

Insights into Action

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Agenda

- Introductions
- What is an Insight? What is not an Insight?
- Discussion on marketplace stimuli and insights behind them
- Typical CPG process
- Questions

What is an Insight?



INSIDE THE MIND OF THE CONSUMER



I DON'T SEE OUR BRAND OF PICKLE RELISH ANYWHERE.

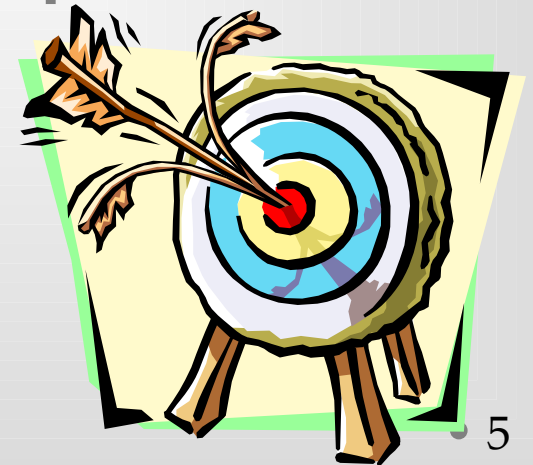
INCONCEIVABLE, THIS IS A "BRAND LOYALIST."



TOM
FISH
BURNÉ

Actionable Consumer Insight

- The “**Sweet Spot**”
 - The point of **greatest emotional leverage** in the **strategic value** target’s psychology
 - To which we can **connect our product and brand**



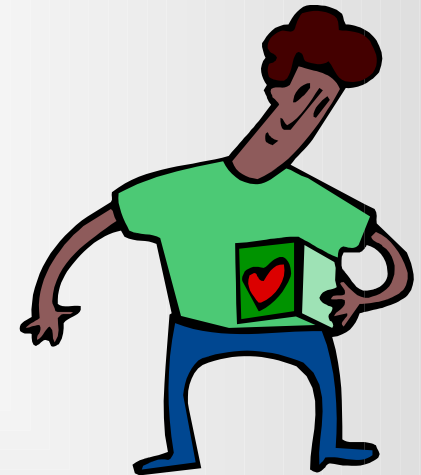
Source: The Fortini-Campbell
Company

Consumer Insight

- An insight is---
 - **Psychological**, not **behavioral**
 - **Empathetic**, not **judgmental**
 - **Explanatory**, not **descriptive**

An insight is ***not***--

- **Exclusive**
- **Proprietary**
- **Temporary**



Distilling Insights

- Distinguish between:
 - An insight and a **fun fact**
 - An insight and **product requirements**
 - An insight and **shopping behavior**
 - An insight and **usage behavior**

And be very careful to distinguish between:

- An insight and a **judgment**

Five Barriers to Insight

- Targeting so broad, it's meaningless
- Not observing broadly enough
- Not questioning deeply enough
- Not getting yourself--your values and your resistance to change--out of the way
- Leaping to insight from a demographic or behavioral target description

Marketplace Examples

Potential Insights

Applebee's Carside to Go

- [http://
www.applebees.com/others/tv-ads](http://www.applebees.com/others/tv-ads)

DSW Portfolio Spot

- [https://
www.ispot.tv/ad/7JF5/dsw-say-something-great](https://www.ispot.tv/ad/7JF5/dsw-say-something-great)

Listerine Mouthwash

- [https://
www.ispot.tv/ad/7r4p/listerine-cool-mint-half](https://www.ispot.tv/ad/7r4p/listerine-cool-mint-half)

TYPICAL CPG INSIGHTS DEVELOPMENT PROCESS



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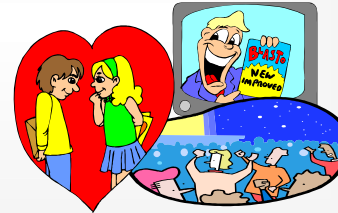
Lead with the Consumer!

OBJECTIVE

FIND & UNDERSTAND

CONNECT & MOTIVATE

TRACK & MEASURE



INPUT

Consumer
Competitor
Macro Trends

Consumer
Unmet Needs/
Observation

Brand
Essence/
Differentiation

New Product/
Quality
Improvement

Marketing
Comm.

In-Market
Tracking/
Analytics

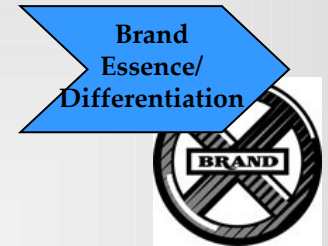
CONSUMER TARGET
AND BRAND FOUNDATION

CONSUMER-RELEVANT
BRAND OFFERINGS & TACTICS

IN-MARKET
SCORECARD



Find the right target, get to know them well, while understanding the relevance of the brand and category



OUTPUT

Trends

- Global trends (socioeconomic, food, packaging, retailer, etc).
- Demo shifts
- How is the consumer or their world changing?

Target and Their Unmet Needs

- Who are the ripe prospects and their core values?
- What are their relevant attitudes, behaviors, preferences, beliefs, media habits?
- Role of User/Shopper/ Gatekeeper

Role of Brand/Category

- What is the consumer's existing relationship with the brand/category?
- Can my brand address an unmet need?
- How and where can I extend my brand?
- What other products meet similar needs?

Key Questions/ Considerations:

- Syndicated studies (Yankelovich, Hartmann, Health Focus, etc)
- Environmental scanning
- Trend trackers
- GNPD/Mintel
- Technomic
- AFH food consumption
- Competitive activity
- Lead Users/Influentials

- Need states/Segmentation/A&Us
- Immersion--Ethnography/observation
- ZMET/Kano Analysis
- Syndicated learnings-panel, NPD, Spectra
- In store observation
- On line communities
- Shopper 360
- Dr Rapaille, Cultural Anthropology

- Qualitative with projectives or laddering Existing insight mining
- Team workshops
- Mine segmentation and needstate research
- Market Structure

Research Approach/Tools:

Consumer vs. Shopper

Same Person; Different Goals



*DESIRE - Usage occasions,
brand benefits, narrative,
association*

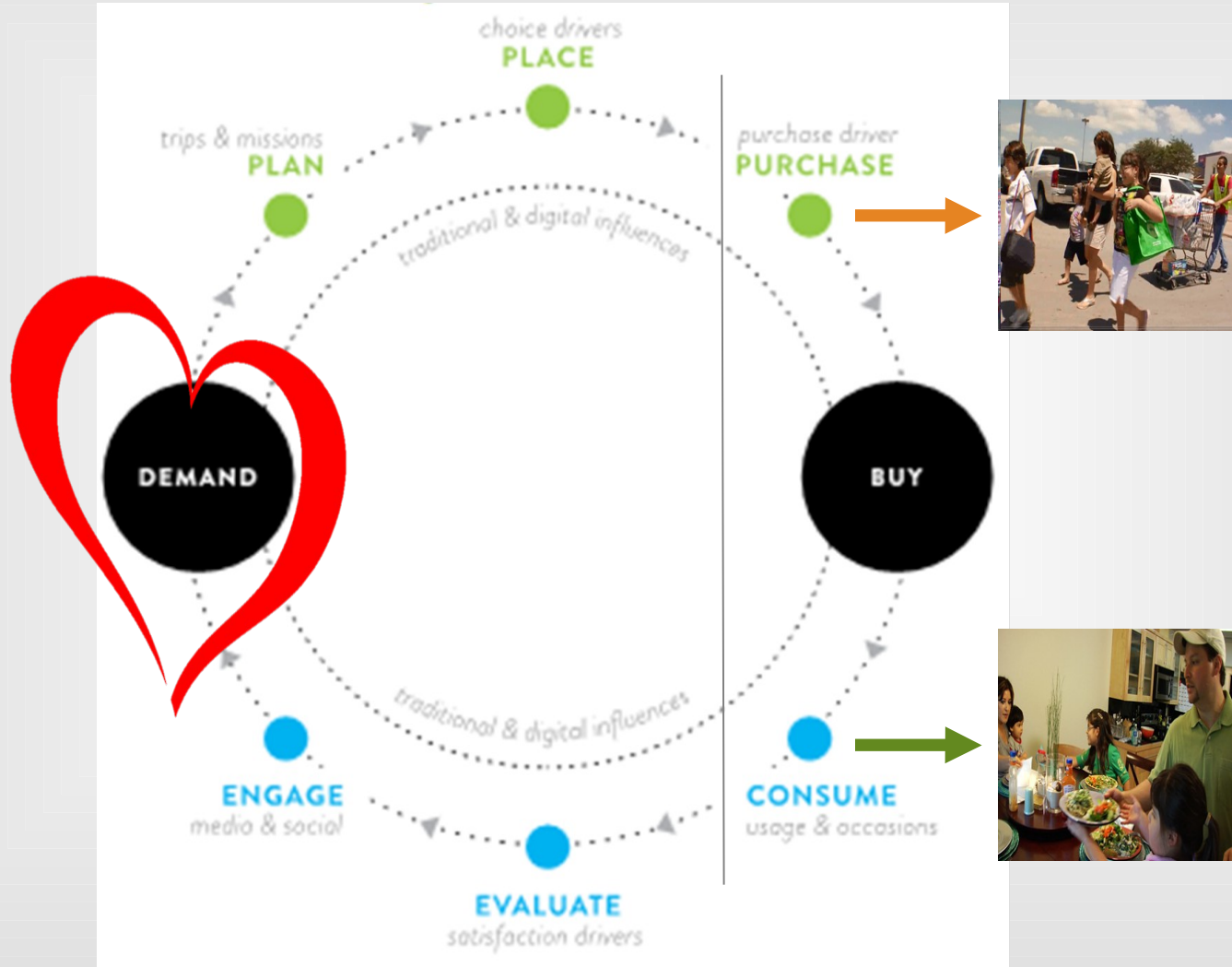
**Marketing objective is to get
into the consumer's
consideration set**



*DECISION - Trip missions,
retailer benefits, time, budget,
choices*

**Marketing objective is to get
into the shopper's cart**

Consumer journey along the path-to-purchase



Questions

How will YOU gather Insights?