



Qualitative research

Segment based recruitment to identify innovation opportunities and activation strategies

Background and objectives

- ❑ The objective of this research was to bring to life three segments identified in the quantitative Pathfinder study
- ❑ More specifically to provide:
 - An understanding of consumers' desired experience from the category
 - An understanding of consumers' current attitudes and perceptions of the category and current brands
 - An understanding of the consumer environment including what is available, where consumers purchase and the influences on them
 - Behaviour in relation to this category – how do consumers use and purchase across the category
- ❑ Client is a major participant in a category that shares similar physical characteristics and owns international brands that are in the new category
- ❑ This research was based on qualitative research utilising metaphor as the primary insight development tool
- ❑ The research was completed in 12 weeks from commissioning to client workshop

Project design

- ❑ *INSIDE STORY's METAPHORSTORY®* insights development process: the technique uses metaphor elicitation and explores metaphors as the basic unit of human thought to provide deep insights into emotional and other needs that are generally hidden or less accessible. A particular feature of this approach was the exploration of **somatic metaphors** which relate to the body and to apply specific insights from *INSIDE STORY's Marketing Somatics* research (see note, below) which together provides a basis for developing distinctive emotionally based positionings and activation strategies.
- ❑ A total of 30 one on one deep explorations were conducted across Sydney and Melbourne. **The insights development process was customised to the needs of the client and included in-home observation for a proportion of the interviews**
- ❑ The participants for this case study were recruited using a detailed screening questionnaire developed by *INSIDE STORY* to identify each of the different Pathfinder segments. There were in excess of 10 recruitment attitudinal and socio-demographic dimensions
- ❑ While our qualitative facilities in Sydney and Melbourne provide theatre style viewing and zoom in technology – a decision was taken not to view the sessions due to the highly emotional and personal nature of the sessions. The sessions were audio taped and fully transcribed.

❑ Note: Marketing Somatics is an approach to making deeper, more emotional connections with the consumer based on the brain's own body maps. For more details on this new approach see www.marketingsomatics.com. The approach is based on *INSIDE STORY* proprietary research that has been validated across Australia, Singapore (ethnic Chinese) and Malaysia (ethnic Malays) using one on one workshops and an online survey of 280 interviews with a qualitative component.

Key skills in qualitative data collection

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<p>One on one metaphor 'workshops'</p>	<ul style="list-style-type: none"> ❑ 2 to 3 hour – one on one with target consumers <ul style="list-style-type: none"> ➤ Category and brand narratives, story telling – usage, experiences, feelings ➤ Metaphor elicitation using 'clean language' ➤ Metaphoric exploration of five senses and using visual database ➤ Detailed probing of structure and grouping of metaphors ➤ Laddering ➤ Idealisation –ideal solution
<p>Analysis</p>	<ul style="list-style-type: none"> ❑ Intensive ❑ Linguistic analysis - thematic ❑ Different types of metaphors identified and grouped: <ul style="list-style-type: none"> ➤ Conventional metaphors ➤ Deeper, more holistic metaphors ❑ Explicit knowledge – what consumers say they mean ❑ Interpretative – draws knowledge of symbols, psychosocial interpretation, marketing relevance and marketing somatics body of knowledge ❑ Differentiating segments
<p>Output</p>	<ul style="list-style-type: none"> ❑ Insights and differentiators of each segment ❑ Overriding metaphor of experience for each segment ❑ Key verbatim and metaphor imagery + interpretations ❑ Written report ❑ Followed by a client actioning workshop

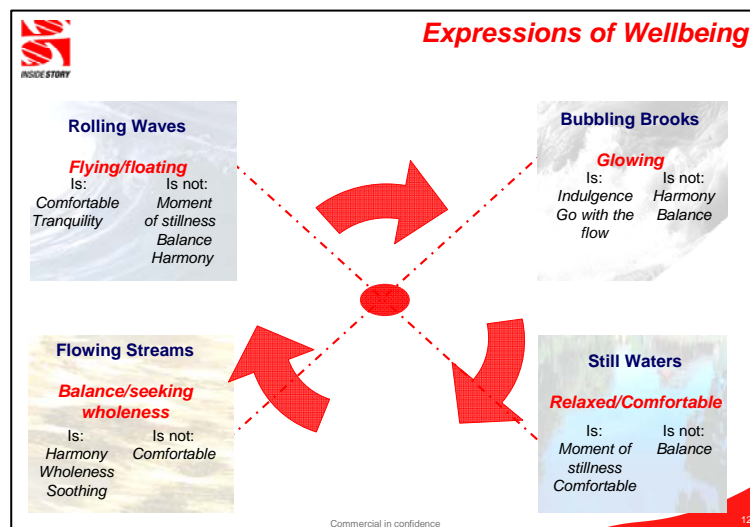
- ❑ The approach charts the **associative network of the mind** to reveal connections and triggers that consumers have established in your branding territory as well as potential new connections that can re-invigorate or strengthen your brand
- ❑ The approach becomes a rich and creative tool that multiplies creative opportunities for positioning by identifying unique combinations between key elements
- ❑ Analysis for each individual interview takes several hours
 - An individual neural net is created for each participant so that segments can be readily differentiated when individuals from different segments are compared.
 - Individual responses are amalgamated and an overall neural network of features, benefits and end values is developed for each of the segments
 - The connections between ideas are key to understanding vital triggers to deeper meanings and symbolic values. The example below indicates how metaphors can reveal insights into feelings and emotions, and how interconnections can potentially be used to shape brand positioning and communications strategy
- Outputs are relevant at two levels:
 - Constructs revealed by the metaphors – these are 'need states', values, feelings and emotions that can form the basis of communication strategies. Constructs are usually more multi-dimensional than those arising from other projective or archotyping techniques
 - If desired, the metaphors themselves can be used directly in communications and brand material – to express unconscious and multi-dimensional aspects of positioning ideas

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Project findings

- ❑ This project was required to improve understanding of a category need state (like wellbeing or rejuvenation) at a deep level. This was almost impossible to grasp or deeply understand in words alone. We were able to identify three distinctive manifestations of the core category need state that differentiated each of the three segments.
- ❑ We are unable to show actual output from this case study. However, this real example from *INSIDE STORY* proprietary research shows how, by understanding the metaphoric meaning of a need state such as wellbeing, distinctive non-stereotypical positioning opportunities can be identified. These can be linked to different segments of the market.



Client outcomes

- ❑ Precise recommendations were made for each segment as to:
 - Which need state to target – how best to express this emotion using metaphoric linguistic and non verbal cues
 - Specific functional features that would guide new product development or selection of products from the client’s existing international brand portfolio
 - A series of point of sale and shopper activation guidelines – identifying distinctive channel strategies
- ❑ Client comment: *“This was the clearest piece of research with the Pathfinder in terms of pulling the segments apart and really bringing them to life.”*
- ❑ Several new entry opportunities are currently being developed from this very cost effective research