

Thanks for having us!

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WHITBREAD
KOKORO

Premier Inn

Rest easy



Head or tails?

K O K O R O

Modern



Heads or tails?

Traditional



K O K O R O

The safe option



Heads or tails?

The exciting option



K O K O R O

Familiar



Heads or tails?

Innovative



K O K O R O

Spontaneous



Heads or tails?

Reliable



K O K O R O

Premier Inn...



...or not?



Heads or tails?

KOKORO

Premier Inn...



...or not?



Heads or tails?

KOKORO

Premier Inn...



...or not?



Heads or tails?

KOKORO

Premier Inn...



...or not?



Heads or tails?

K O K O R O

Premier Inn...



...or not?



Heads or tails?

KOKORO

Premier Inn...



...or not?



Heads or tails?

K O K O R O

It's really reliable – the staff are lovely, I'm guaranteed a good night's sleep, and the breakfast is always good!

They're a bit like a Ford car – dependable and predictable. Sounds a bit boring but it's sometimes what you need when travelling

I think Premier Inn has quite a good food menu but I've never actually tried it – I only ever use it as a base really when I go to concerts or meet up with friends

What do our customers say?

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- Customer perceptions
- Competitor innovation
- Out of room experience
- Labour model

The challenge

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- High investment
- Huge spotlight
- Big pressure

A huge jump

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Quantitative
research

Qualitative
research

Missing the detail

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- Working groups
- Case studies
- Quant data
- Senior champion

The value in qual

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- Simple methodology = space to 'plug in' to people
- Unpicking day-to-day lives = understanding needs

Our approach

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Subpostmasters
IDENTIFY & HOLD THE INDIVIDUALS
RESPONSIBLE TO ACCOUNT
Fight For Justice Contin

“

It felt like there might actually be
this sea change happening.”

— Sarah Ann Masse



Mr Bates vs The Post Office: How a TV drama shook up Britain –
in just a week
Since a drama about one of the biggest miscarriages of
justice in UK history aired last week, more than a million
people have signed a petition and the British government
have announced a new law. How did a single TV show
have this effect?



- Implicit testing
- 5Drivers model
- Real-world context from The Score
- Plugging into places
- Bringing consumers to life

Applying this elsewhere

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- 'Gold standard' trials
- Learning from unexpected project challenges
- Testing iteratively

Pushing boundaries

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- High investment in the right places
- BUT it's not all about budget

Being bold

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- VR simulation
- AI-generated stimulus
- Disruptive concepts
- Creative ways to mock-up real-life spaces

The smallest of things...

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From this...

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To the big reveal

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I really like the open feel. It is modern and the wallpaper is trendy. It looks like a Slug and Lettuce!

Absolutely perfect!! The best Premier inn I have ever stayed in!! Amazing "on trend" look with great bar and lounge area!!

We were going to go out and find a bar before dinner but this is lovely so we've decided to stay here

What do our customers say, now?

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- Customer
- Stakeholder
- Business

- ...this is just the beginning

Real impact

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Any questions?

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"Every seed holds the promise of a thousand forests. In every challenge lies the opportunity to grow beyond what we see"

plug in

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