



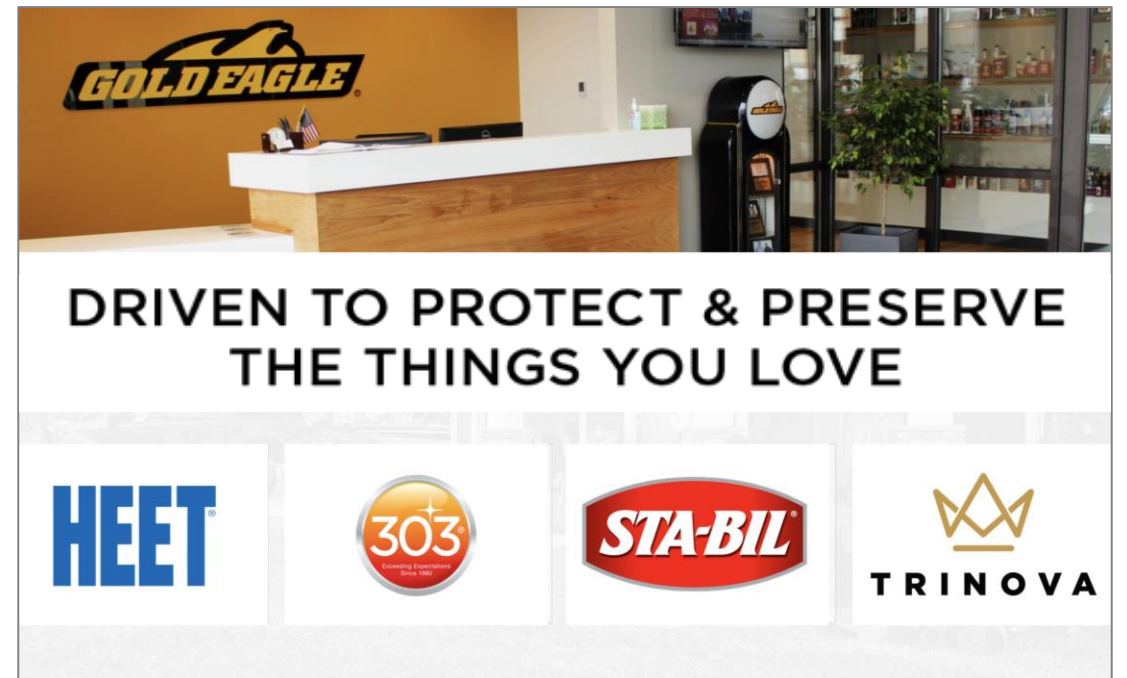
Fostering Breakthrough Innovation With Insights and Agility

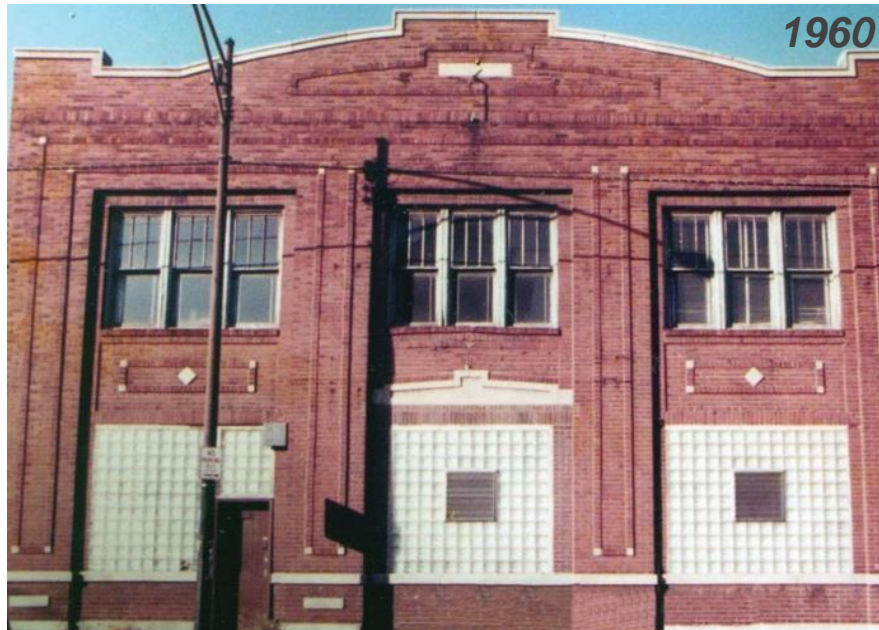
Peter Cronin & Monika Rogers

About Us



 **Digsite** | Exploratory Insights





Gold Eagle Legacy



The Insights Evolution



How Insights Are Used Today

- Exploratory
- Brand research
- Innovation
- Positioning
- Pricing



BIKE CLEANER & PROTECTANT

Case Study:

The Creation of
STA-BIL® Sport
Bike Cleaner
and Protectant





Nonlinear Product Development



Iterative Learning

Challenging Assumptions

Consumers associate the brand with **relevant product categories**:

- Fuel additives/stabilizers
- Boats
- OPE

Many had **positive associations**, including:

- Stability
- Durability
- Balance

stabilizer (2) effective (2) fuel (1) inexpensive (1) additive (1) stability (3) nothing
(1) reliable (2) equipment (1) good (1) storage (1) awesome (1) affordable (1) fuel
stabilizer (1) clean (1) unknown (2) other (1) quality (3) strong (2) stable (3)
unfamiliar (1) curious (1) durable (2) dependable (6) familiar (2) great (1)

How Success Drives Organizational Change

HUMANIZE


Don't delegate the decision to the numbers.

START

All small steps lead to bigger steps.

BUILD

Create a coalition.



Fast & Flexible Exploratory Research



Qual-Ready Sample



Community + Video



Qual/Quant Interaction



Collaborative Insights



Now Even Better



Verified Shopper Sample



Advanced Logic



Upgraded Reporting



Consulting Stand-Ups



Questions?



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 **Digsite**® - Booth 218

