

**Tell me
what you
want, what
you really,
really want**



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what you
want, what
you really,
really want**





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RESEARCH | FROM DATA
TO MEANING®

A woman with long brown hair, wearing a blue V-neck sweater, is shown from the chest up. She has a thoughtful expression, with her right index finger resting on her chin and her gaze directed upwards and to the left. The background is solid black. To her left is a white speech bubble containing the text 'IT DOESN'T MATTER'. To her right is a white thought bubble containing the text 'IT MATTERS'.

IT
DOESN'T
MATTER

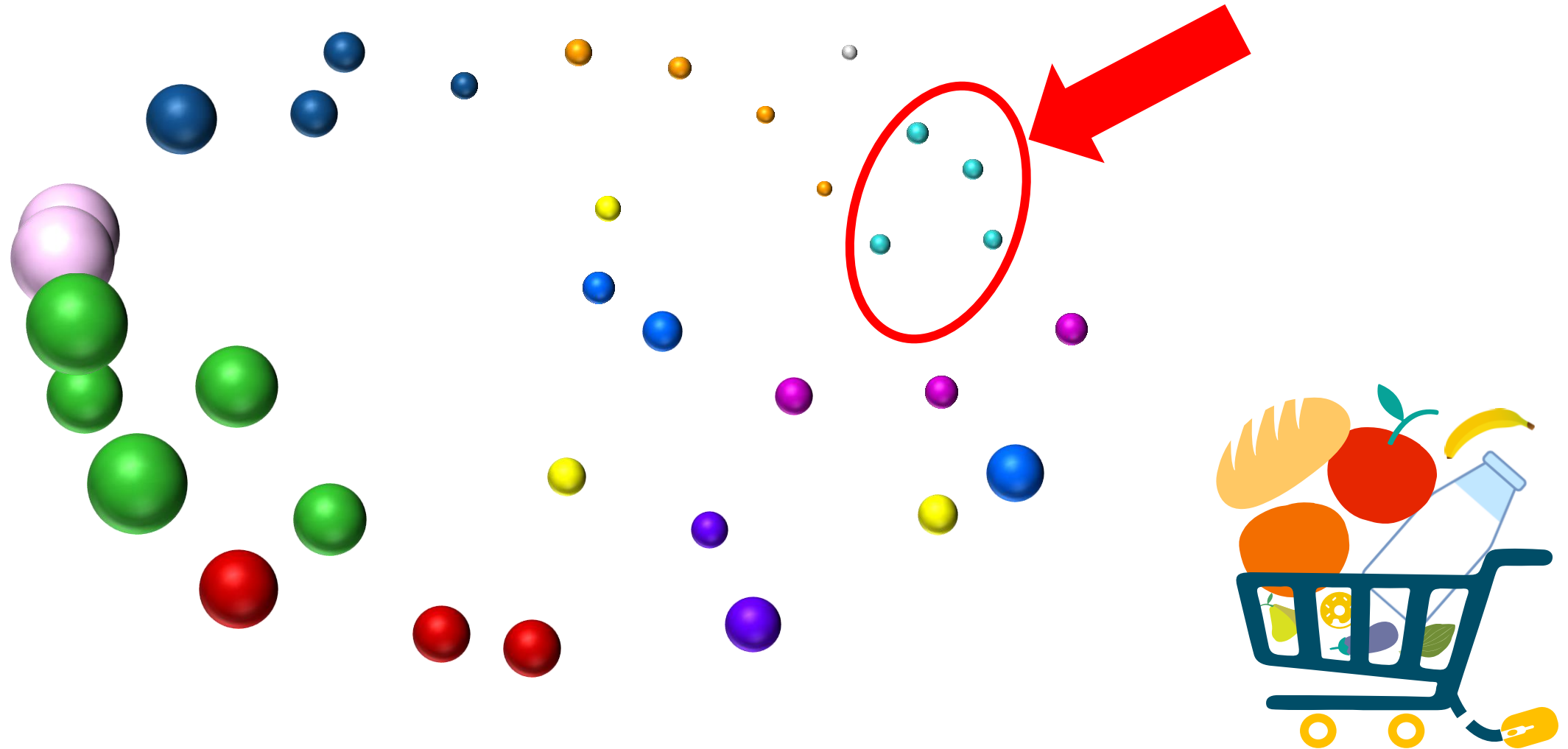
IT
MATTERS



SURVEY



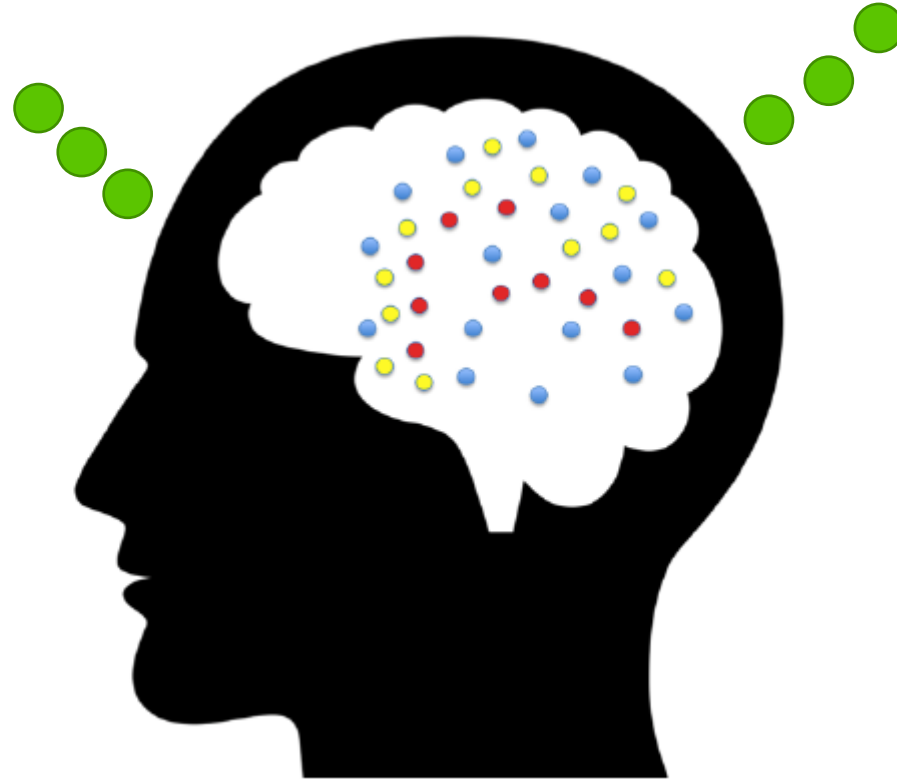
GROCERY DELIVERY IMPORTANCE HIERARCHY







Flossing



**Traditional
Measures**

**Implicit
Testing**



TEST AUTOMATIC/IMPLICIT ASSOCIATIONS FOR:

Brand Health/
Discrimination

Competitive
Analysis

Innovation
Opportunities

Attribute
Association

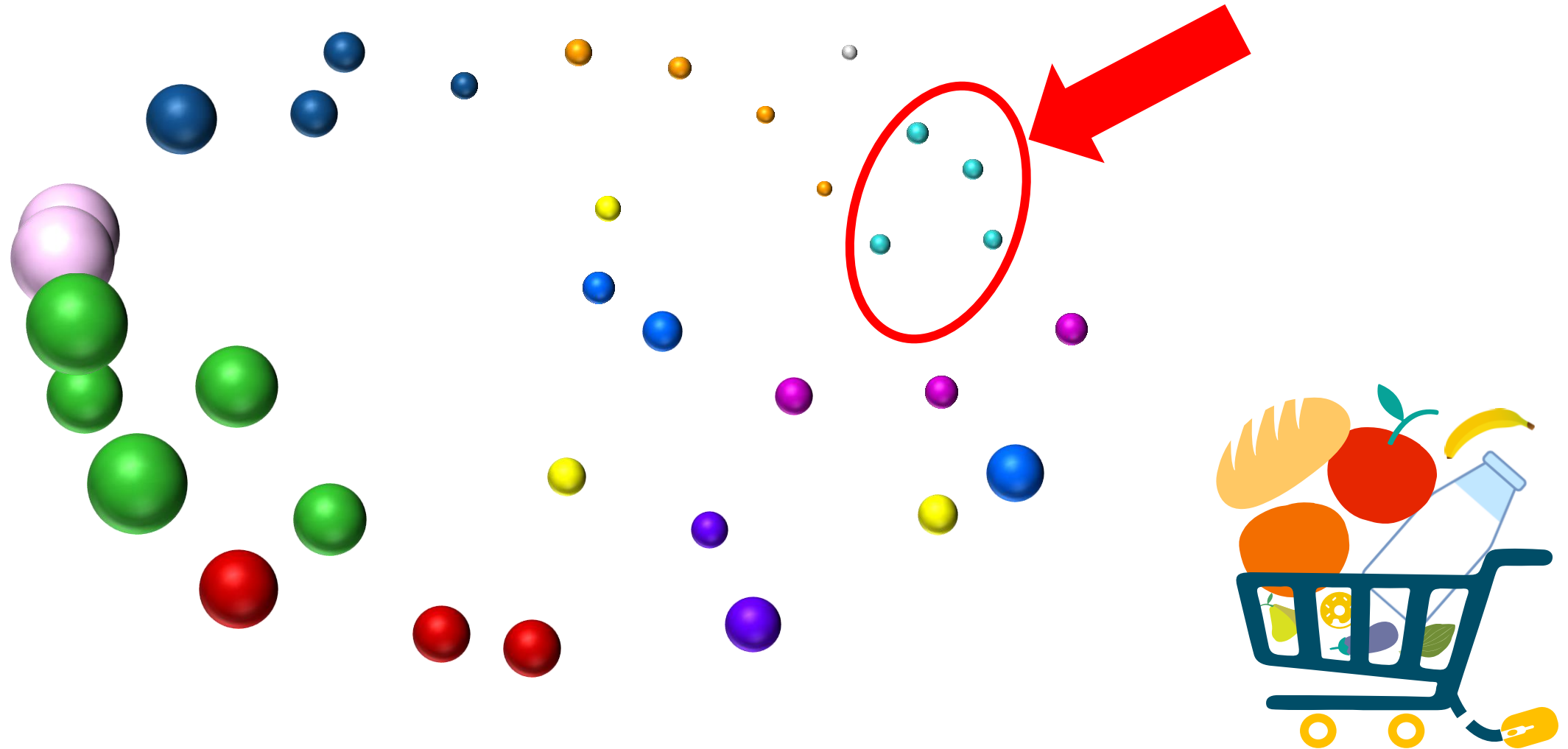
Brand/Product
Harmony

Drivers/
Advanced
Analytics



AND WHAT DID
WE LEARN?

GROCERY DELIVERY IMPORTANCE HIERARCHY



NON-CONSCIOUS IMPORTANCE

	High Association	Medium Association	Low Association
Image 1 Best	Attribute 1 Attribute 2 Attribute 3 Attribute 4 Attribute 5 Attribute 6 Attribute 7 Attribute 8 Attribute 9	Attribute 10 Attribute 11 Attribute 12	Attribute 13 Attribute 14 Attribute 15 Attribute 16
Image 2 Middle		Attribute 1 Attribute 10 Attribute 2 Attribute 3 Attribute 4 Attribute 6 Attribute 7 Attribute 12 Attribute 9	Attribute 13 Attribute 14 Attribute 15 Attribute 16 Attribute 5 Attribute 11 Attribute 8
Image 3 Worst	Attribute 4	Attribute 1 Attribute 6	Attribute 10 Attribute 2 Attribute 3 Attribute 13 Attribute 14 Attribute 15 Attribute 16 Attribute 5 Attribute 11 Attribute 7 Attribute 8 Attribute 12 Attribute 9

Words associated with grocery delivery: *Green text* = positive; *Red text* = negative







Authentic

Classic

High quality

Satisfying

Boring

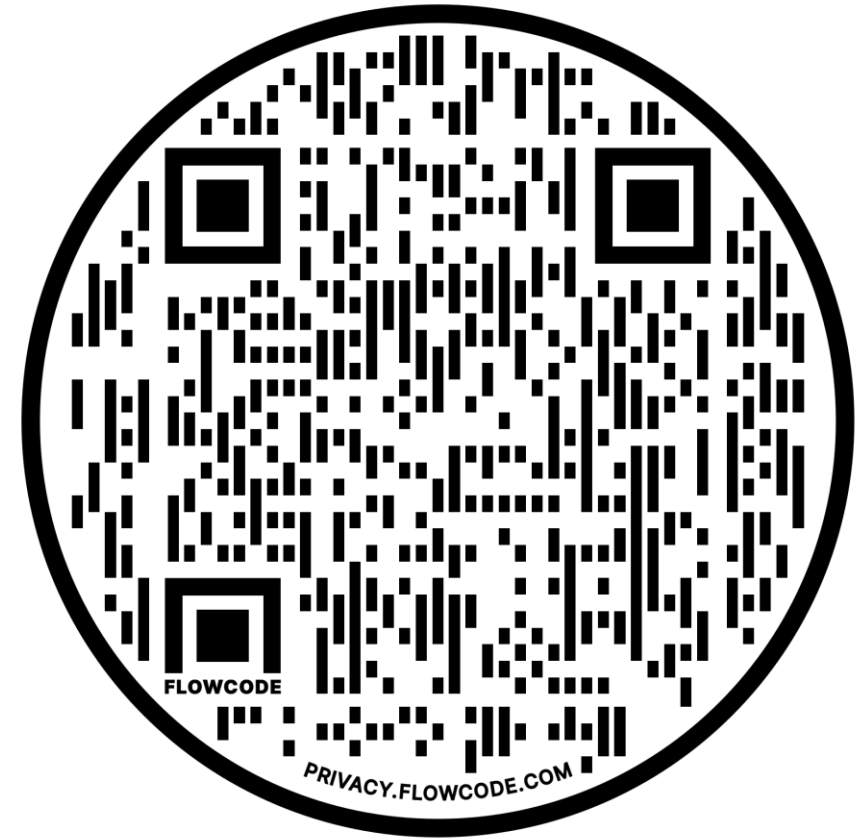
Comforting

Indulgent

Appetizing

Old-fashioned

Iconic



<https://www.hcdsurveys.com/go/QUIRKS21/?type=chicago>



What do you think, Chicago?

<https://www.hcdsurveys.com/go/QUIRKS21/results/?type=chicago>

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IT
DOESN'T
MATTER

IT
MATTERS

Tell me what you want, what you really, really want



- 1 Trust your gut.
- 2 Dig deeper.
- 3 Be engaging.
- 4 The right partner.

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what you
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really want**

