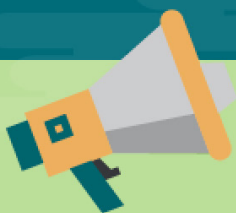


Think innovation communities
can't influence purchase
behavior? *Think again...*

9 out of 10

consumers stated that they have a better
perception of brands who include them in
the innovation or development process.

90% of people say they are more
likely to purchase brands or
products from companies that included
them in this process.



SOUND OFF!

"... it is always exciting to see a product on store shelves knowing I helped with it. If it is good, I know it is, and will buy without question." Ariel, Community Member

In a study conducted with 800+ members of an Ipsos SMX Shopper Community, we determined that the value of innovation communities extends beyond generating insights, and can influence brand perception, equity and potentially impact purchase behavior among consumers. The vast majority of community members surveyed (92%) stated that being included in the innovation process makes them feel their opinions matter, and the brand cares about the needs of its customers. This was true across generations, whether Millennials, Gen X or Boomers. Furthermore, 9 in 10 who said they had a better impression of companies who included them in the innovation process said they were more likely to purchase brands or products from them.



“... it is **always exciting** to see [a product] on store shelves **knowing I helped with it.**
If it is good, I know it is, and will buy without question.”

– Ariel, Community Member

“**It’s a good way** to get to **try new things that I never would have purchased,** but once I see how good it is **I’m inclined to buy it again in the future.”**

– Jill, Community Member

“It makes **me feel appreciated,** as a consumer, to know that **my opinions count.** It tells me that the **manufacturers/retailers are listening to what consumers,** like me, want and need.”

– Sarah, Community Member



COMMUNITY PROVIDES OPPORTUNITIES FOR CONSUMER UNDERSTANDING

True consumer understanding is critical to the innovation process. We need to intuitively understand them and their needs **in their language** to develop products that **deliver emotionally and functionally** against these needs. To truly understand the WHY behind discussions, we need to understand human emotion. In other words, we need to focus on **empathy**.

Empathy is the ability to walk in another person's shoes, and when we create a community, the first step is an exercise in empathy. Key to community engagement is defining a clear member value proposition directly linked to understanding intrinsic motivations, in other words, what will drive the member to want to participate in the process.



UNMET NEEDS



CONFUSION

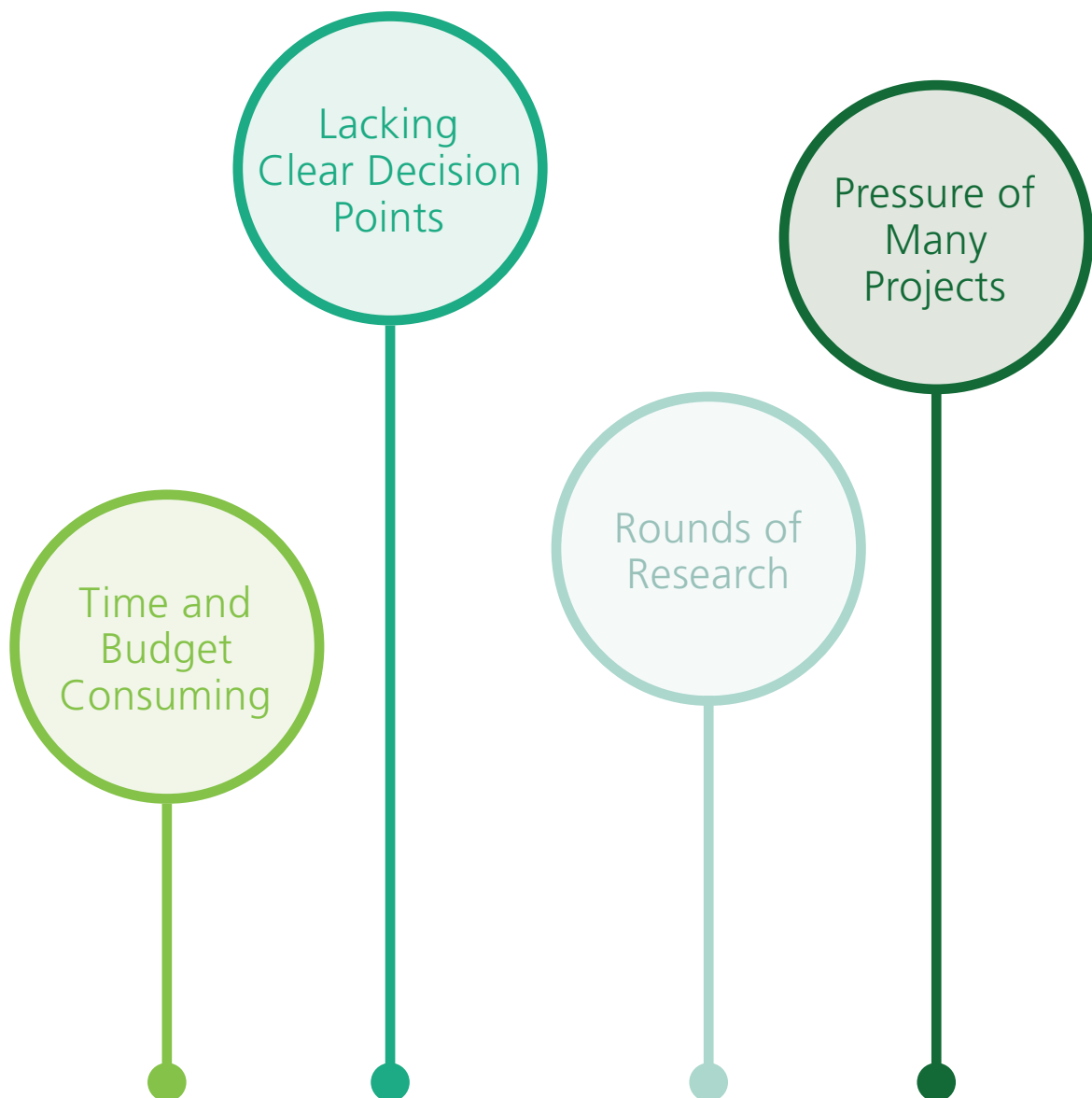


FRUSTRATION/DELIGHT



ACCELERATING INSIGHTS IS KEY

But who has enough time to truly understand the consumer? Innovation can be resource heavy and time-consuming, lacking clear decision points, often relying on multiple rounds of qualitative and quantitative testing, all the while working on many projects at once. In the meantime, rich, intuitive and FAST understanding is critical.

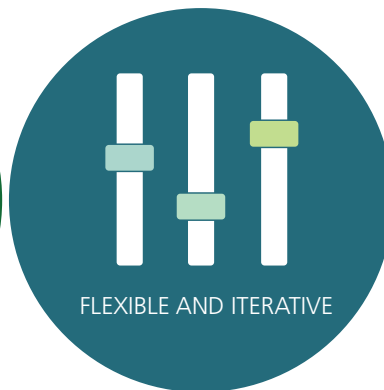


HOW COMMUNITY HELPS TO ACCELERATE INSIGHTS

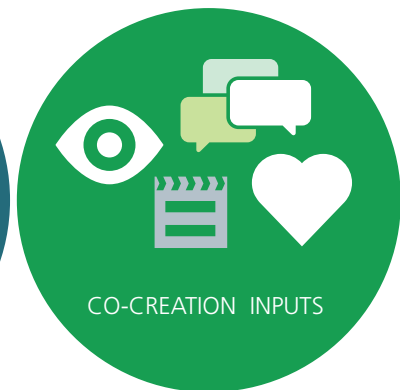
This is exactly what community brings to the table, making the innovation process even better with digital technology, consumer-led, real-time capabilities.



**Easier to
engage the
stakeholders**



**Faster and
richer with the
possibility to
include new
topics during
the process**



**Stronger
inputs for
ideation**



INNOVATION COMMUNITY CASE STUDY

“It allowed us to **learn through a great iterative process, and boil down **6 months of concept work into 2-3 months** (reduced idea evaluation time by 50%.) **From a cost standpoint**, this learning would be **equivalent to 3-4 rounds of quals.**”**

– Ipsos SMX Client

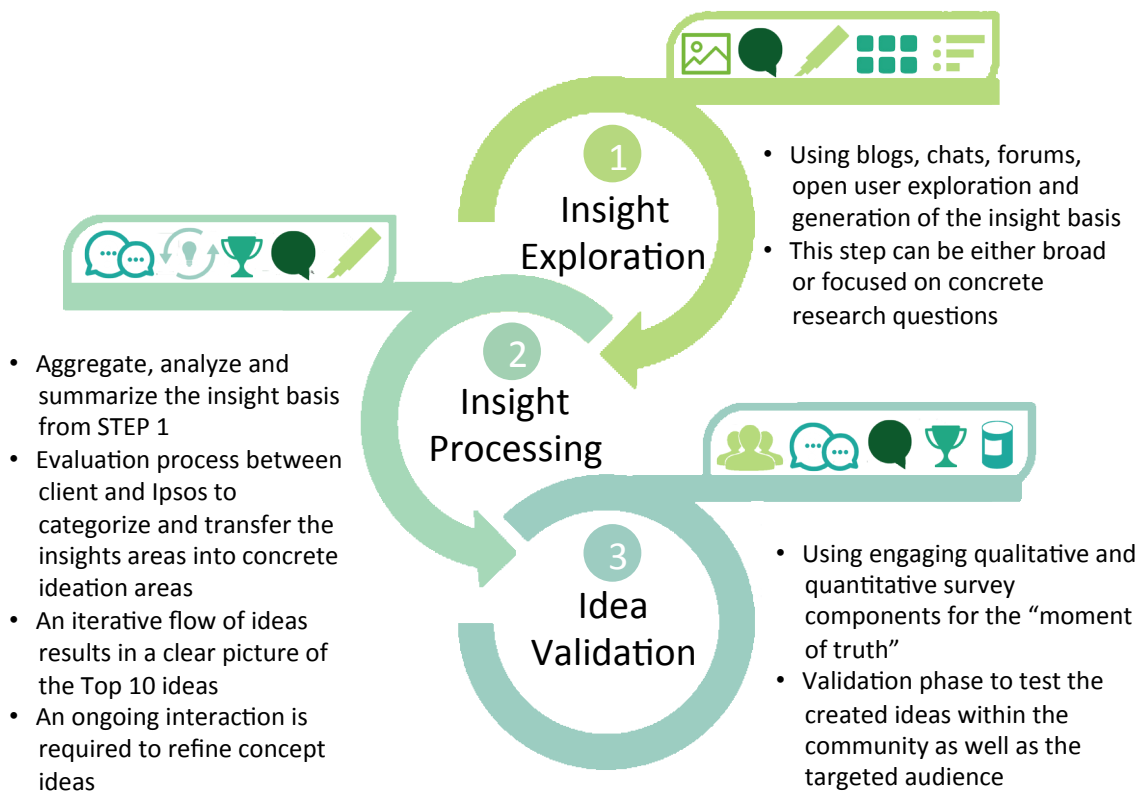
CHALLENGE

A client was designing a new product to launch in their super premium line of products. They were seeking an agile, creative and iterative approach that allowed them to maintain a consumer community over time, leveraging online and in-person research to develop a holistic proposition from concept inception through package design and copy development.



SOLUTION

We recruited a 100-person community that qualified as the “Premium Buyer” target and created a community where they would provide feedback on a weekly basis on all facets of a product launch for 11 weeks. Using both qualitative and quantitative tools, we explored business questions through a 3-step process of Insight Exploration, Insight Processing and Idea Validation.



IMPACT

Through insights generated from the community, we were able to provide recommendations on both key messaging and package design, and the client was able to see substantial time and cost savings.

How much?

50%
in time
savings

\$100K+
in cost
savings





5 SOUND BITS OF ADVICE

1. Involve your customers in the innovation process – it makes them feel like you are truly listening, and can positively impact brand perception, equity and purchase behavior.
2. Consider involving all age groups in your innovation process – Millennials, Gen X and Boomers all agree that being included makes them feel the brand cares about the needs of its customers.
3. Incorporate an iterative process to ensure exploration of all facets of your innovation process, from insight exploration to processing to validation.
4. Use a combination of qualitative and quantitative studies to gain both directional insights and specific measures on everything from concept creation to design and development.
5. Leverage real-time, interactive community tools such as open forums, live chats and contests to keep consumers engaged and help generate substantial time and cost savings.



For more information, please visit
www.ipsosSMX.com or contact:

Menaka Gopinath

President

Ipsos SMX NA

310.736.3331

menaka.gopinath@ipsos.com



Ipsos SMX