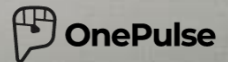




Product Development in Real-Time:

How to create meaningful consumer
conversations that will fast-track
decision making

 THE
QUIRK'S EVENT





Meet the Speakers



Darren Stoddart

Senior Director of Innovation

BEHR Paint Company



Mike Billingsley

Chief Executive Officer

OnePulse



BEHR Paint Company

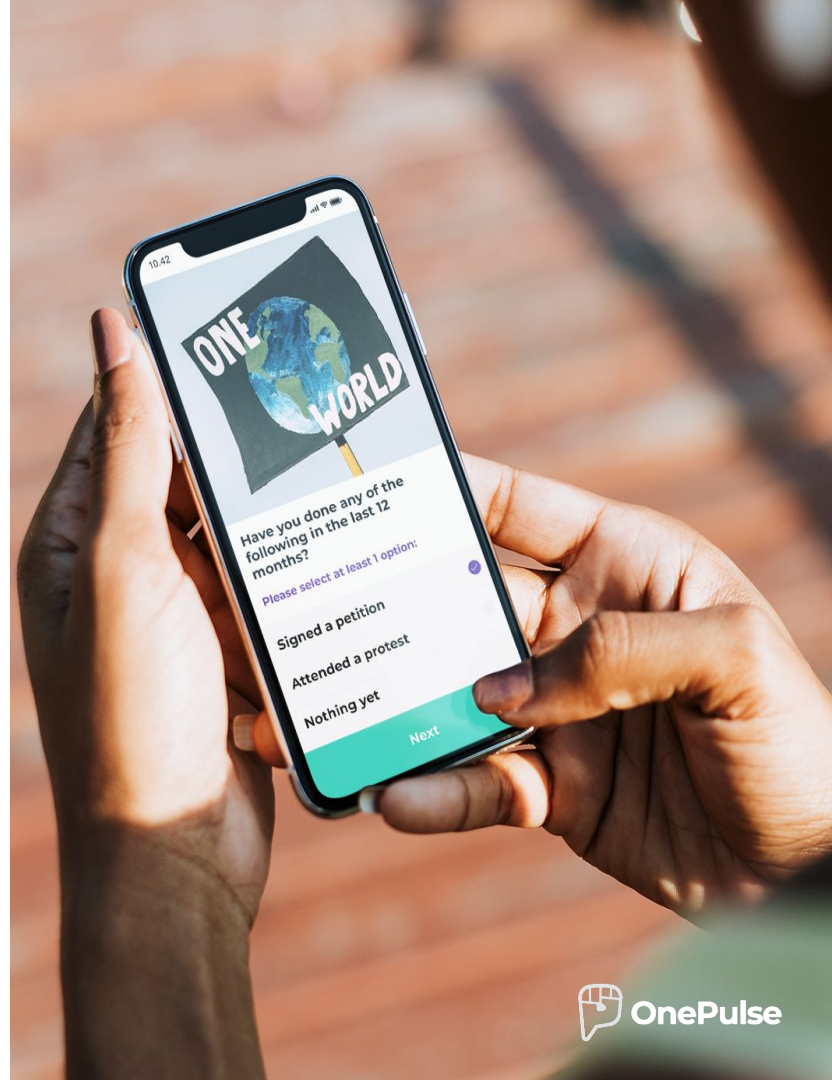
- Founded in 1947
- Global leader in the design, manufacturing and distribution of branded home improvement and building products
- Acquired by Masco in 1999
- Retail partner with The Home Depot since 1978





OnePulse

- Founded in 2013
- Real-time consumer opinion platform
- Specializes in agile research via “bite sized” mobile surveys
- Known for brand tracking, concept testing, product development, competitive analysis and more
- Community of 600K+ global consumers





BEHR Uses OnePulse to...

Validate Ideas



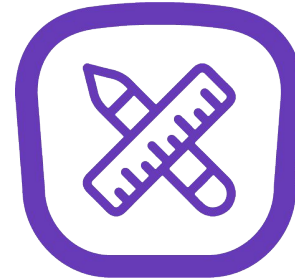
Test Concepts



Understand Habits



Receive Feedback



What do you think of a spray paint can with customizable color pods? What do you think of screwing the pod into the can?



that seems cool and it seems like it would reduce waste to the environment.



looks like a neat option, I'd be interested in trying



I think it's great and recyclable

How likely are you to invest in a high quality refillable spray paint can that has the option to purchase customizable color pods?

Definitely would buy



Probably would buy



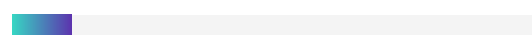
Might or might not buy



Probably not



Definitely not





Paint
Company

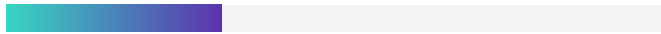
Idea Validation

Did you encounter any issues when you painted your ceiling?

Spots with high sheen, gloss or glares



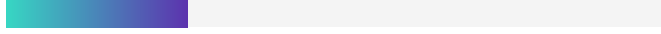
Lack of coverage or hide



Missed spots after drying



Excessive splatter or drip



What feature(s) would be most important to you in a ceiling paint?



I would really value a quick drying paint so it doesn't drip down



it would be nice if I didn't have to apply 2 coats



long lasting and durable against humidity

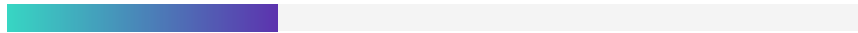


Ease of application



When purchasing spray paint, what tools do you use to select the spray paint color needed for your project?

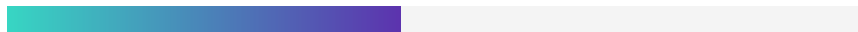
I review the color selection online



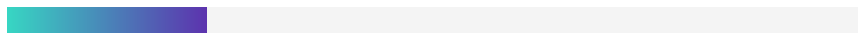
I review a color brochure at the store



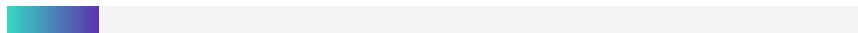
I review the spray paint cap color in the product aisle



I look at product that has been sprayed out of color



I just need a simple color like white or black, not a specific one



What types of spray paints have you shopped for or are you considering purchasing? (Select all that apply)

Traditional spray paint



Metallic spray paint



Chalk spray paint



Textured spray paint



Rust preventative spray paint





Paint
Company

Word Association

What comes to mind when you think of "HIGH PERFORMANCE"?



dlfckp

faster than normal, better than a average



BlueSpruce

Efficient, durable, accurate, fast, strong



ZetaReticuli

Powerful results, no issues, keeps a steady pace, no pauses or buffering

What comes to mind when you think of "SOMETHING WITH STRONG ADHESION"?



Lexworth

Sticky, unbreakable, dependable, convenient, easy



KevinF

Sticks well and won't come off without intentional effort



AchillesG

Something that will stay cannot come undone

How likely are you to consider purchasing a roller frame like this one? Why?



Awaj2006

looks easy to use and different from others on the market

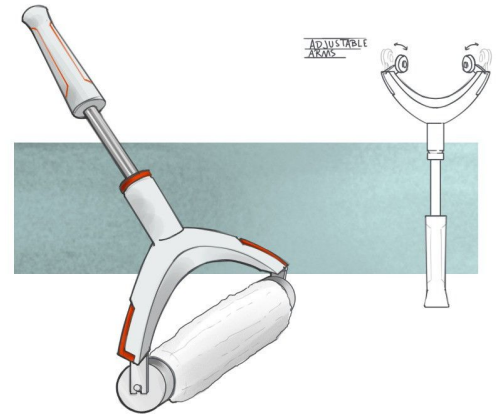


kdubsy

this looks like it would be really great for ceilings and walls



I think this is better for holding and to be accurate



Very likely

Likely

Indifferent

Probably not

Definitely not

What color do you believe this paint to be, please type your answer below.



It would be a shade of white



Brown

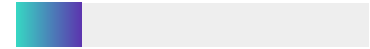


really bright white the slightly shiny

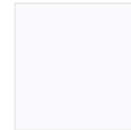
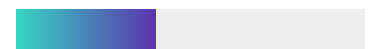
Based on your answer to the last question, which of these colors do you believe is in the can?



Color A



Color B



Color C





Benefits of BEHR X OnePulse Partnership

- ◆ Asked 300+ questions in last 12 months and over 120 Pulses total
- ◆ Reduced their product design timeline from several weeks to less than 24 hours
- ◆ Validates ideas in the middle of a meeting and makes data-backed decisions on the fly
- ◆ Able to conduct sub-branding personality and association exercises whenever necessary

“The speed of starting and launching a survey is significantly different than any platform I know of.”



OnePulse

Q&A

