



blueyonder

Innovation in Insight

The Art of Precision: Driving Buy-In and Action Beyond the Debrief



2021 TOP 50
INNOVATIVE
COMPANY



‘So
what?’

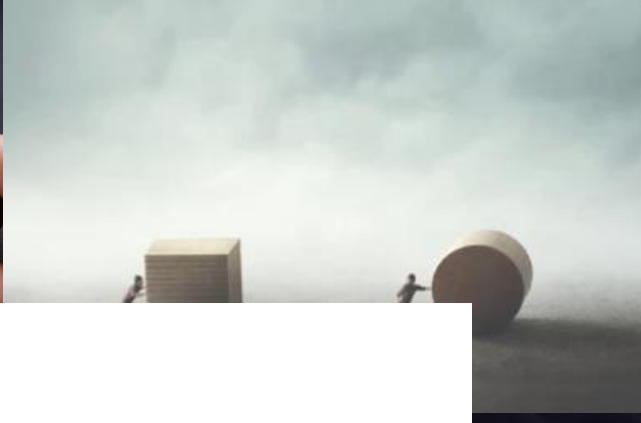
It's end goal focused.

It's broad.

It's often 'big picture'.

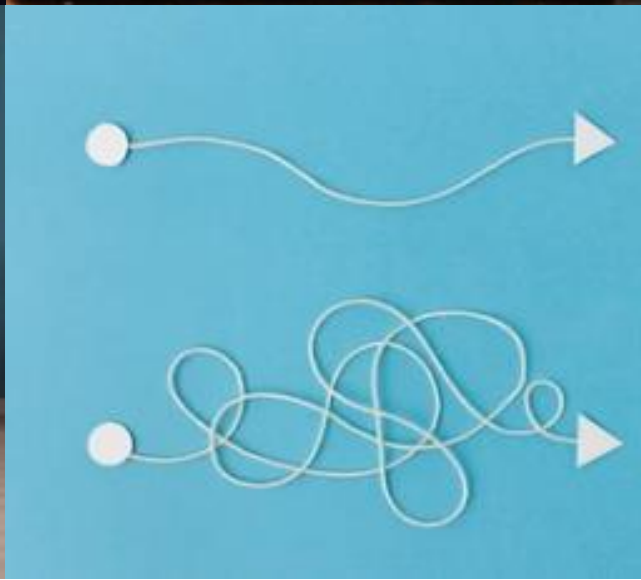
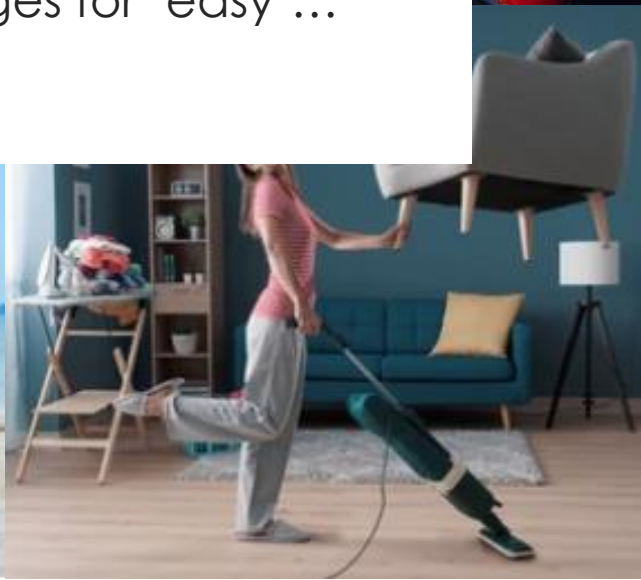
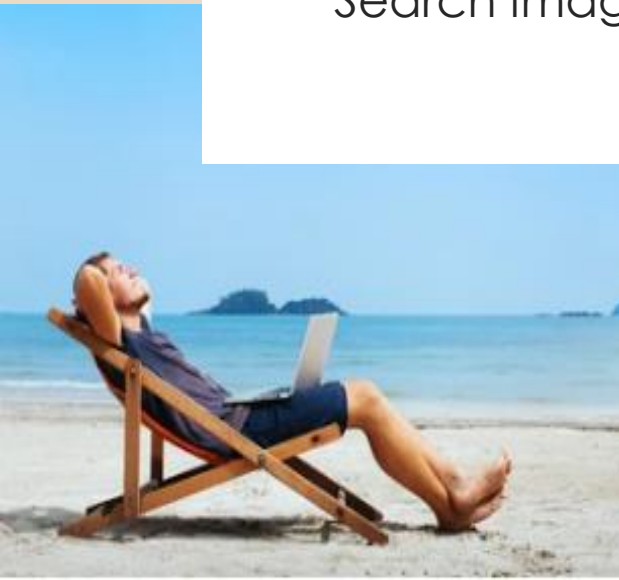
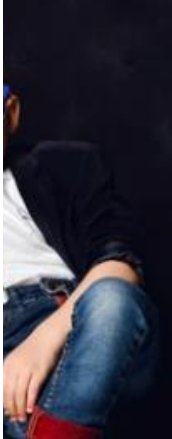
Stakeholders get excited by the implications – but the R&D, brand and category teams who need to do the doing, come to a standstill.





‘So what?’ is subjective.

Search images for ‘easy’ ...



‘Must be easy to use’ is as useful to an R&D packaging team as ‘build trust’ is to a brand team trying to optimise their latest campaign.

We must turn the subjective into the objective.

Fine More Be strategic
Value for money More interesting
Easier Drive preference
Quicker Stand out more Better
Smaller **Nice**
Differentiate it Create awareness
Build trust Tastier Longer
Drive loyalty



Inertia sets in
because
people don't
know what to
do...

...Or they think they know
what they need to do, and
that's even more
dangerous...



Move from

So what?

...to

Specifically
how...



We need to give client teams hard and fast rules – specific moments, parameters – positive and negative, to let them know when they have hit the mark.

They need to know that optimisations are in line with consumer feedback:

- It's precise
- It's pragmatic
- It's scientific

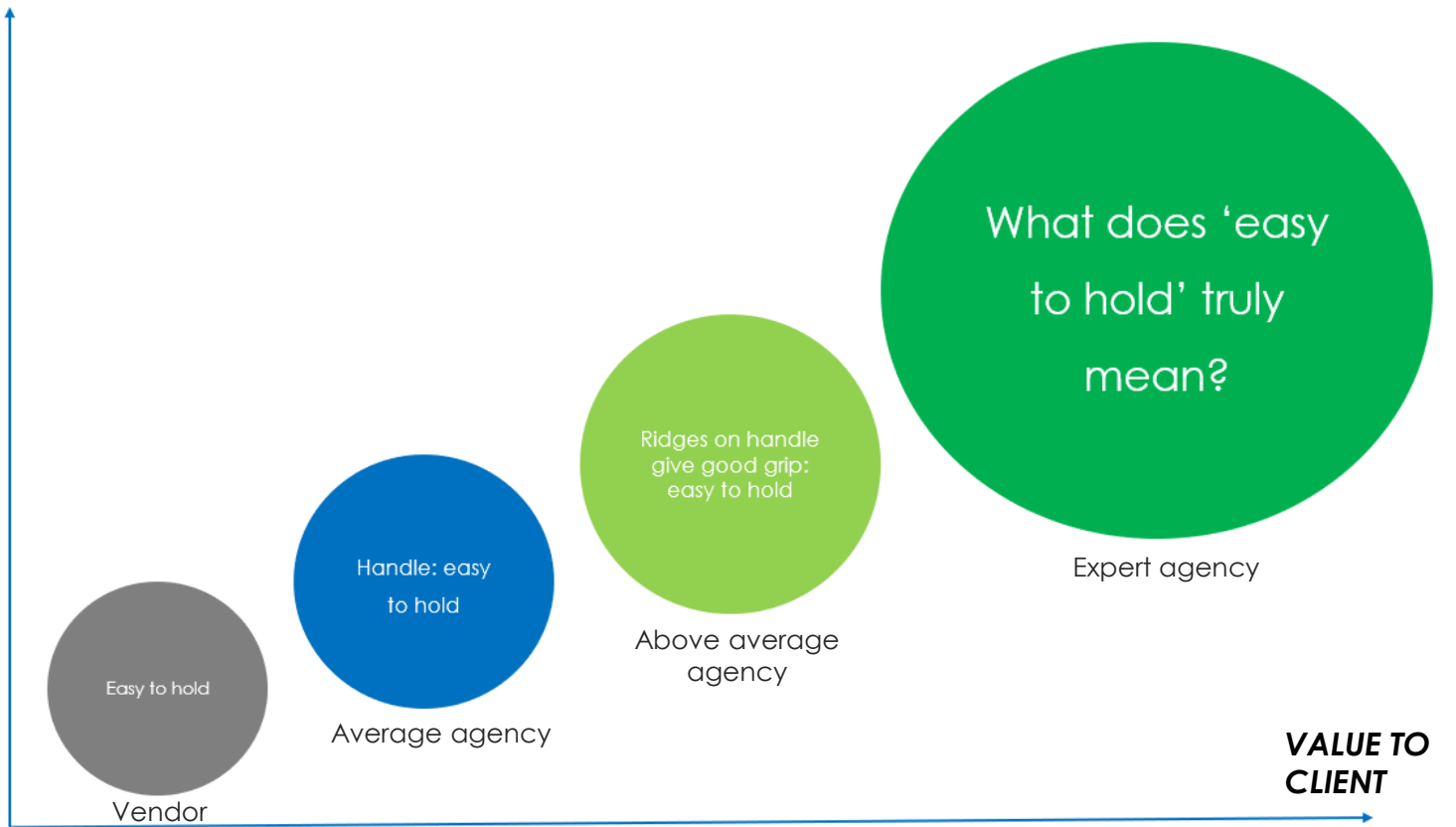
The more precise we are, the fewer iterations are needed – the sooner (and more cost effectively) products, brands and services get to market – and get that competitive edge.



*'Think of it as
double
clicking'*



To be
useful, we
need to
be
precise...



Is this cup
'easy to
hold'?



The trick is to make sure there can only be one, single interpretation of what you have written...



Only
precision
can help you
make the
right
decisions

Ensure product is not sticky



Ensure product is not sticky 1 minute post application



Maximum acceptable stickiness on application = the stickiness of Sellotape when touched gently on your finger:

No stickiness acceptable 1 one minute post application: finger must pull away with no resistance



What's the formula for 'value for money' in your sector? In your category?

'I'm looking for good value for money'



Increase value for money perception





Example only



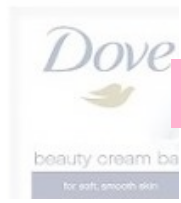
Viscosity



Colour



Shape



Fragrance



Closure audio/sensory cues

Use 'absolutes' as reference points.

Give the acceptable range:

- Room for innovation and creativity
- More scope to create a viable option

Superior care cue: Pack texture



Acceptable

Ideal

Small tweaks to the way we ask questions make a huge difference to the detail we get back...

Q: What, if anything, do you like about this product?

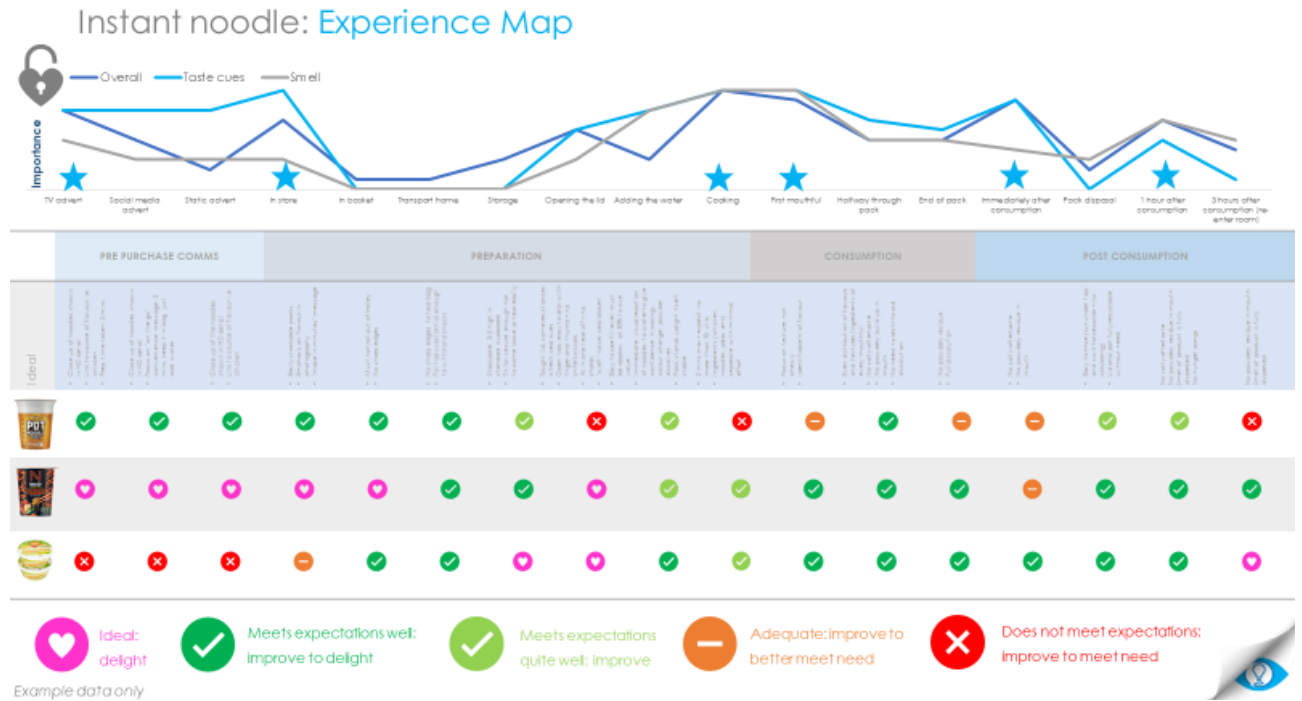


Q: 'In as much **detail** as possible, tell me **specifically** what you like about this product, if anything?'



Identify the precise moments that matter and the precise metrics for superiority...

Then ask more precise questions.



Playing back the language of superiority teases out the edges...

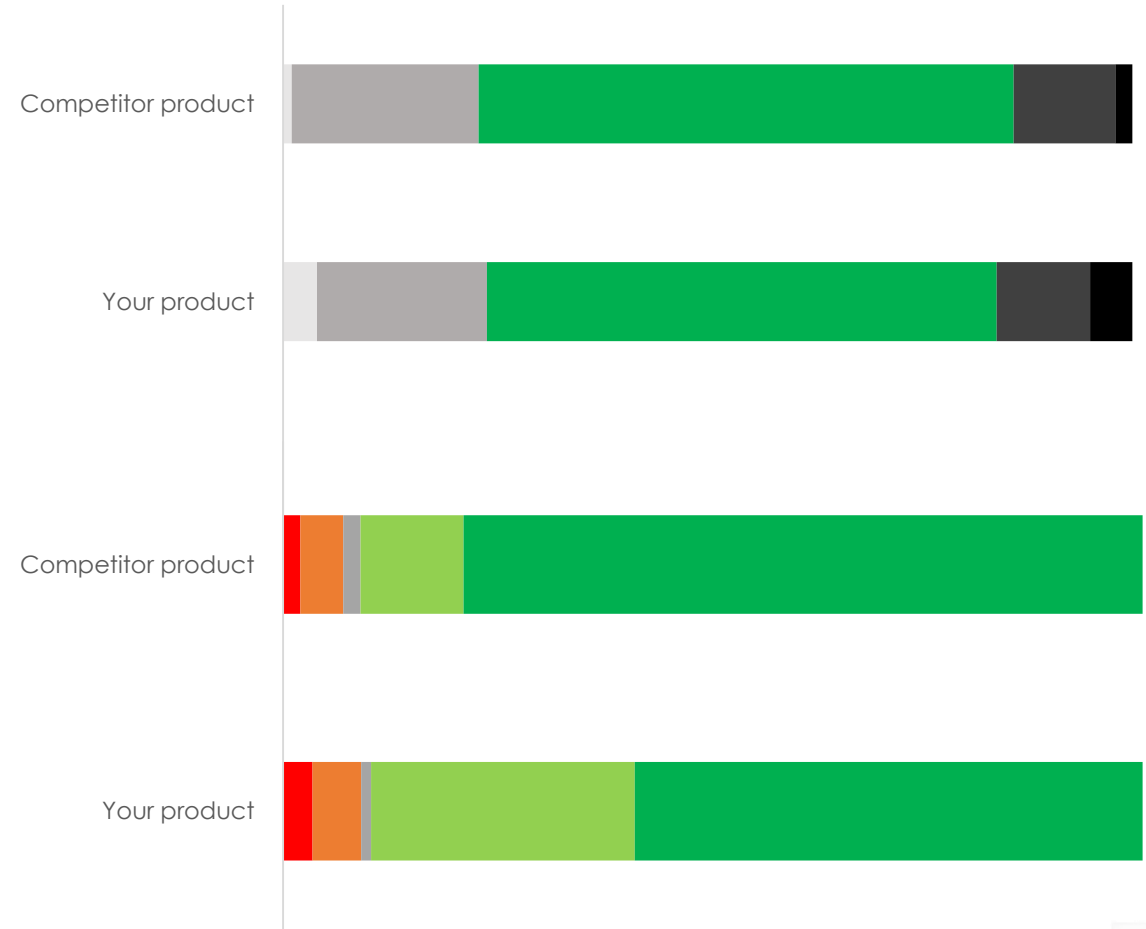
How would you describe the fragrance when opening the machine door?



To what extent do you agree or disagree: delivers a burst of fragrance when opening the machine door?

- 2 Much too weak
- 1 A little too weak
- 0 Just About Right
- 1 A little too strong
- 2 Much too strong

- 1 Disagree strongly
- 2 Disagree a little
- 3 Neither agree nor disagree
- 4 Agree a little
- 5 Agree strongly



But it's not just
R&D teams that
have this
challenge; it's
universal.

What happens if we take
R&D principles and take
them into the world of
brand and marketing?



Let's go back to the beginning.

What is the point
of insight?



It's about finding a way to win

LIVE



1		S. MILLER	49.44
2		A. FELIX	49.51
3		S. JACKSON	49.85



Keeping Business Moving

Commercial

Elegant

Specific

Real



Commercial.

Black Boxes are the
enemy of answers.

Create your own,
precise model

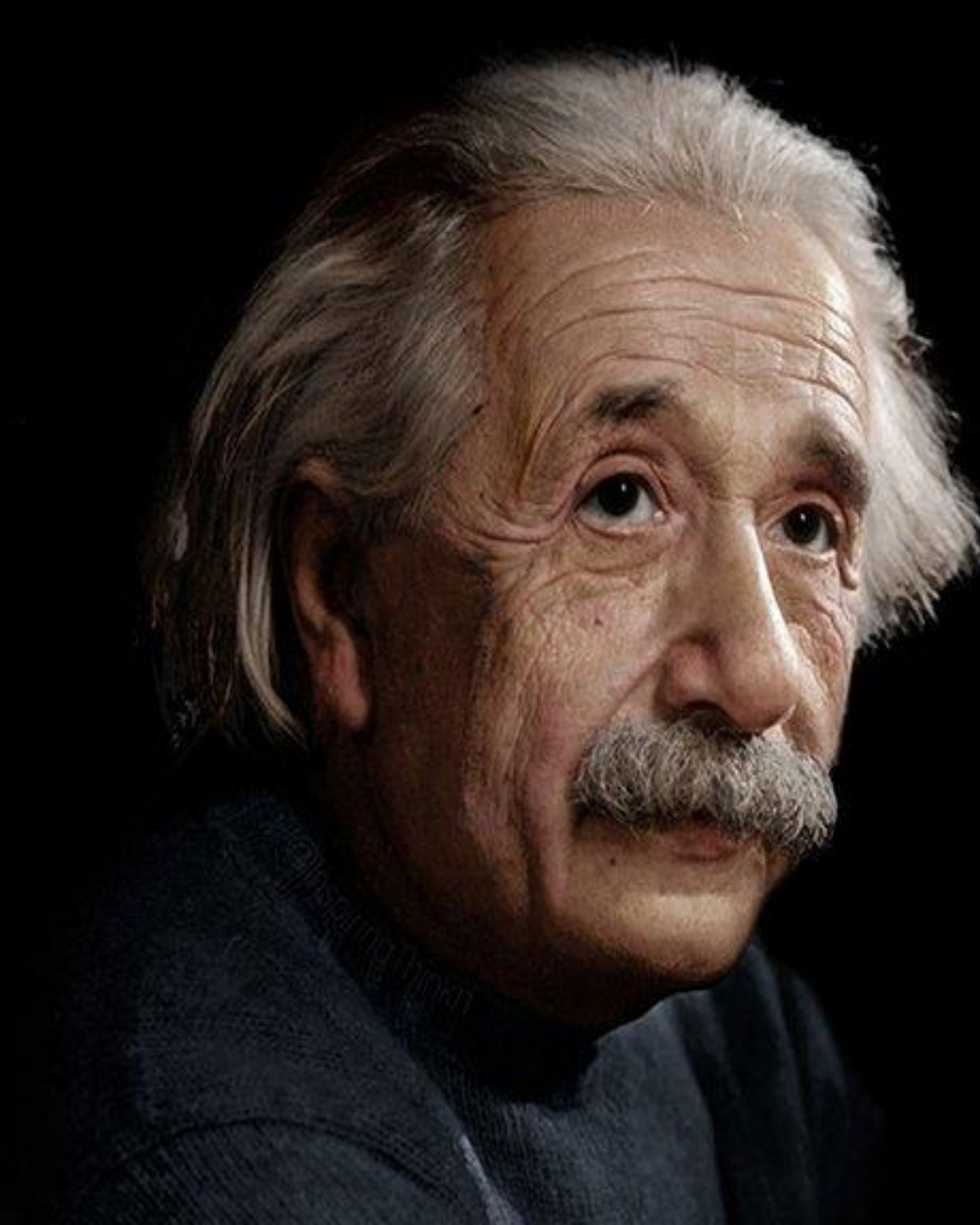
Your category is unique

Models are only valid if they're validated
against your sales

(this is not difficult btw)

Why are you paying to build an agency's
database for them?





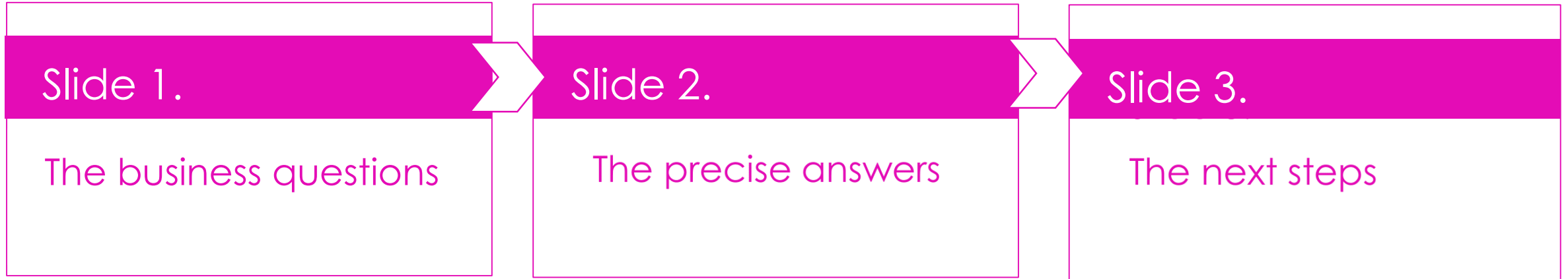
Elegant

If you can't explain
it simply, you
don't understand it
well enough.

Albert Einstein



Get Elegant! 80% of all research debriefs could be done in 10 slides or less (if you're really precise)...



Or...

We invested £20k and 2 weeks for a reason

Why are we always showing our working?

What if...

- **You trust the agency to have done the working out?**
- **The business trusted the insight team to have kicked the tyres?**

Because this is what matters.

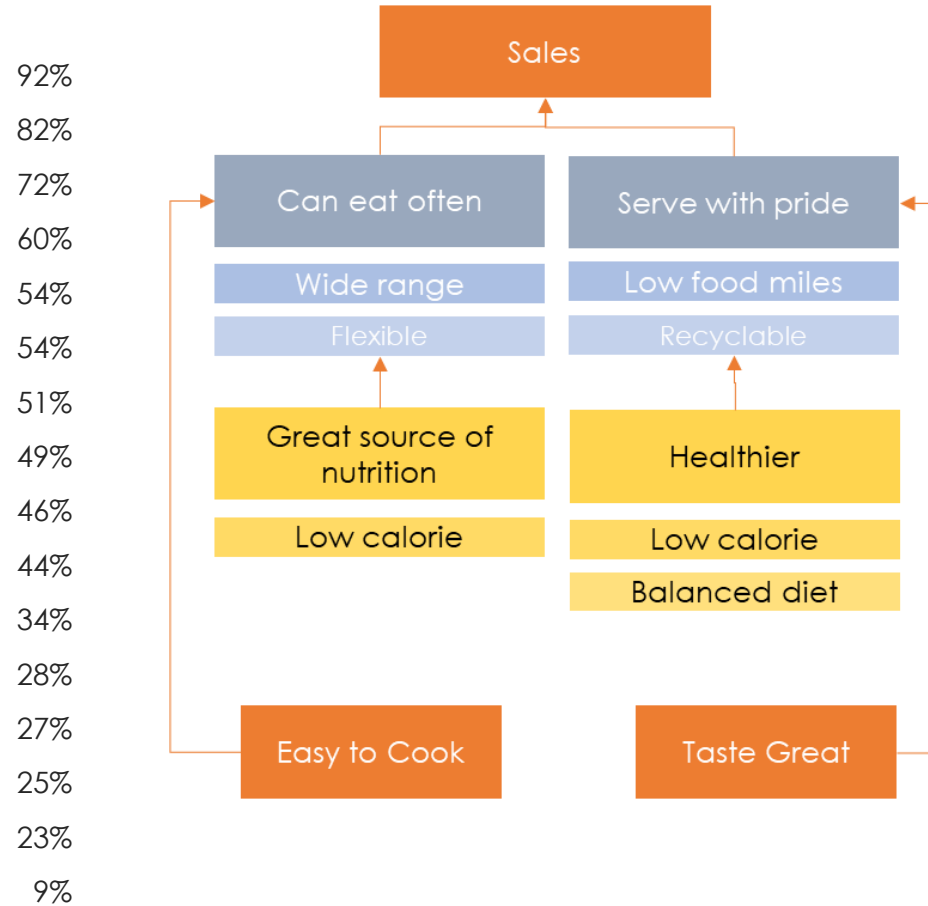
And No, your agency won't have all the answers



Simple doesn't mean basic...

Which of these is important to you?

- Taste Great
- Easy to cook
- Available where I shop
- Healthier
- Can eat often
- Low calorie
- Reduced packaging
- Biodegradable
- Great source of nutrition
- Easy to use in cooking
- Fairly traded
- Low food miles
- Wide range
- Environmental manufacturing
- Flexible
- Can be posted to me directly



Primary Drivers
Closest link to sales

Secondary Drivers
Drive primary drivers

Table stakes
All other relationships fall down without these in place



Specificity is key:
Universal models
lead to universal
recommendations

Build...

- Trust...
- Preference...
- Emotional connection...
- Convenience...
- Love...

Improve...

- Taste
- Ease

...is NOT a recommendation.



Be specific

~~Create Love~~

Change your main influencer

Use pack to communicate exact carbon footprint

Increase signage to communicate wait times

Highlight on time arrivals

Simplify delivery surcharge pricing

Stop launching flavours
without taste testing them



Be even more specific

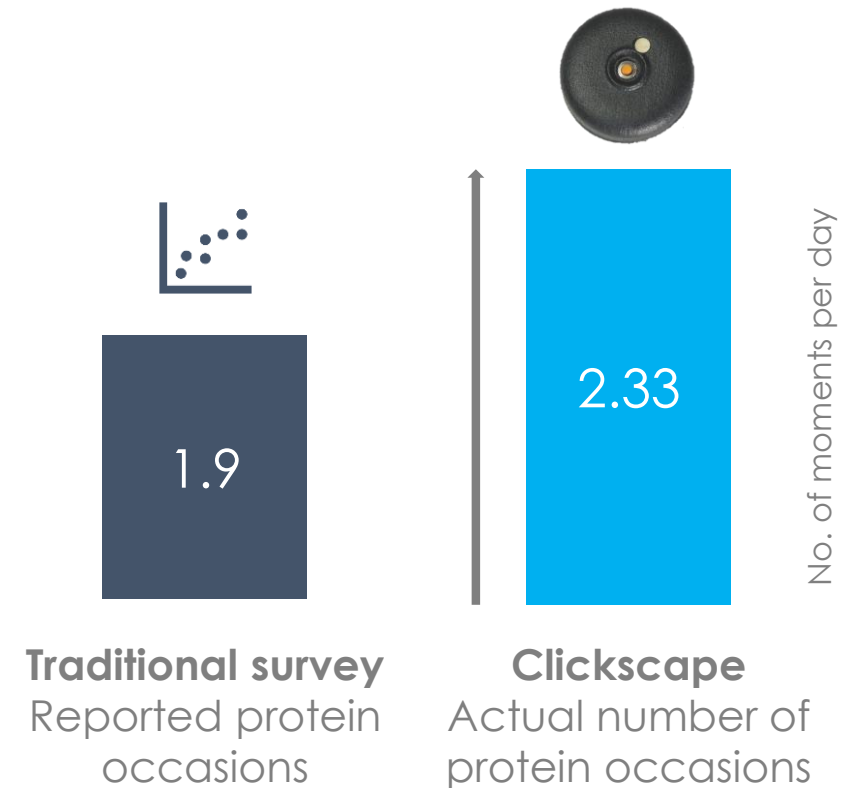
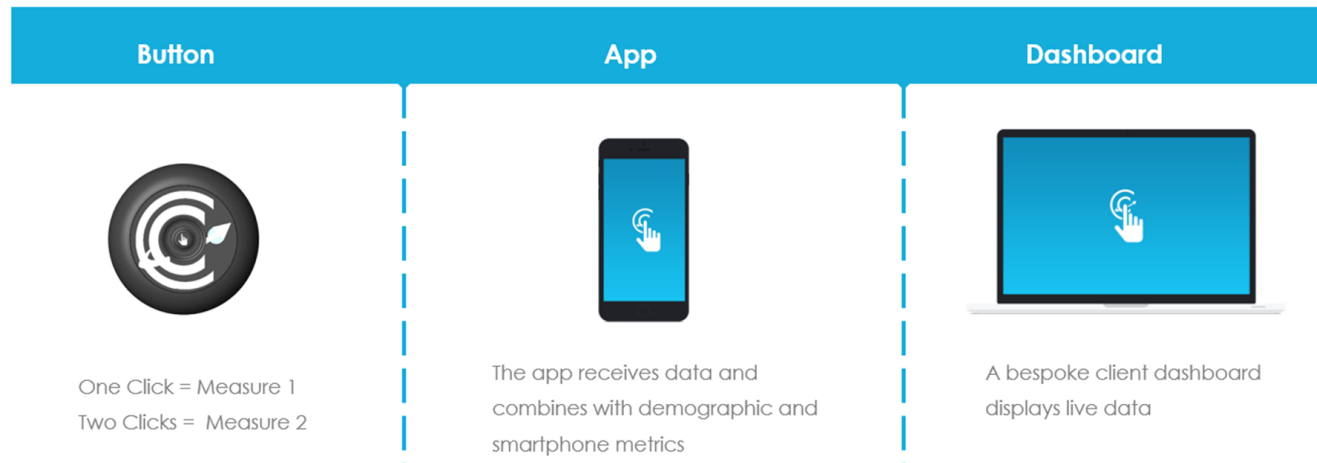
'Change your main influencer'



Use words, images and examples from the real world to set positive and negative parameters: who specifically? What TYPE of person?



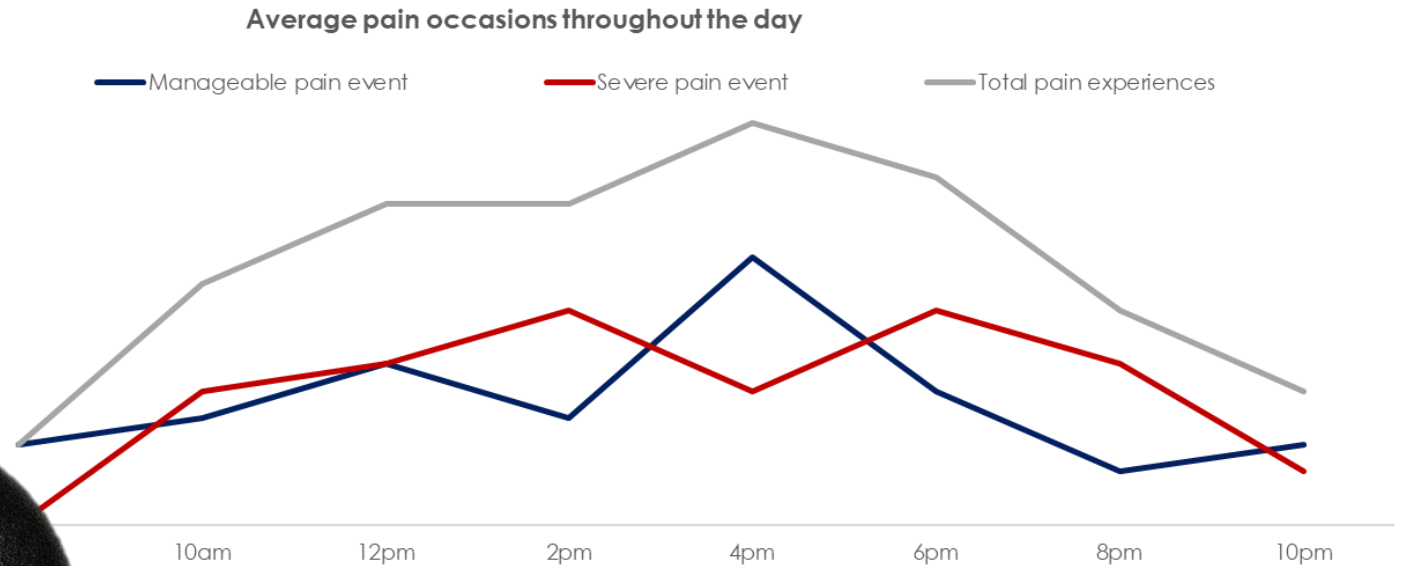
Be Real – Insight is in real, precise moments



Be Real

'Makes me feel better... makes me realise how much I've got done over the week... reminds me that I've done a fair bit – **'if I look back, I can't really remember much.'**

Now it all comes back'



What does this type of precise, actionability need?

Commercial

Elegant

Specific

Real

Share financials

Trust

Show how to win

Innovate in real life





brand:lab

From Blue Yonder

What do you get when the world's leading R&D agency does marketing and brand insight? Precise answers.



Any questions?



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