



Ipsos KMG

Qualitative Consumer Interactions: Getting Intimate with Consumers via Consumer Direct and Consumer Link Workshop



26 February 2009

Nobody's Unpredictable

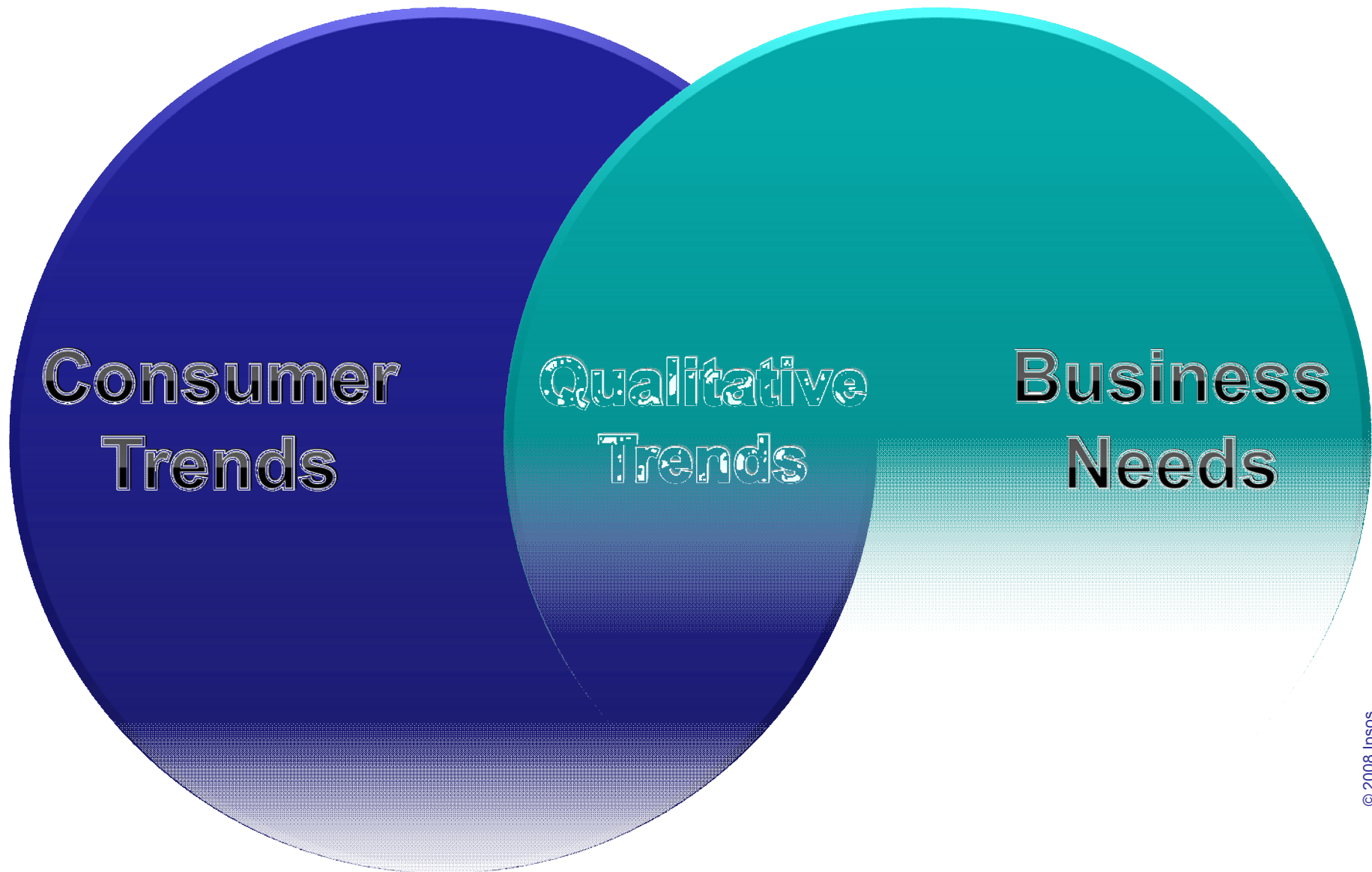


Purpose of Session

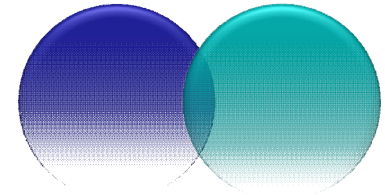
- To become familiar with trends in qualitative research in general
- To focus specifically on two very successful methodologies that are being used globally:
 - Consumer Direct
 - Consumer Link Workshop



Qualitative Research Trends



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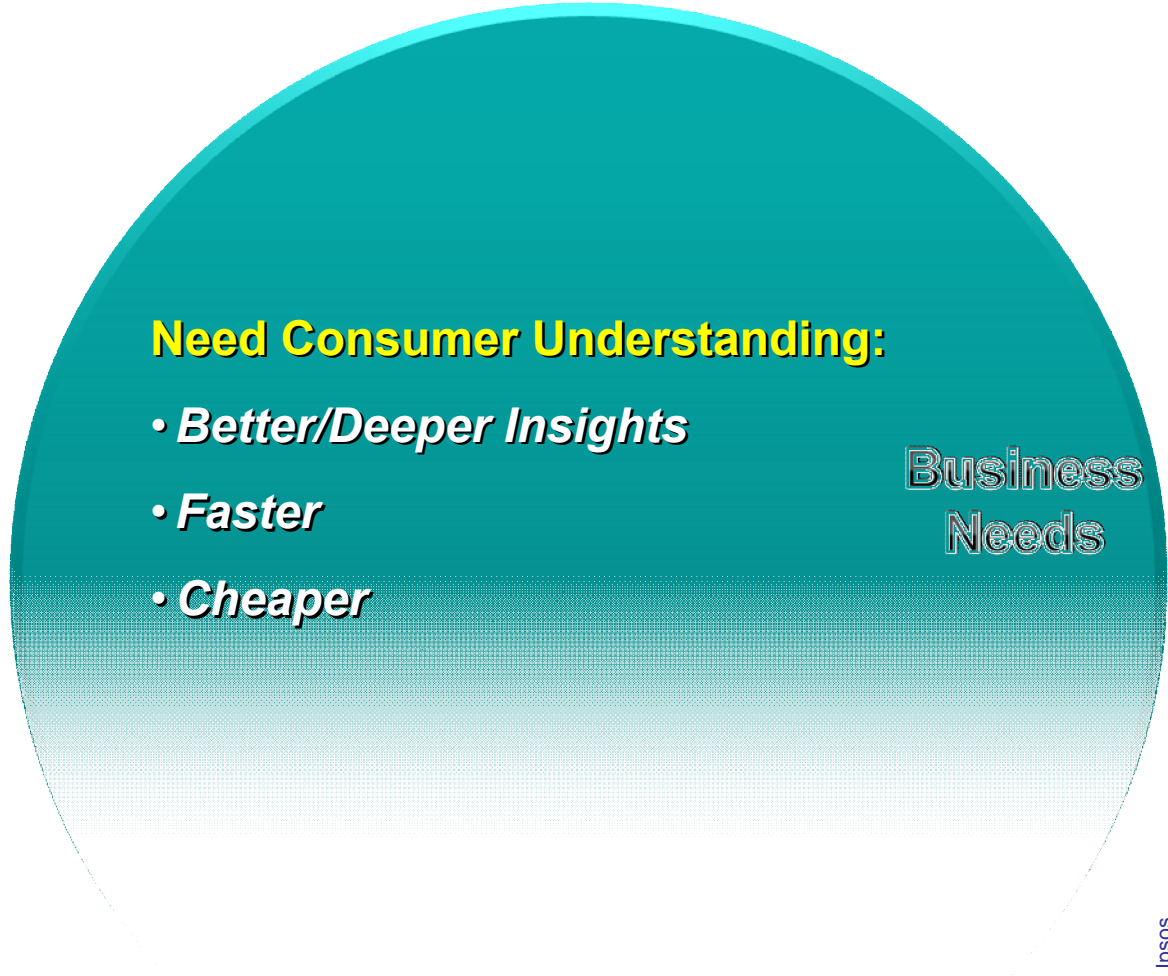
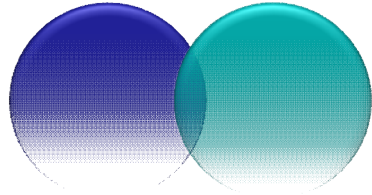


Consumer Trends

- **Status Spheres:**
Looking for recognition in a variety of ways (traditional, on-line, eco)
- **On-line Oxygen:**
Need to be online 24/7; share like never before
- **Radical Transparency:**
No secret is safe – Privacy vs. Nothing to Hide
- **Lifestage:**
Not anymore - Consumer benchmarking assumptions are quickly becoming irrelevant
- **The New Value Mindset:**
Consumers want a bigger bang for the buck

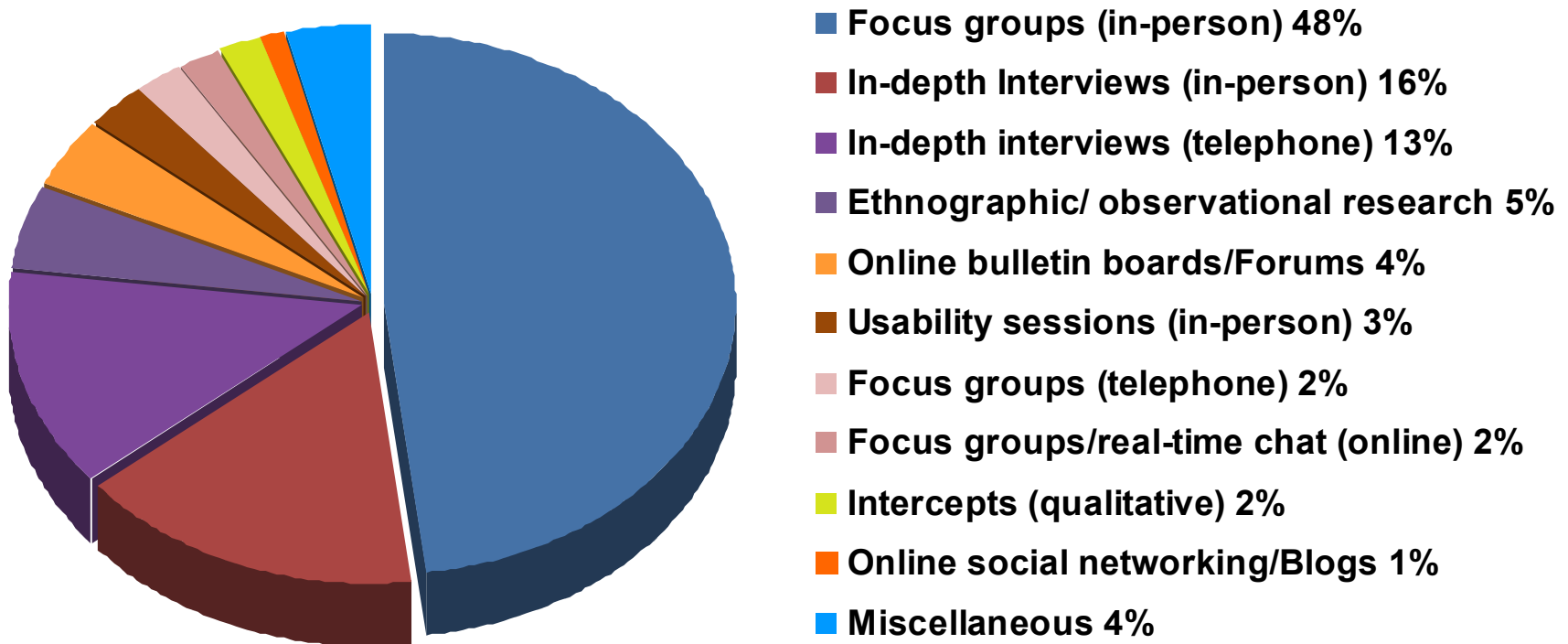


Qualitative Research Trends



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Qualitative Methodologies Used in 2008 (% of Methods Used)





Qualitative Research Trends

Shifts Seen: In Person Focus Groups Growing at a Slower Pace

Migration: In-person Focus Groups

Online bulletin boards, online focus groups, and ethnographic research are the top three methodologies replacing in-person focus groups. Reasons for this shift are cost, new technology/innovation, and broader reach.



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Implications

Online/Innovative Methodologies are Here to Stay (and Grow):

There is increasing value both on the inherent benefits of online research (respondent convenience and broader reach), as well as lower costs and shorter turnaround times associated with online research.

In-person Research is Not Dead:

Focus groups, in-depth interviews and ethnographies are still very important: they deliver on the most important and substantive research priorities





Consumer Direct





A collaborative workshop that directly connects clients with consumers



IPSOS Moderator:

- Prepares Templates & Guides
 - Trains Client Team
 - Helps with Exercises
- Facilitates debrief & Analysis



Ipsos assist

- Helps with exercises
- Manages material

Client Note-taker

Takes notes & quotes



Target #1



Client Lead
Facilitates discussion



Target #2



Target #3





Typical schedule

DAY 1

- 9am – 11 am Team briefing : method, objectives, material
- 11am – 2pm Consumer Direct workshop #1
- 2 - 3pm Break
- 3 – 6pm Consumer Direct workshop #2

DAY 2

- 9am – 12 am Team debrief



Methodology

Who is involved?

- IPSOS : 1Moderator + 1 assistant
- The Client research team (need 2 per table, 6-8 total : research, marketing, R&D, Agencies)
- The Respondents (Homogeneous or subgroups)

How much time is involved?

- 2,5 to 3 hours
- Usually 2 CDs per day with a couple hours in-between

Physical Set-up

- 3-5 tables of respondents (4 respondents per table)
- 2 research team members per table (one as moderator; one as note taker)
- Must be in a large conference room at a facility OR hotel.



Roles

■ The Moderator

- Facilitates the session, leading the group discussion via exercises to be implemented at each table.
- Watch the timing of the tables to give time warnings of when exercises will begin/end
- Provide enthusiasm and energy
- Walk around to listen to how questioning / responding is going / support
- Is ready to take over a table if necessary

■ The Ipsos assistant

- Provide specific directions on graphic templates if needed
- Get extra supplies for anyone who needs anything

■ At each table:

- The client lead guides the table discussions with the respondents
- The client note-taker captures the information on post-it notes using wall or graphic templates



CD Exercises – Graphic Templates

Example of exercises

- Collaging/Picture Projection
- Positives / negatives in the equity of existing brands/products
- The Ideal product
 - *What would it take to improve the existing products?*
 - *What would it provide in addition, that does not exist?*
- Concept/Idea presentation and builds .
- The ideal brand personification (the person who could personify the ideal brand : what age, gender, occupation, personality, ...)
- Analogies: Drinking coffee is like.....
- Standard of excellence: pictures that represent Best.....



Role of the moderator during the debrief

- Prepare Analysis sheets for the teams
- Each team will share out their learnings from each activity
- Capture learnings on analysis sheets and then compare and contrast between the groups to understand what they have in common / what is different
- After sharing all the results, do the “So What” sheets to crystallize their thoughts and to identify action steps.



What are the benefits of CDs?

Efficiency!

- Can talk to a lot of consumers at once (12-16)
- Can do different consumer groups at one time
- Can cover a broad range of topics and ideas

The client team is **ACTIVELY** involved!

- Team is face-to-face with their consumers; energizing!
- Team internalizes and owns their learnings
- Listening is separated from processing and concluding
- Focus on learning from consumers with no distractions



When to use a Consumer Direct™

- Provides efficient approach to managing multiple target audiences and many topics/ideas
- Concept building, consumer understanding / foundational understanding (emotional insights), and idea creation



When not to use Consumer Directs

- **When there is not enough team commitment.**

- **When a skilled moderator needs to be more in control of the research:**
 - For example, Consumer Link Workshop where there is a definite process that needs to be followed.

- **If the makeup of the client team is inappropriate**
 - Clients are trained beforehand, but if members of the team are too biased or if no one has directly interacted with consumers before (and are hesitant to do so)

Concept evaluation: Consumer Link Workshop





5 Phases of Compass™ Concept Development Process

- Phase 1: Planning
 - Team to define project goals and activities
- Phase 2: Consumer Understanding
 - Gain a deep understanding of target consumers' needs
- Phase 3: Create Concepts/Positioning Statements
 - Ideate all possible conceptual approaches
- Phase 4: Optimize and Build Concepts via CLW (Consumer Link Workshop)
 - Working with consumers to re-fine idea/communication (build out the full positioning or new product concepts)
- Phase 5: Evaluate Concepts:
 - Quantitative evaluation of ideas vs. current strategy
 - Volume forecast for each tested idea



Consumer Link Workshop – CLW

- CLW is typically a 2-day experience
 - Begin CLW with a developed list of conceptual approaches (or concept essences)
- Iterative process with scheduled consumer groups around which we create & build ideas:
 - Team Listening & note-taking – Important!
 - Debriefs after each focus group
 - Team writing based upon feedback from consumers
 - Peer Reviews & Prep to put in front of consumers again!



Two levels of Ipsos qualitative answers

If the product initiative is at an **early stage** of development

- Not too finalized (many open routes / could be even just ideas or list of benefits)
- New directions are still possible
- Clients and facilitator are deeply involved in the concept process

Consumer Link Workshop

- 1 moderator + 1 facilitator (stays in the back room with the clients)
- Long time for team debriefs between groups (2 to 3 hours)
- Possible major changes in the discussion guide

If the product initiative is at a **later stage** of development

- 1 to 5 concepts
- Rather finalized
- To be optimized

Consumer Link Evaluation

- 1 moderator
- Short time for team debriefs between groups (1 hour)
- Group length may also be shorter
- No major changes in the discussion guide



CLW – Tips for Success

- Elements of success include:
 - PROCESS (Schedule)
 - PEOPLE (Target Audience)
 - PARTICIPANTS (Clients)



Consumer Link Workshop

Typical schedule (2 days, homogeneous target)

4 focus groups, 2 hours each
Over two days

DAY 1

9 am – 11:30 Team Briefing :
Review guide +
stimuli

12:00 – 2 pm Focus Group #1

2 – 5:30 pm Team Debrief +
concept refinement
+ guide refinement

5:30 – 7:30 Focus Group #2

DAY 2

9 am – 11:00 Team Debrief +
Concept refinement
+ guide refinement

11 – 1 pm Focus Group #3

1 – 3 pm Team Debrief
concept refinement

3 – 5 pm Focus Group #4

5 – 6:00 Team Final debrief

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PEOPLE (Target Audience)

- Principle is the need to get feedback from same target(s) before making changes.
 - 1 Target – ideal
 - 2 Targets
 - Primary/secondary targets
 - 3-4 CLW groups with primary target
 - 1-1.5 hour group with secondary target as a “check”
 - Two targets – equally important- See Sample Schedule
 - Schedule back-to-back 1.5 hour groups, then revise concepts



PARTICIPANTS (Clients)

- Cross-functional participation & ownership
 - MR, Brand, R&D, agency

- “Right” # of participants in CLW
 - Ideally 6-8 participants
 - Anticipate more/less, low degree of concept writing experience - can affect design.

- CONSISTENT participation across CLW
 - Should include “core team” across ALL concept development research for a given project
 - If not (and known upfront) – need to plan schedule accordingly.



Thank You

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