



Accelerating Brand Building and Innovation Using Agile Insights Approaches

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About Us

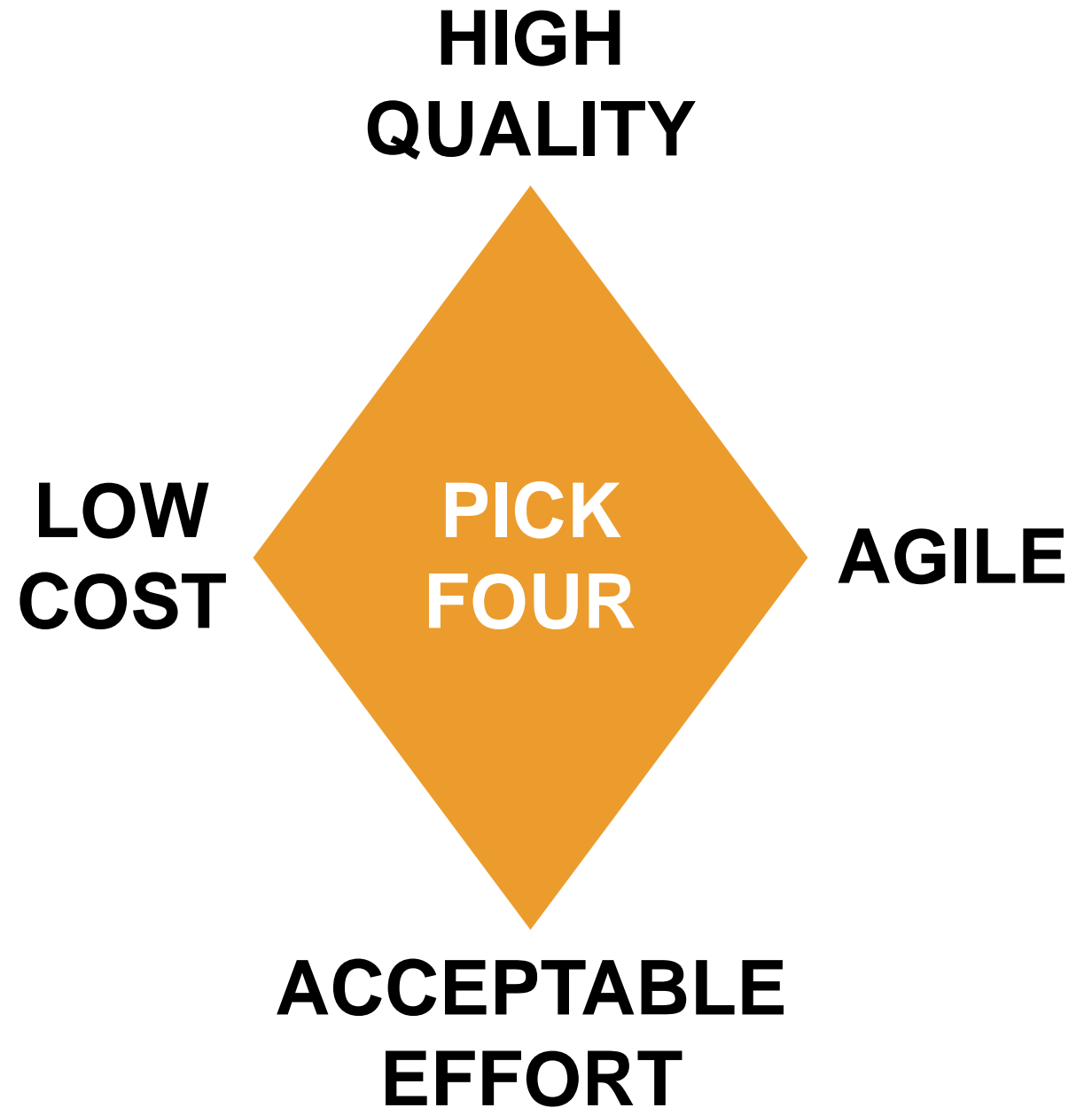


The Old Adage



The Emerging Model

DIAMOND





Insights: Needed at the Speed of Decisions

How Harry's Has Maximized Agility

DIY



Assisted DIY

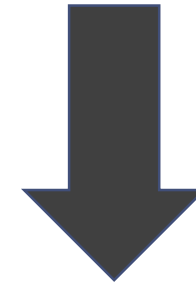


Full-Service



The Emergence of New Tools & the Evolution of Business Has Shifted Harry's Balance

Fully DIY



Largely DIY
Assisted DIY for
standardization/efficiency
Full-Service for unique
capabilities/expertise

Case Study: Brand Segmentation and Positioning in 4 Weeks

- **Challenge:** Identify and create rich strategic segment personas for a brand on an expedited timeline.
- **Situation:**
 - Existing segmentation in place, with strong personas/profiles
 - Needed to update segmentation and identify prime-prospects for continued growth.



18 Weeks of Robust Learning In 4 Weeks Time



**Segmentation
Refinement Study**

Quantitative
(DIY)



**Depth Profiling of New
Prime Prospect Groups**

Agile Online Qualitative
(Assisted DIY)



**Positioning Concept
Refinement & Testing**

Agile 1:1s & Quantitative
(DIY)

Heightened Agility – Even for Agile Tools



Depth Profiling of New Prime Prospect Groups

Agile Online Qualitative
(Assisted DIY)

- Online communities have existed for more than a decade
- What's different about the Digsite experience?
 - ✓ Recruiting methods / speed
 - ✓ Support structure
 - ✓ Speed to Live
 - ✓ Cost

The Role Of Agile Online Qual



Geographic reach



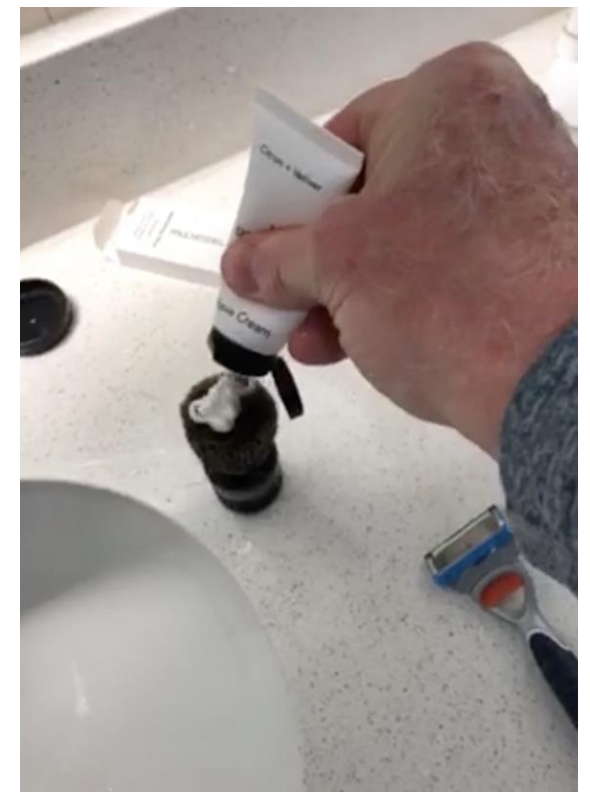
Robust feedback in multiple formats
(discussion boards, video, questionnaires)



Ability to iterate on the fly



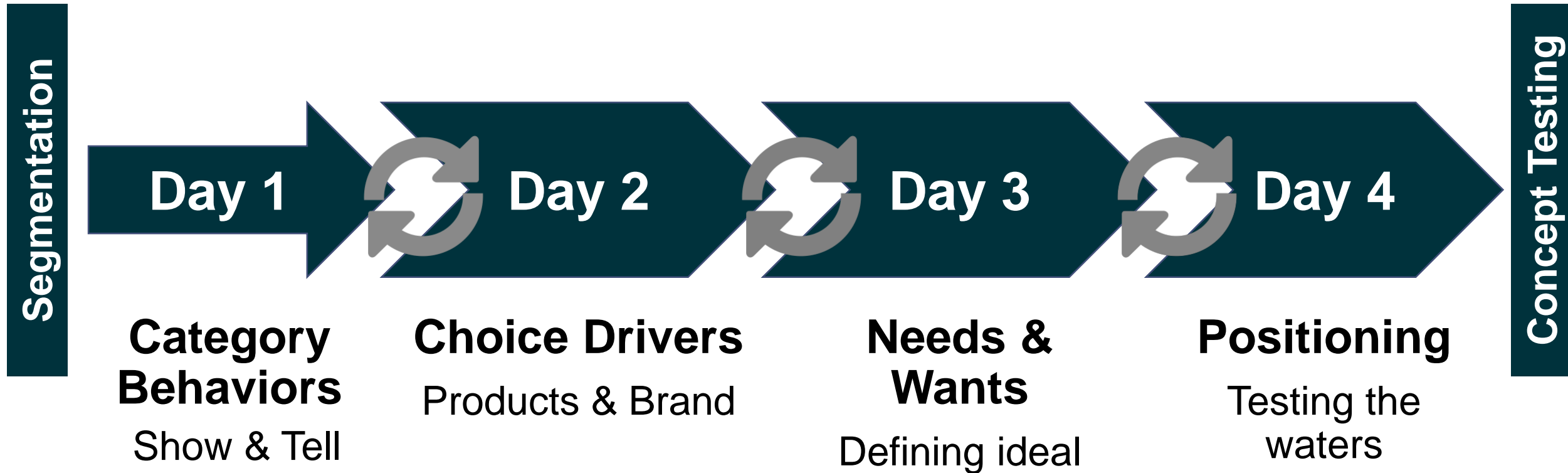
In-depth learning



The Importance of Contextual Learning

Getting beyond the spoken playback

Stronger Depth & Breadth through Rapid Iteration



Stronger, Faster Decisions

- Extreme collaboration
- Clearly scoped approaches & decision criteria
- Agile approaches + Agile engagement with decision makers





Applying Agile Methods Requires...

- ✓ Organizational Commitment
- ✓ Team Skills
- ✓ Technology Partners
- ✓ Collaboration
- ✓ Retrospective



Questions?



Todd Adrian | **HARRY'S**



Monika Wingate |  Digsite.

