

CAMELOT



Truth, Tension and
Triangulation;
combining hearts,
head and hands to
make consumer
centric decisions



Adam Joseph

Insights Business Partner, Camelot



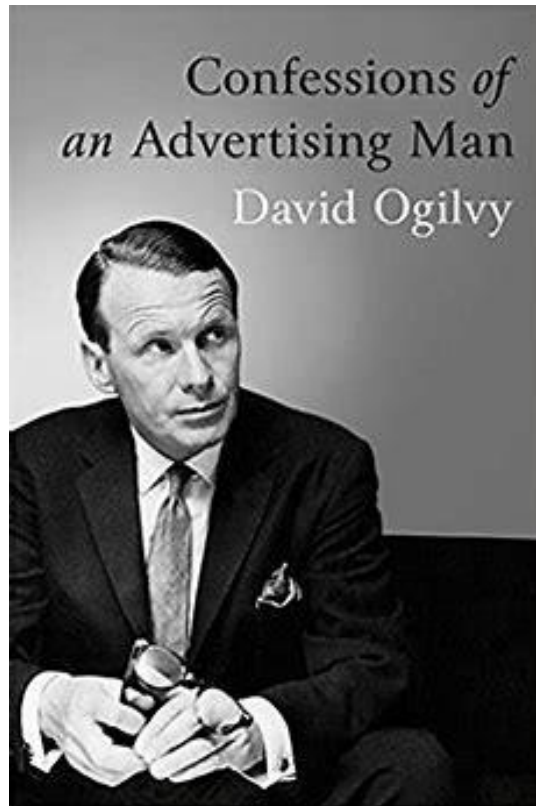
Hannah Rogers

Head of New Business & Client Lead

Hannah@blueyonder.agency

T: 0775 4411003





"The problem with market research is that people don't think how they feel, they don't say what they think, and they don't do what they say"

Shall we give up and go home?



Context - Truth in a big data world





Visa @Visa

According to our data...Fortnite is exclusively played by married middle aged women @fortnitegame

Reply Retweet Favorite More

10:41 AM - 9 Jul 18 · Embed this Tweet

Fortnite's true playerbase..



'Truth' is context dependent...

3 different Purchase Decision Hierarchies...

3 different 'truths'.



Online quant



Accompanied shopping trips

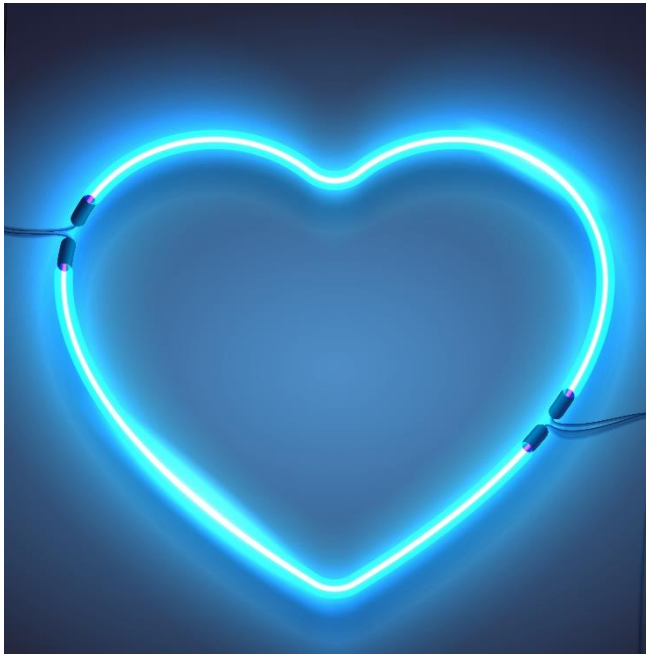


In home & in store video diaries

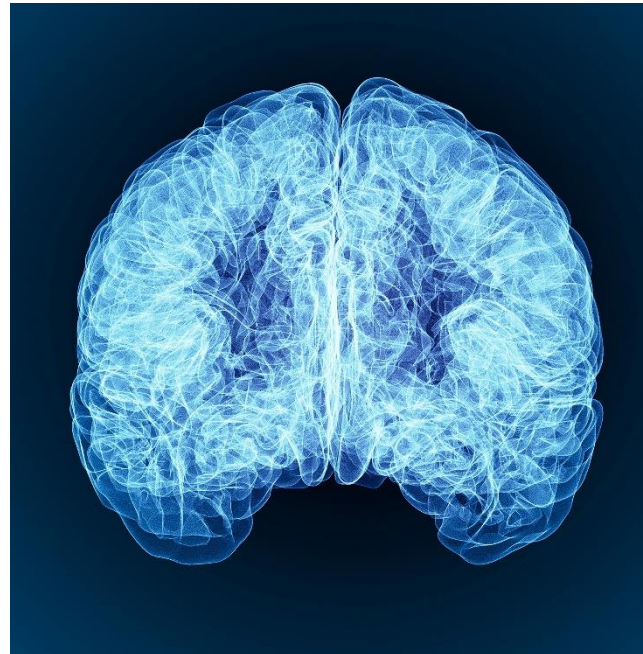


We need to understand...

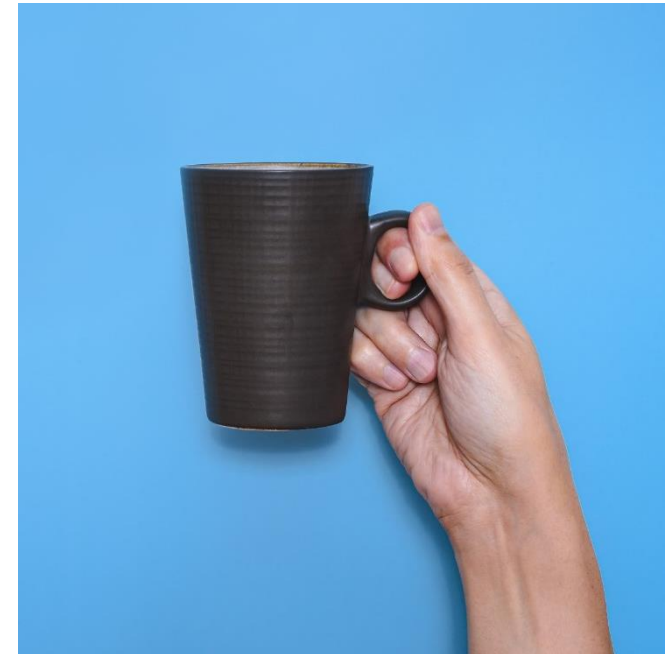
Hearts



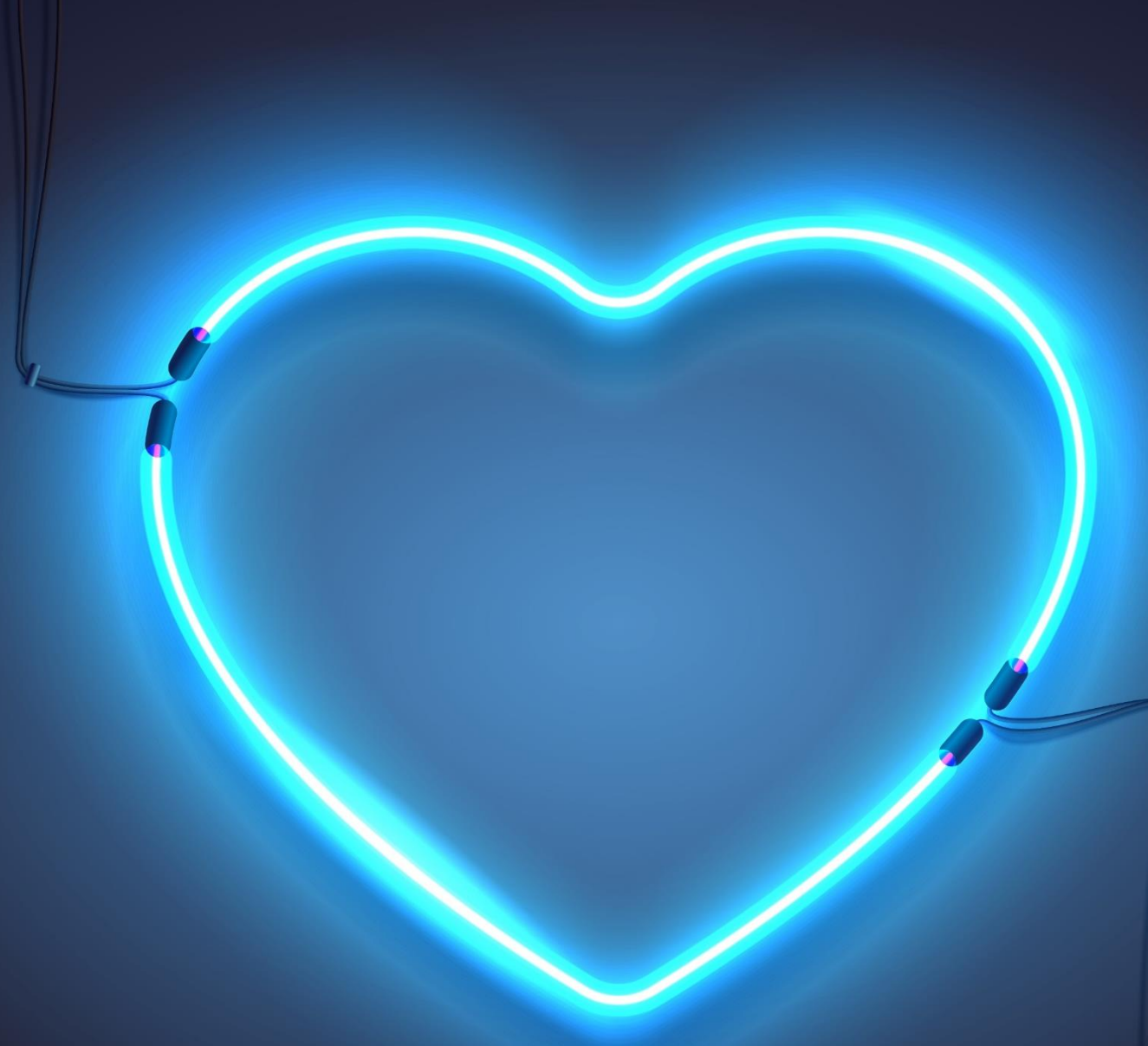
Heads



Hands



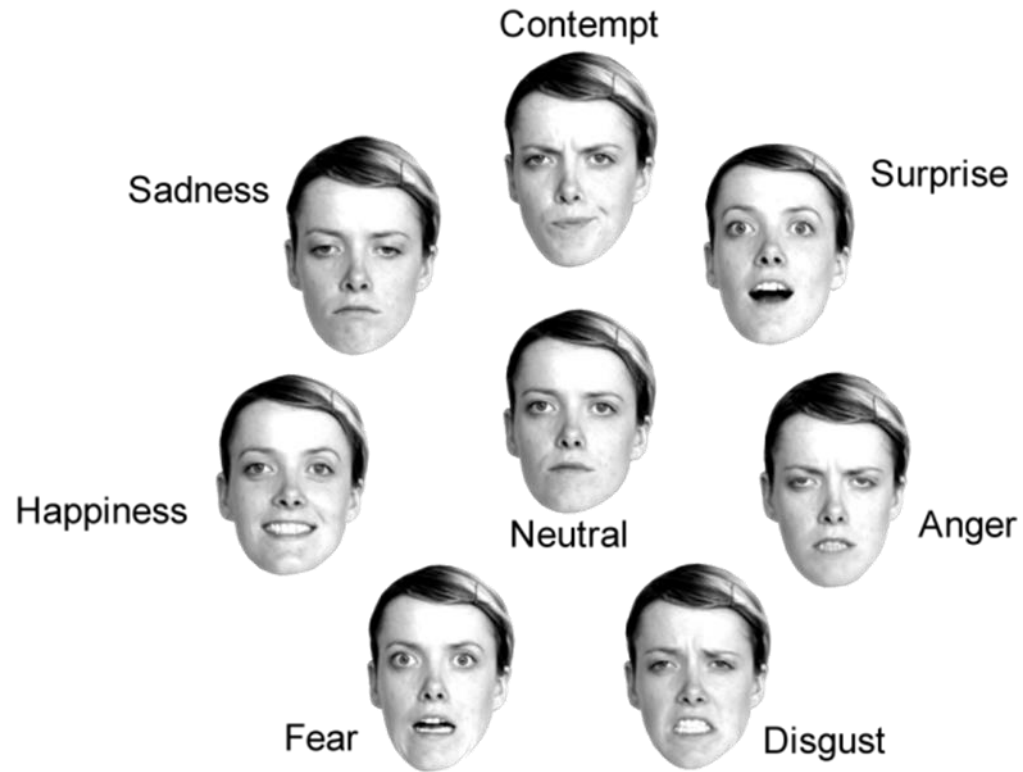
**1. "People
don't think how
they feel"**



Camelot - System 1 Brand Tracking

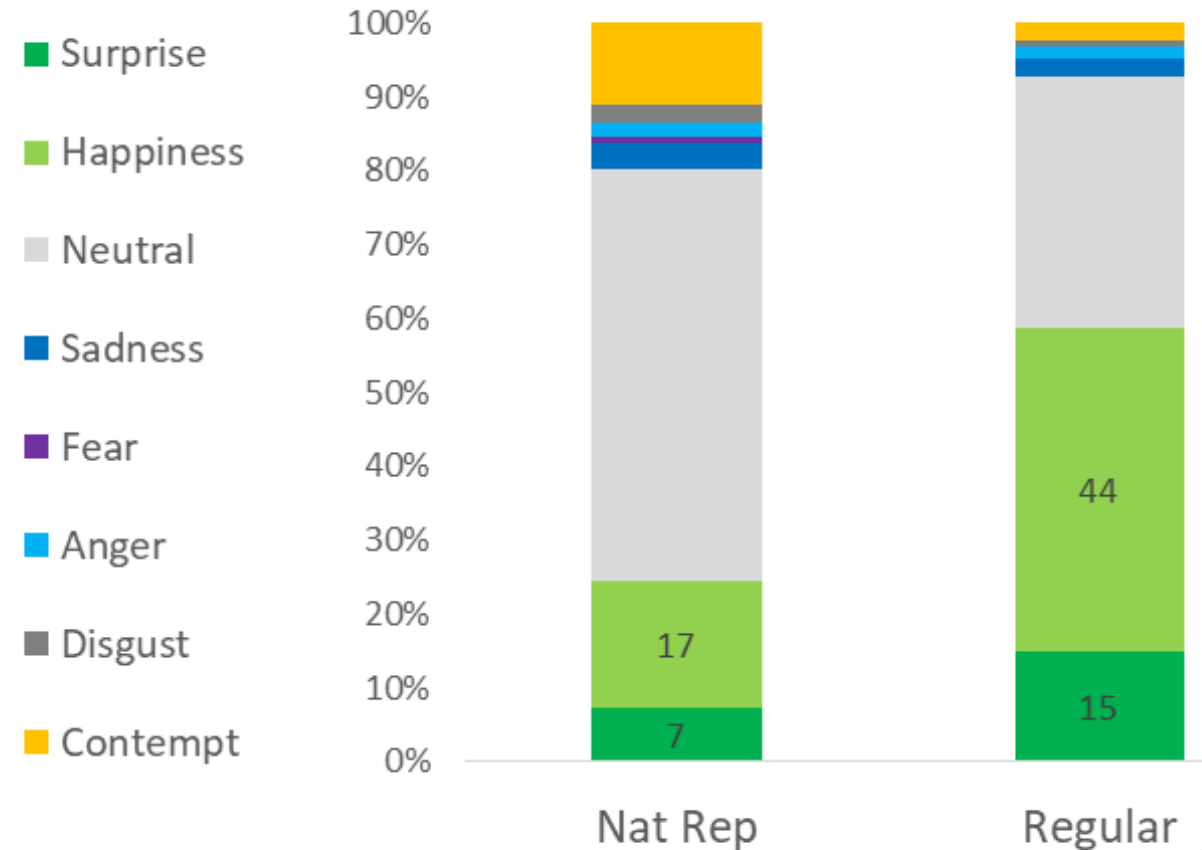
Which of these faces best expresses how you feel about [brand]?

(Please click on the appropriate face.)



System1 Research © 2006

Scratchcard Players by Segment Feelings for the Brand



Blue Yonder's facial coding...

Select media

Norms

Chart views

Export

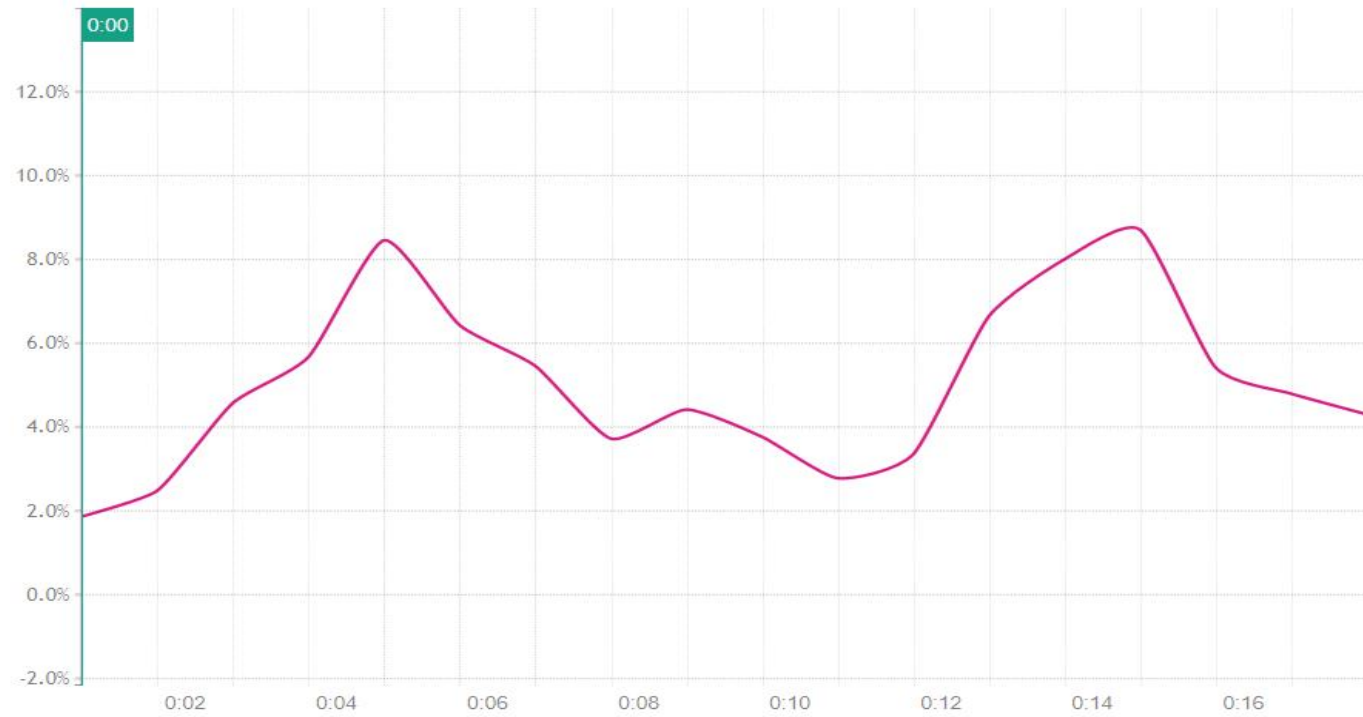


Emotions

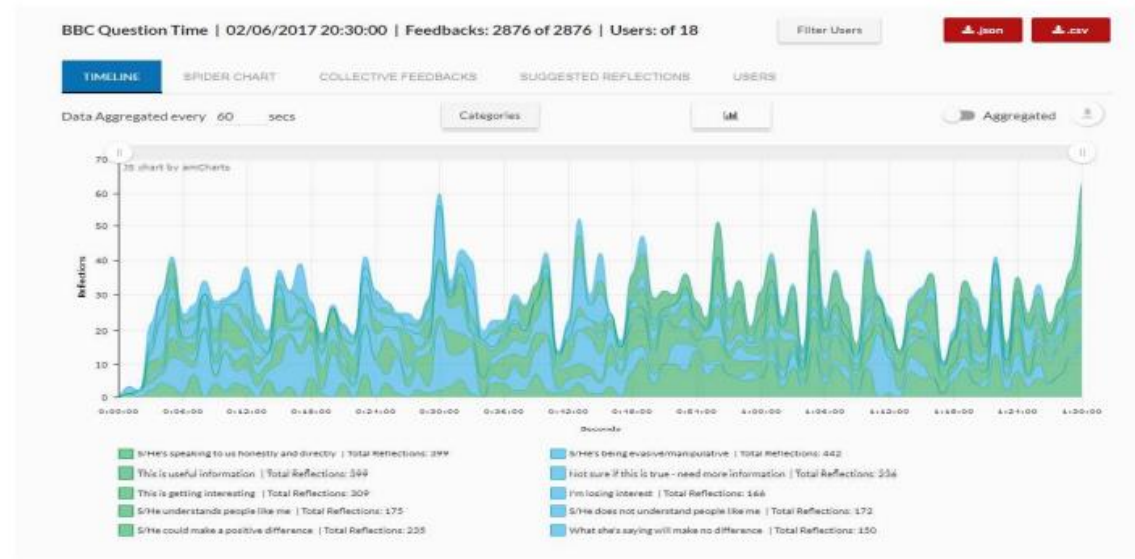
Happy	Confused	Disgusted	Sad
Scared	Surprise	Engagement	Negative
Valence			

Metrics i

% of people	Average	Max	EmotionAll®
-------------	---------	-----	-------------



What people feel changes in relation to context...



‘Seemed like a good idea at the time’ ...

People are enthused in the process, not the product.

Out of context concepts can lead to false positives

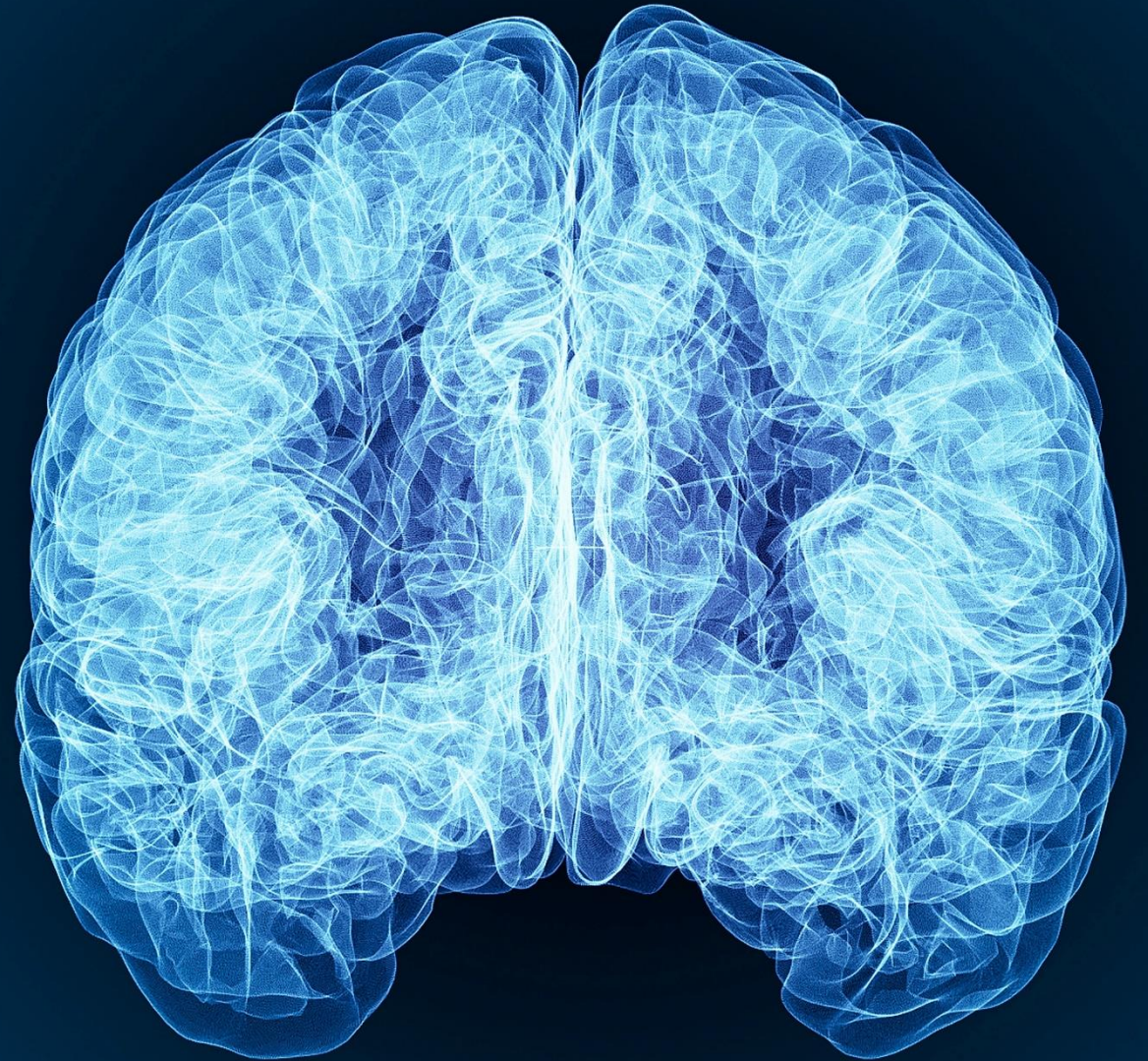
78% purchase intent

86% agree ‘it would meet my needs’

...but ask them again 3 days later in home...

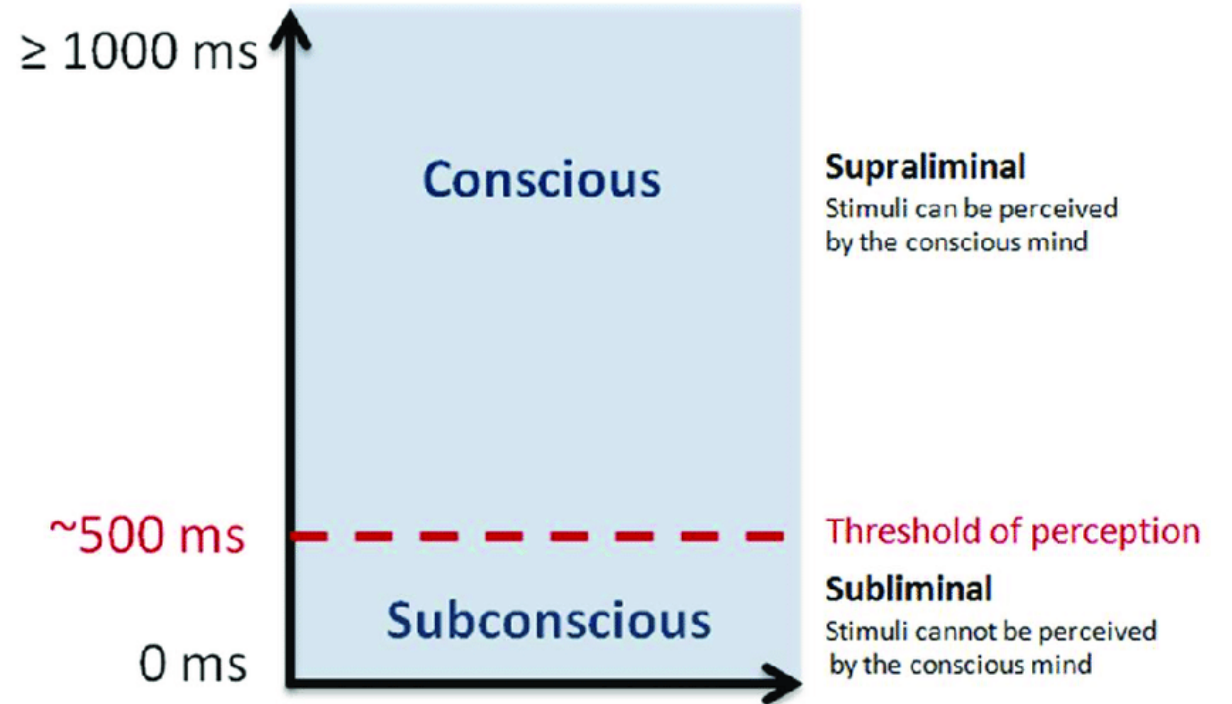
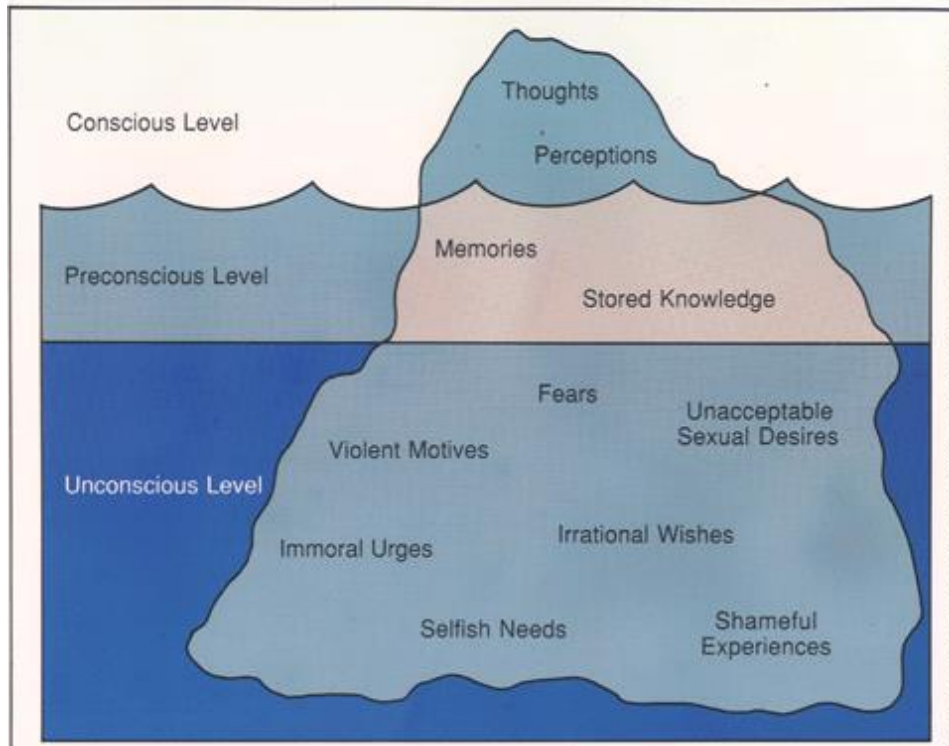


2. "People don't say what they think"



We are icebergs; our thoughts are not ourselves...

PERS 5 Freud's View of the Human Mind: The Mental Iceberg

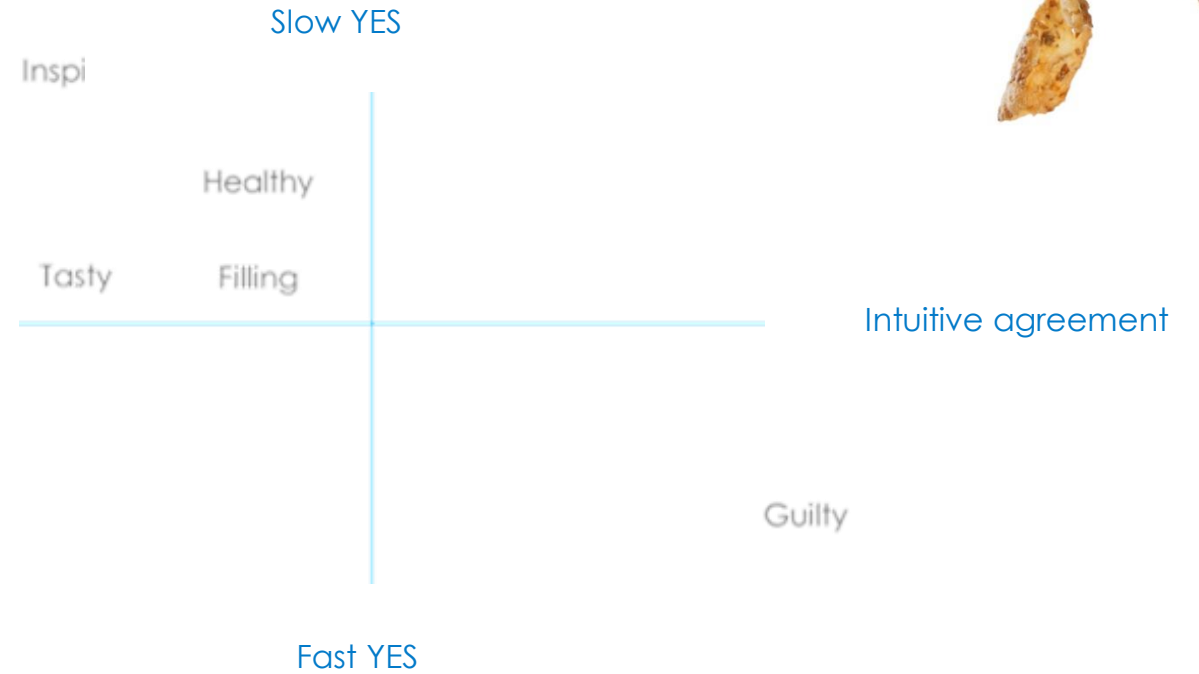


Blue Yonder's
Implicit testing...

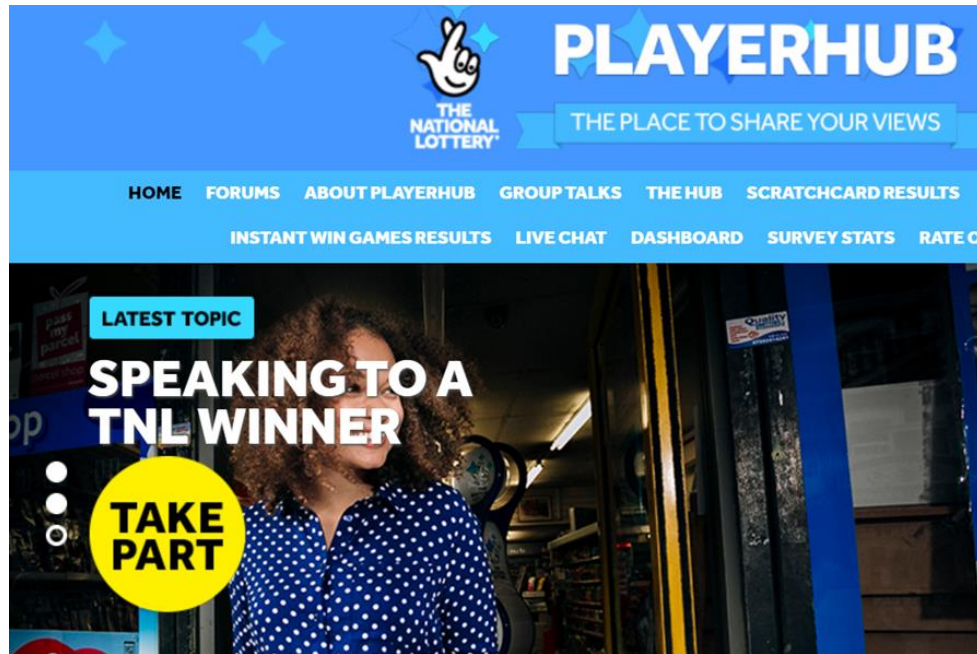
Special K, makes
you feel good,
right?

Implicit testing
shows otherwise...

Thoughtful agreement



Camelot – Verve ‘PlayerHub’ Community



“I don’t understand [game], what’s so spicy and exciting about it? What is it in aid of? What is its point when there’s nothing new or a bigger prize than normal? I wouldn’t play this and I’m not interested!”

Some benefits of communities:

- Research on peoples own terms: own space, own time
- Ongoing relationship with higher engagement
- Relative anonymity of online compared to face-to-face
- More open sharing of sensitive biographical facts/feelings
- Often brutally honesty feedback! Closer to the “truth”

“I’ve been locked-down with my partner since the beginning of it all. Because she has severe Asthma, we have to watch everything we do. I’ve also lost three friends to the Coronavirus, so it is a real thing for me”



3. "People
don't do what
they say"



Our online survey
understood attitudes
towards hygiene in
restaurants in Italy....

...and then we
observed
behaviour...

98% T2B
Agreement:
'Hygiene and
cleanliness are
extremely
important to me!'



‘Hygiene and cleanliness are extremely important to me!’

- 10am: Wipe raw meat from knife
- 10.34am: Wipe metal counter clean
- 11.22am: Wipe nose
- 1.34pm: Polish silver cutlery



‘Hygiene and cleanliness are extremely important to me!’



Blue Yonder's Shopper:Lab™

shopper:lab®
shopper:lab®



FLASHING LIGHTS CARD DISTRIBUTION: Flashing Lights delivers uplift in higher cost cards

33.5% uplift

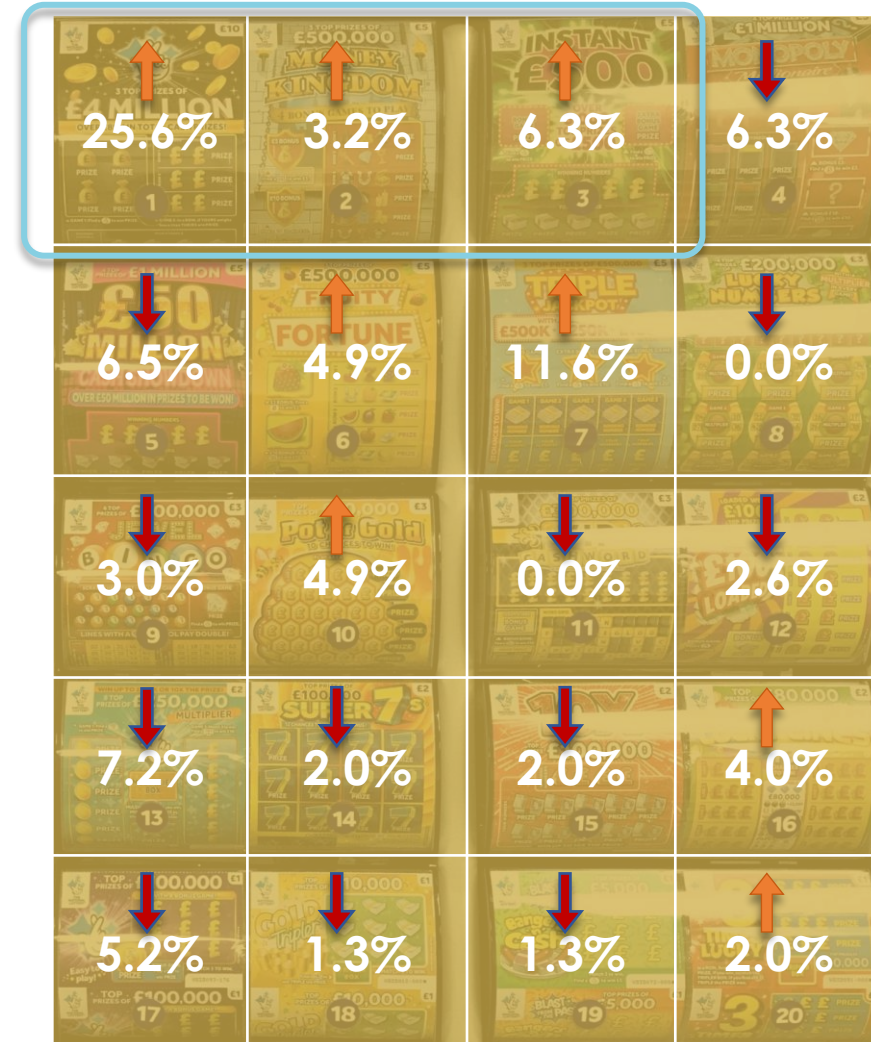
Total Spend : **£147.09** (Avg. £1.18)

Total Spend: **£193.19** (Avg. £1.57)

Current Dispenser



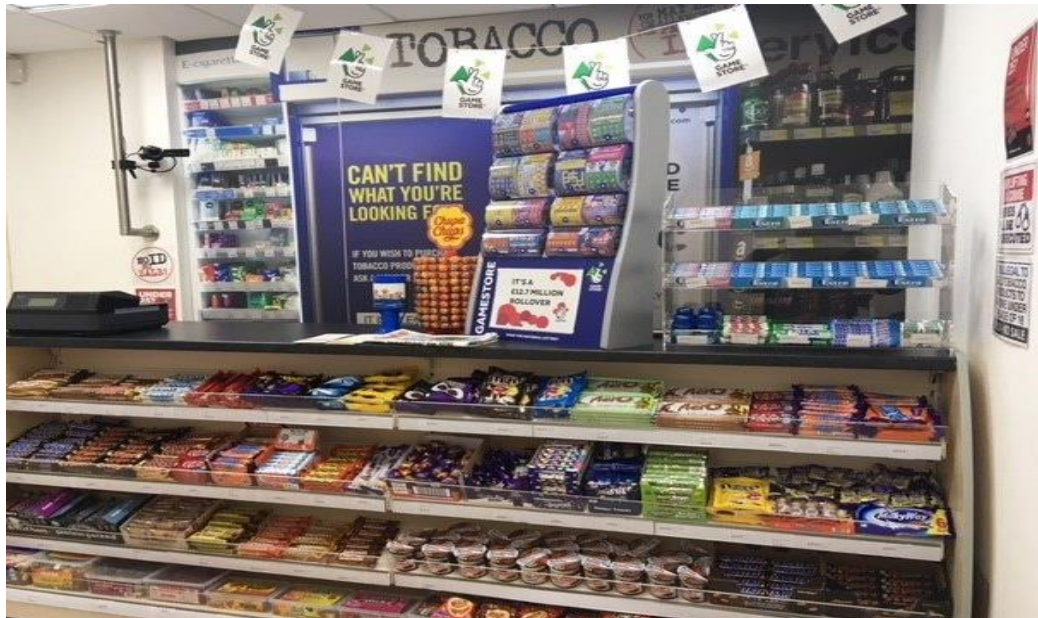
Flashing Lights



Scores are directionally different.



What language do we have for 'Doing?'



Misinterpretation:

Client side, a word has a specific meaning. In the real world, it may not.

'Impulse' vs 'planned' purchases

Screener data: *'I make spontaneous purchases'*

Shopper:Lab™ data: *'I'm spontaneous; I heard on the news about a big win a couple of days ago, so decided to buy a card when I was next in store – and here I am'*



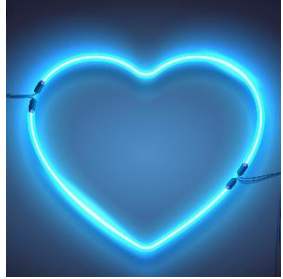


**Conclusion -
"Truth,
Tension,
Triangulation"**



Unintentional mistruths...



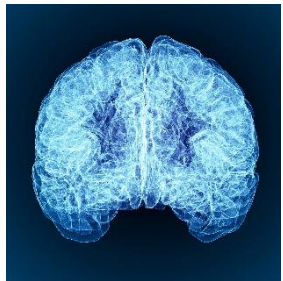


Feelings:

- Lack vocabulary
- Not strongly emotionally wired to brands



- Give 3 options for data collection: typed, video, audio only
- Use '7 emotions': System 1 Face Trace

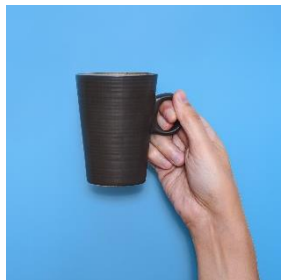


Thoughts:

- Not comfortable being critical in front of strangers
- Don't admit to things if it affects projected image



- Pre-screening: assess suitability to task
- Pre-Tasks: write an email to a friend
- Understand cultural conventions
- Rules of engagement for research



Doings:

- Lie to themselves about bad habits
- Misremember what they actually do



Use Ethnographic techniques:

- Video Diaries
- Shopper:Lab™
- Accompanied Shopping Trips





TRUTH =

HANDS

Hearts (Heads)



CAMELOT



Truth, Tension and
Triangulation;
combining hearts,
head and hands to
make consumer
centric decisions



Adam Joseph

Insights Business Partner, Camelot



Hannah Rogers

Head of New Business & Client Lead

Hannah@blueyonder.agency

T: 0775 4411003

