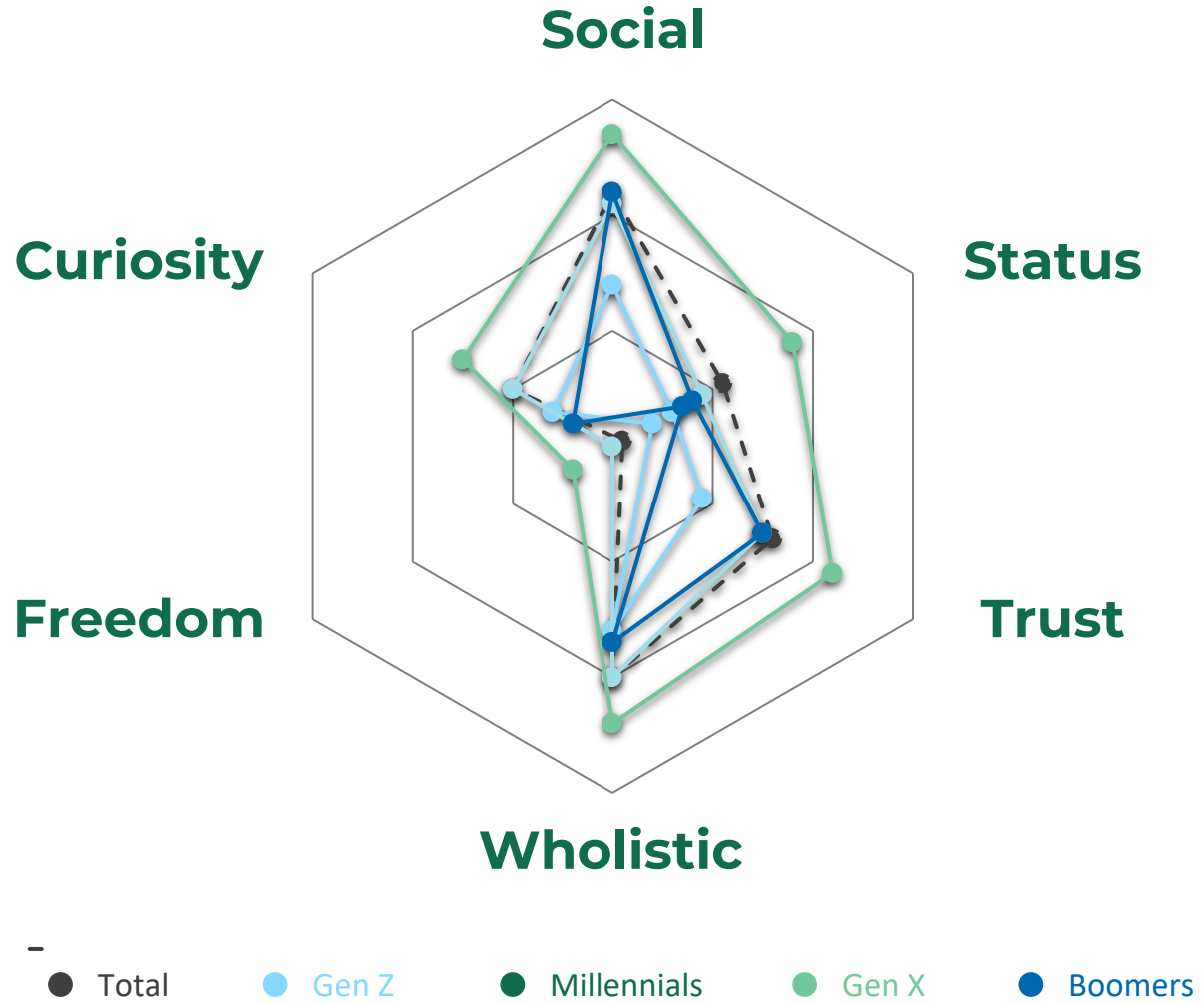


Premium/Organic Milk



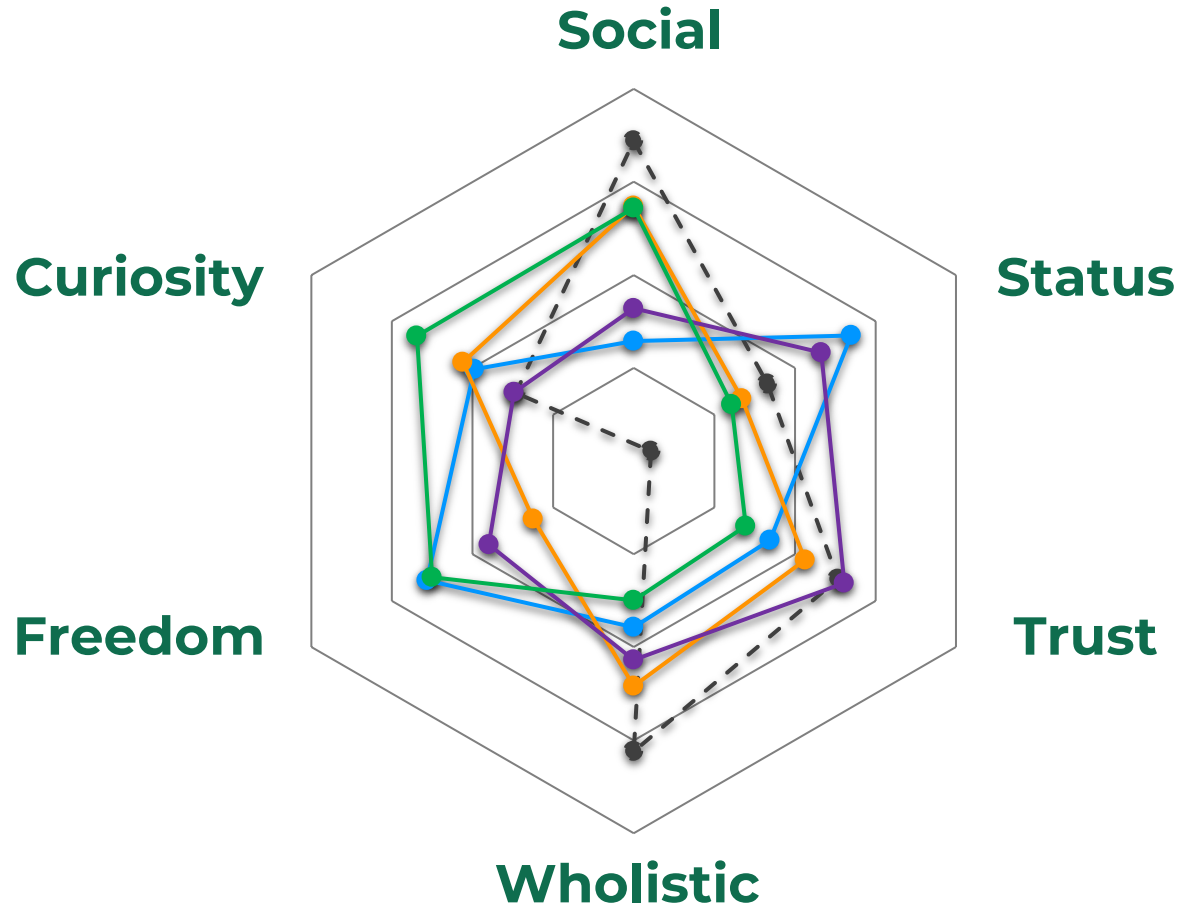


PREMIUM/ORGANIC MILK CATEGORY PERFORMANCE BY AGE

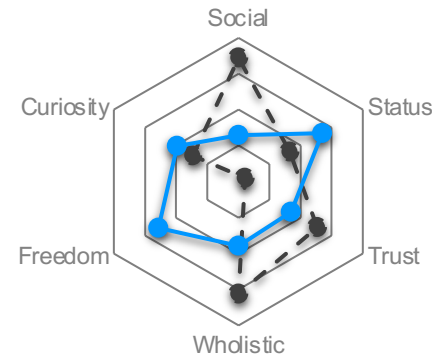




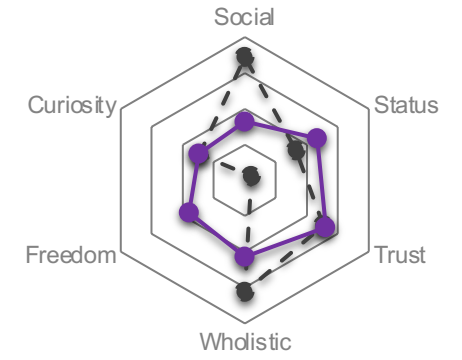
PREMIUM/ORGANIC MILK BRAND AUDIT



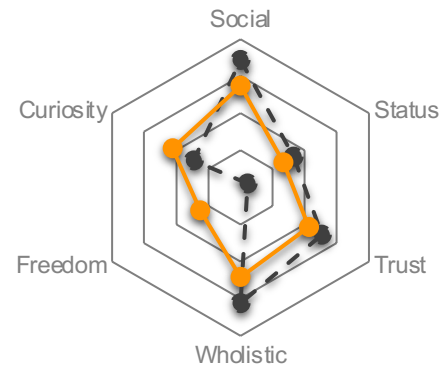
Mainstream Plus



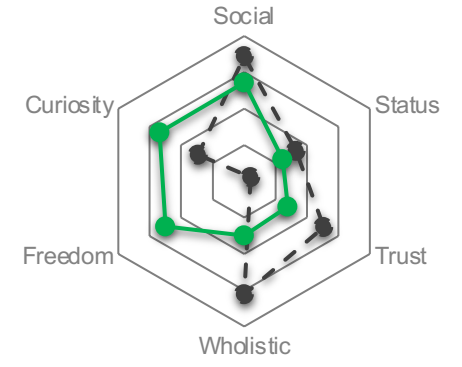
Organic A



Organic Plus



Organic B

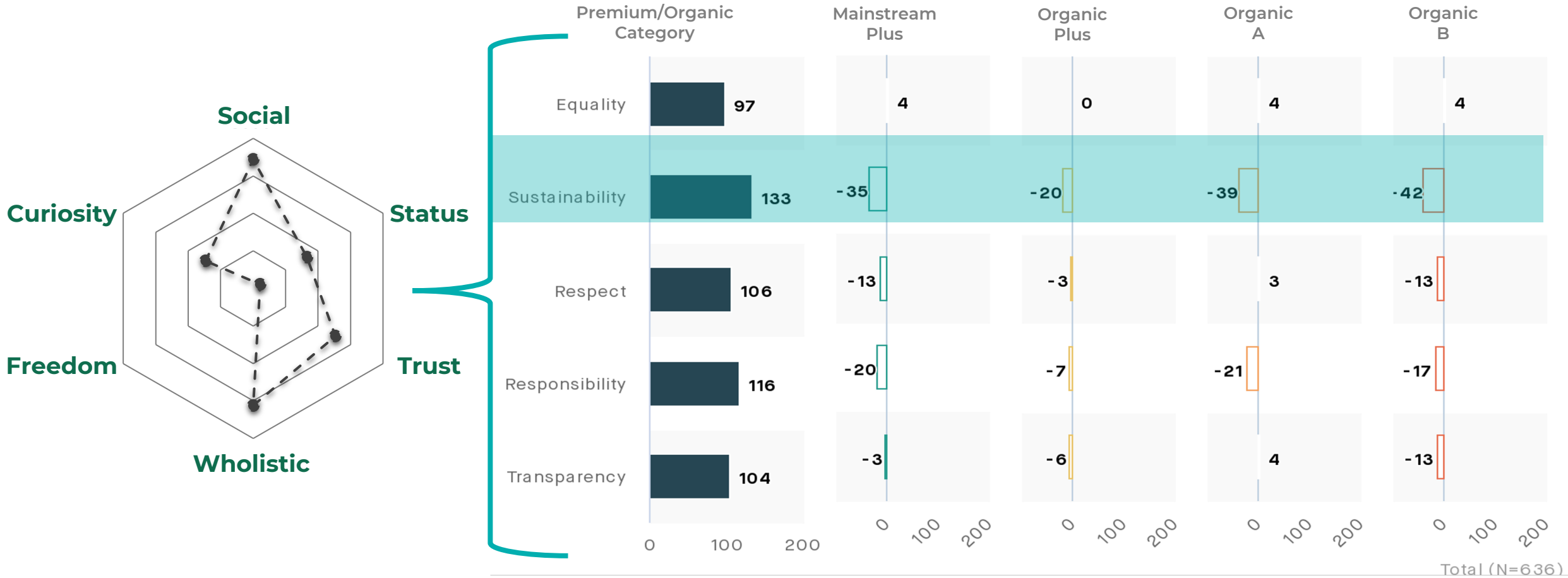


- Premium/
Organic Milk
- Mainstream
Plus
- Organic Plus
- Organic A
- Organic B



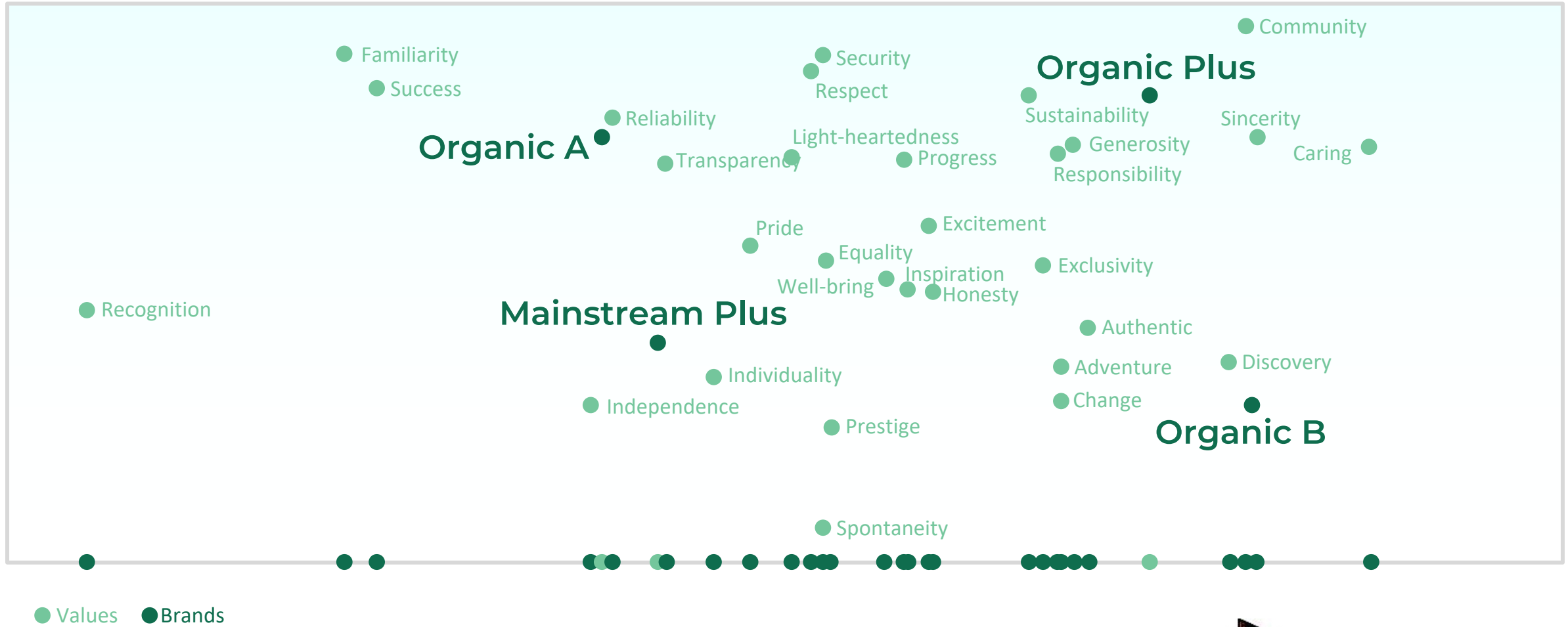
WHOLISTIC MOTIVATION BLOCK

Implicit Association Strength Index: Wholistic





VALUE MAP



● Values ● Brands





WHAT BUSINESSES CAN DO TO HELP LEAD CONSUMERS TO THEIR RIGHT CHOICES

ID Values & Beliefs

- Start with rational review of your target's values & belief systems
- Look beyond the stated values and uncover their implicit association strength

Peel the Onion

- Start with understanding your target's category belief system
- Follow with analyzing your brand & competition to identify gaps

Dice the Segments

- Apply same methodology to segments to uncover additional gaps and opportunities

**THANK YOU!
QUESTIONS?**

