



INSIGHTS THAT WORK

REAL STORIES. REAL RESULTS.

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2019 EDITION

Introduction

Welcome to the third edition of Insights That Work—a showcase of the best customer stories by the most innovative insights companies, as voted by the participants in the 2019 GreenBook Research Industry Trends (GRIT) survey.

Insights That Work shows how industry leaders use innovative market research to create real value for real clients. Each of the case studies in this edition explains a business challenge, describes a solution, and presents the outcome—to demonstrate what's possible and how you can get there.

We hope you find these stories inspiring and helpful as you tackle insights challenges of your own. Enjoy, and as always, please let us know what you think!

Lukas Pospichal
Managing Director, GreenBook

About GRIT

About the GRIT Report

The GreenBook Research Industry Trends (GRIT) Report is the leading survey of the insights industry. Twice yearly, the report analyzes trends, provides benchmarks, and serves as a leading strategic planning resource for researchers. Over 30,000 insights professionals and executives read each new edition of the report.

About the GRIT Top 50 Most Innovative Market Research Suppliers

Over the past ten years, the 'GRIT Top 50' ranking has become one of the key metrics companies use to understand their position in the insights industry. It is similar to a brand tracker with the attribute of "innovation" as the key metric. Using an unaided awareness verbatim question, we ask respondents of the GRIT survey to list and rank the research companies they consider to be most innovative.

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Getting the Innovation Equation Right

nielsen
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ABOUT THIS CASE STUDY

Business Issue:

- Gain new customers
- Increase sales, volume
- Increase market share

Methodologies:

- Product Testing/
Concept Testing

Client:

Nestlè and B&G Foods

Client Industry:

Packaged Goods

Project Year:

2019

CHALLENGE

As companies look to maximize ROI, the efficiency of innovation is highly scrutinized. Launching subpar innovations creates a double-penalty effect, not only wasting the innovation investment but also the funding and distribution secured at the expense of the parent brand. This is why we need the Innovation Equation. First, you need the right innovation—one with potential to succeed, validated through predictive research. Secondly, you need to ensure that you're supporting that innovation with the right activation – tailoring the marketing, distribution, targeting, etc. to maximize the potential payout of the initiative and minimize negative impact on your parent brand. Simply put, it's supporting the right innovations in the right way for a portfolio win.

SOLUTION

Nielsen BASES' new Activation Profiles is the key to getting the Innovation Equation right. Activation Profiles is a classification algorithm and

analytical framework that identifies the role each innovation can have within a portfolio and informs how they should be supported in-market. While many brands don't get the Innovation Equation right, here are some examples of those that did...and what could have gone wrong.

“As companies look to maximize ROI, the efficiency of innovation is highly scrutinized.”

OUTCOME

Nestle's Buitoni La Sfoglia Rotonda Senza Glutine was launched as a Targeted Play to address the need for gluten-free, celiac-friendly dough that lived up to Italy's standards. It was groundbreaking



ABOUT NIELSEN

Nielsen is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world.

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because the dough was able to deliver on taste and texture, when other gluten-free offerings did not. Buitoni connected with their engaged target by launching during Celiac Awareness month and ensured primary marketing tactics and messaging were tailored to reach them. This resulted in an exciting incremental win for Buitoni.

But what if the brand launched the same product with the same targeted activation in the U.S.? They would have potentially limited their audience by positioning “gluten free” as a medical condition, when they may have been able to capitalize on the bigger opportunity of “gluten free” as a mass trend.

B&G Foods’ Green Giant Riced Veggies identified as an Emerging Play rice alternatives before they became mainstream. Riced vegetables were not a big deal yet—there was little chatter and excitement in the marketplace at launch. Green Giant assessed this opportunity correctly and entered the marketplace with a fairly limited level of distribution

while focusing on educating consumers about the trend.

As the desire for riced vegetables grew, Green Giant identified an opportunity to increase distribution and extend the line. By monitoring this trend closely and tailoring activation, Green Giant was able to see over 100% sales growth from Y1 to Y2. It would have been very easy for Green Giant to launch Riced Veggies as a mass initiative from the start, supporting it with too many resources too soon and taking away from the parent brand and impacting incrementality.

No matter what type of innovation, a category disruptor, a new flavor, or a niche launch, it’s about getting the Innovation Equation right. Activation Profiles is the way to get the equation right before you release an innovation to market and risk your investment and brand position.

Quick Service Insights: How McDonald's Used Zappi to Optimize Concepts Systematically with Faster, More Cost-Effective Research

zappi



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ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service launch

Methodologies:

- Product Research—
Concept Optimization

Client:

McDonald's

Client Industry:

Retail—Restaurants/
Food Service

Project Year:

2019

CHALLENGE

Innovation and creativity are key to sustained success in the competitive quick-service restaurant market. McDonald's has a continual need to launch new products that stand out compared to incumbents and startups. As competition has increased, the insights team needed to find a way to test faster, more cost-effectively, in a systematic fashion, and to build up a body of learning to support internal customers' decision-making and continuous learning.

"The old world of insights was cumbersome, and it put pressure on us and our teams because we only had one shot to get each innovation right. That is inherently inefficient. When we looked into how to transform the insights function, it was about how to act as strategic consultants to the business."

*—Matt Cahill, Senior Director
of Insights Activation, McDonald's*

SOLUTION

McDonald's and Zappi worked together to evolve concept testing in terms of speed, standard audiences, markets, and methodologies. McDonald's has used the MARC Rapid Results tool on the Zappi platform to test new concept iterations. Key parts of the solution included creating a custom tagging taxonomy, which classifies concepts across a variety of metrics or attributes, and building a set of custom benchmark norms, which put all of the results in context. These have enabled McDonald's to conduct meta-analysis of results across concepts.

For instance, the company analyzed test results from a large number of different category concepts in order to learn which factors were the strongest drivers of Activation Potential (an aggregate measure proven to be predictive of in-market behavior) and highlight those elements in messaging and new product development. All test results are curated in the Zappi platform, which is accessible



ABOUT ZAPPI

Zappi is the world's most powerful automated consumer insights platform focused on testing product development ideas and advertising creative using a systematic approach to market research that gets smarter over time. We help global brands make better decisions to drive business growth, shape product development, and enhance their advertising and branding efforts.

www.zappi.io

zappi



to all internal customers, making this kind of analysis very easy.

“The insights team spends less time creating decks, and more time working directly in cross-functional teams”

OUTCOME

More actionable results.

Previously, if tests showed that consumers didn't like a particular attribute or feature, it wasn't easy to go back in to see if improvements fixed the issue and impacted overall interest. With the Zappi solution, it is quick and easy to test a range of alternatives, make a decision, optimize, and move on.

A higher profile for the insights team.

The insights team spends less time creating decks, and more time working directly in cross-functional teams, driving business improvements. Matt Cahill says, “We've started to do more iterations of tests on the same concept, to make it better. We can fit in a round of consumer input at almost any phase in the process now, which makes us much more in demand with our cross-functional partners.”

Doing more with less with systematic market research.

Because the Zappi solution is so cost-effective, McDonald's can conduct many more tests than before. And with turnaround times for each test reduced from weeks to hours, the insights team has been able to shift the mindset of the organization so that testing has become seamlessly integrated into the innovation and advertising process.

Using BeSci and Machine Learning To Significantly Improve Advertising Effectiveness

 hotspex™



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Develop, revitalize market

Methodologies:

- Advertising Effectiveness
- Corporate Image/Identity Research
- Emotional Measurement
- Media Research—Digital Media

Client:

Global Financial Institution

Client Industry:

Financial Banking—
Commercial

Project Year:

2019

CHALLENGE

Byron Sharp discovered that most people use only one bank in their lifetime, so building a bank brand with younger consumers is key.

Lucy, a top 10 global bank's Insights Director, was on the verge of promotion and knew if she could introduce an innovative new solution with BIG impact, it would help.

Lucy consulted five firms from the GRIT Report and hired Hotspex.

"Most importantly, the project contributed to three promotions, including Lucy's."

SOLUTION

1. Career Building: Hotspex's social media showed its diverse global staff celebrating a wide range of employee and client successes. Lucy liked that their

blog highlighted how insights leaders can better build their brands and careers.

2. Award-Winning BeSci Brand Building

Framework: Hotspex's team of cognitive and social psychology PhDs (including Dr. Dan Young a 20-year P&G veteran) built the Hotspex Map of Human Motivation which has helped over 2,000 brands across 42 countries accelerate brand growth.

Lucy requested a free emotional map of her brand from their website, which she shared with her key stakeholders to generate buy-in.

3. Award-Winning Media Technology that improves media ROI by 5-15%:

Hotspex's award-winning Cognitive Media Targeting combines Hotspex Implicit and Google Machine Learning to significantly improve advertising impact by placing ads around contextually relevant content on digital and TV.



ABOUT HOTSPEX

We use behavioral science, technology, and our global team of deeply experienced experts to build brands. In 2019 we defended our title as the most innovative agency in North America as voted by clients.

www.hotspexmedia.com



OUTCOME

Lucy's Digital Campaign Impact:

- Awareness +135%
- Ad recall +118%
- Program search volume +849%

Google said it was “the best performing campaign in this office ever” and it won a prestigious industry award.

Most importantly, the project contributed to three promotions, including Lucy's.

Hotspex has since been invited to deliver Brand Building keynote talks to thousands of bank employees and has become their brand-building partner of choice.

The Hotspex Map ensures that every single touchpoint aligns with the brand purpose building right memory structures, mental availability, and profit.

Lastly, we customized a media targeting package that combined both brand safety and “brand opportunity” considerations.

Lucy was amazed to see these campaign results:

- Awareness rose among the core target by +135%;
- Ad recall lifts among the core target of +118%
- Key product & program searches increased by +849%

These results were widely celebrated at the bank and because of its impact on an important strategic initiative and the deployment of a new tool, the campaign contributed to the promotions of three people, including Lucy.



Drive Perceptions of Value Through In-Store Pricing Signage



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INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Defend market share

Methodologies:

- Retail Research—Store Layout/Design/Flow/Signage

Client:

Large, Full-Service
Food Market

Client Industry:

Retail—Supermarkets

Project Year:

2019

CHALLENGE

After many structural optimizations, a retailer's value perception continued to be lower than that of core competitors.

To close the gap, a strategic decision was made to amplify value, specifically through price, across the store.

While recognizing that there are no quick fixes to larger value-image issues, we helped the retailer by identifying opportunities to shift price perceptions in the short term, while simultaneously setting the stage for greater impact in the long term.

By focusing on improving value perceptions through in-store signage, the retailer sought optimizations for price and promotion display. They also desired principles to inform the creation of a long-term messaging hierarchy. Due to the complexity of pricing and display, the retailer needed insight into the contextual, non-conscious, and often hidden drivers of behavior as well as a baseline of guest understanding of current pricing systems.

SOLUTION

Ipsos brought together several teams to understand shoppers' attention, goals, beliefs, and context as they related to perceptions of value driven by signage.

We began by establishing key hypotheses, strategic guardrails, and opportunities for behavioral science interventions through a set of interviews with key stakeholders and a behavioral science analysis of extant research performed by the retailer.

Using these hypotheses, we next investigated shopper attention through innovative use of in-store, live eye-tracking. This revealed the time consumers spent looking at signs and which signs attracted their interest or ignorance.

Next, our ethnography team intercepted and shopped with over fifty store guests. This allowed us to observe and probe their attention in-context, discover how these guests perceived value, and determine their goals in shopping related to price, product,



ABOUT IPSOS

At Ipsos, we believe our clients need more than a data supplier; they need a partner who can produce accurate and relevant information and turn it into actionable truth. This is why our experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets, and people.

ipsos.com/en-us



and the overall experience provided at this retailer. This allowed us to highlight overarching principles for signage design as well as changes and optimizations for each sign.

Analysis revealed several critical insights that helped develop key areas for our behavioral science audit: attention, comprehension, and offer credibility.

*“Live eye-tracking...
revealed the time
consumers spent looking
at signs and which signs
attracted their interest
or ignorance.”*

OUTCOME

Post-research, we conducted a joint strategy/behavioral science

activation session where we co-created new signs with the retailer and their creative agency partner, based upon scientific principles. The session concluded with the development of an overall signage framework that could be used to emphasize price throughout the store.

Many of the recommended changes are already present in this retailer's in-store signage. Other recommendations have affected the development of internal procedures and systems related to price and price signage. We continue to work with the retailer to develop KPIs that measure the effectiveness of these changes both short- and long-term.

The Ties that Bind: Gongos and the Detroit Pistons Quantify the Emotions of Sports Fans

gongos



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Build brand equity

Methodologies:

- Brand Equity
- Consumer Research—
Psychological/Motivational
Research
- Emotional Measurement
- Quantitative Research

Client:

Detroit Pistons

Client Industry:

Sports

Project Year:

2019

CHALLENGE

To say that professional sports elicit emotional bonds with their fan base is an understatement. But for one major NBA basketball team, those drivers had yet to be fully utilized until a partnership with Gongos, Inc. proved the efficacy of its GEM (Gongos Emotional Measurement) method. While this proprietary approach had existed for over a decade, changes in technology and consumer behavior presented an opportunity to revamp the methodology to link the emotional drivers of consumers—and in this case fans—to brand perception, purchase, and loyalty.

The research would prove vital to the Detroit Pistons, especially given that the new experience economy is taking over across most industries. And the sports industry is no different. Newly resurrected arenas, cafés named after sports stars, and fashion-forward merchandise have all undergone facelifts in the professional sports industry, all in the name of guest

experiences—and supplementary sales. But is that what fans are drawn to most?

Both partners acknowledge that humans struggle to articulate their feelings and emotions towards brands. When overtly asked within research surveys, they tend to provide rational responses. But consumer emotions are inextricably interwoven and largely drive their decisions and actions.

SOLUTION

Leveraging the GEM method, a custom-crafted quantitative survey of individuals familiar with at least one of the four major sports teams in Detroit measured both conscious and non-conscious perceptions using implicit and choice-based exercises. From there, multi-level advanced modeling and machine learning algorithms enabled a deep analysis of drivers of emotion—and to what they were attributed to—e.g., brand, franchise, guest experience, players.



ABOUT GONGOS

As a decision intelligence company, Gongos, Inc. brings a consultative approach in developing growth strategies grounded in operationalizing customer centricity.

www.gongos.com

gongos

OUTCOME

The findings were a slam dunk. Gongos uncovered emotional motivators and inherent fan perceptions for the four major sports teams, enabling the Detroit Pistons to capitalize on what Detroit fandom truly means and how to differentiate within the sports and entertainment community.

“The data confirms research we’ve conducted and hypotheses we’ve had,” said Shelly Bouren, research manager for the Detroit Pistons. “It also provides us with new understanding about the depths of our fandom and the emotional ties they have to the team.”

The insights will serve as a guidepost for multiple tactics across operations, marketing, and ticket sales—particularly in how they connect with fans across demographic groups—and further legitimizes insight-derived strategies for growth.

While NBA teams utilize industry-leading insights and analytics, Bouren confirms that this method is a new approach to gaining understanding of emotional motivators sought by Pistons fans.

Quantitatively, taking a broader look at the efficacy and usage of this research, corporate decision makers can leverage GEM to assess the impact of emotion on purchase likelihood and customer satisfaction; prioritize the relative importance of various emotions; and identify white space in the market.

“Given that up to 95 percent of decisions are subconscious,” adds Lisa Speck, Gongos’ senior analytics translator, “leveraging sophisticated survey tools and rigorous analysis like the GEM method is a sure way for brands to unlock the ties that bind.”



Accelerating UX Testing in Financial Services

 **FUELCYCLE**



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INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service launch

Methodologies:

- Website Research-Website Usability/UX

Client:

National Financial Services Company

Client Industry:

Financial Industry

Project Year:

2019

CHALLENGE

High-quality digital experiences across mobile apps and websites are an imperative for companies interested in acquiring and retaining customers. This is especially true in financial services, an industry trying to fend off disruption with \$23 billion of venture capital invested in FinTech from 2014-19. Customer acquisition often means a customer is captured for decades. It's little surprise that Boston Consulting Group's 2018 report on retail banking implores banks to adopt advanced digital strategy.

When a national financial services company was conducting a major redesign of their digital properties, they needed a user experience testing solution that would allow them to cycle customer feedback into digital teams at the pace of modern software development. Existing solutions like in-person usability tests and simple prototype tests didn't work; they were either too expensive, too time-consuming, couldn't be completed fast enough, or didn't provide high-fidelity feedback.

SOLUTION

In December 2018, Fuel Cycle released FC Live, the only mobile-first video interviewing solution that enables researchers to conduct in-depth interviews and focus groups on any device.

“They needed a user experience testing solution that would allow them to cycle customer feedback into digital teams at the pace of modern software development.”

FC Live features an integration with Voxpopme for automated transcription, sentiment analysis, text analytics, and rapid delivery of research deliverables to stakeholders in under 24 hours.



ABOUT FUEL CYCLE

Fuel Cycle is the leading Market Research Cloud, fusing together the best technologies and solutions to accelerate decision making in an era of unprecedented change.

fuelcycle.com



FC Live enables screensharing by interview participants on smartphones and desktops for truly agile moderated usability tests. A moderator can send an interview participant a digital prototype, have them pull it up on their screen, and walk through the prototype.

Because FC Live is integrated with Fuel Cycle research communities, profiling data (such as survey responses, CRM data, or similar) is automatically synced to FC Live interviews for analysis. This ensures the researcher is always able to put insights in the context of real-world data, filtering interviews based on behavioral segmentation, product ownership, or demographics.

OUTCOME

By using FC Live for conducting usability research, the bank's research team was able to recruit for the interviews, conduct 17 separate interview sessions (including two focus groups), and deliver final results to their product

stakeholders in less than two weeks. The team estimated the total cost of conducting these interviews resulted in savings of at least 70% relative to traditional methods and allowed them to execute a complex qualitative project in 1/3 of the time they would have normally expected a similar project to take. In addition to this, the mobile-based solution ensured the research was able to look at a broad audience, rather than just a narrow audience recruited in a major metropolitan area. This inclusive approach delivered results that couldn't have been discovered during central location testing only.

The final product launch is on the way, and the company's research team gained credibility and internal support for future usability research based on the speed and efficiency with which they were able to deliver results on this high-stakes project.



The Case of Identifying a Growth-Busting New Value Proposition

 SHAPIRO+RAJ



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| INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service repositioning

Methodologies:

- Qualitative and Quantitative
- Machine Learning
- Artificial Intelligence
- Creative Concept Development
- Volumetrics

Client:

AZEK Building Products

Client Industry:

Household Products/
Services, Lawn and Garden

Project Year:

2018

CHALLENGE

AZEK, an industry leader of premium building products, was looking for an expansive growth strategy for its composite decking business, a category with momentum as more and more homeowners became aware of and intrigued by its benefits versus traditional wood materials. New leadership at AZEK decided to accelerate the pace of growth to close the distance between their brands and the category leader, Trex. To be actionable in the coming selling season, we had to understand a complex category and deliver a data-driven solution in less than 70 working days.

SOLUTION

With this aggressive timeline, we started by sifting through what they already knew. Our multidisciplinary team (brand strategists, retail experts and social scientists) quickly found the critical knowledge gaps and means of filling them; we developed actionable segmentation to identify the Strategic Value Target (SVT) among homeowners and contractors,

defined the purchase journey for both, mapped the marketspace to identify the IdealSpace™, framed the brand positioning, defined the new product strategy, and inspired the growth platform. With so much to do in such little time, we built an iterative learning agenda. We ran multiple studies in parallel, using qual + quant methodologies that integrated System 1 + System 2 thinking. In total, we connected with over 5,000 consumers and over 2,300 Pros in less than 60 days.

Traditionally, collecting, analyzing and making sense of this volume of data takes months. However, we've built an organization model powered by proprietary technology that made it possible to do it in weeks. Our integrated team of researchers, planners and creatives used S+R AQuA™ (Advanced Qual Analytics), a machine learning app. It's amplified with Luminoso, the text analytics AI from MIT Media Labs, to unearth deeper insights faster. Every qual interview was transcribed in real-time and



ABOUT SHAPIRO+RAJ

Shapiro+Raj is among the top 25 most innovative research companies in the world. We combine social and behavioral sciences to solve the toughest business and marketing challenges. Our next-gen methods are designed to dig deep and unlock market-ready insights.

www.shapiroraj.com



uploaded into AQuA, allowing us to find patterns and themes right away. With every new transcript came new connections and evolving themes. As quant data rolled in, we triangulated it with the qual insights, checking and vetting with our experience and intuition along the way. A few weeks and with 12 studies across over 7,300 pros and homeowners, we hit strategic pay dirt, bringing evidence-based clarity to the most critical strategic decisions; the SVT, what they valued, where the category was falling short and where AZEK could seize the advantage.

The key homeowners (SVT), loved to live a life that's a step more interesting, proudly outfitting their homes with innovative technologies and creative styles. Their driving need for validation from friends and family was like oxygen. Yet no decking brand was helping them achieve a look, feel and style that lived up to their demands and addressed their needs. These insights formed the basis for a compelling new brand idea that

connected the hunger of our SVT to the authentic advantage of AZEK, inspiring a bold and compelling go-to-market strategy, aptly brought to life by the line: *"Go against the Grain."*

OUTCOME

AZEK has leveraged these learnings and has seen a significant acceleration in business growth, while improving brand awareness from 36% to 55% in less than 9-months.

As Jesse Singh, CEO of the AZEK Company said—"We leveraged the research to deliver on our customers' desires, and to continue disrupting and leading our industry, our marketing has challenged both ourselves and our customers to 'Go Against the Grain'. The data, insights and strategies delivered by Shapiro+Raj, has been core to driving our growth."



How the NHL's Vancouver Canucks Creates the Ultimate Fan Experience Using In-the-Moment Insights



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ABOUT THIS CASE STUDY

Business Issue:

- Increase sales, volume
- Support event, sponsorship

Methodologies:

- Customer Experience
- Mobile Surveys
- Sample and Recruiting
- Generation Y/Millennials

Client:

Canucks Sports and
Entertainment

Client Industry:

Sports

Project Year:

2018

CHALLENGE

Canucks Sports & Entertainment is a premiere sports and entertainment company. It owns and operates the NHL's Vancouver Canucks and its home arena, Rogers Arena. It also owns the Vancouver Warriors, a professional team in the National Lacrosse League.

Meeting the increasingly high expectations of fans was a big goal for the Vancouver Canucks. "Sports fans have more entertainment options than ever before," said Brad Pennefather, VP of Membership and Business Intelligence, Canucks Sports & Entertainment. "As an organization, we want our fans to visit Rogers Arena and have a great time regardless of the score."

The Canucks already had an active and vocal fanbase on social media. The team, however, wanted to engage with fans in a systematic way to get quantitative and qualitative data and generate insights. Traditional engagement methods didn't meet the company's needs. Post-game surveys, for instance, didn't provide real-time feedback and generated low

response rates. Traditional panels had low representation from millennials and Gen Zs—demographics important to the team. Finally, email-based surveys used clinical and formal language, contradicting the Canucks' energetic and fun brand personality.

SOLUTION

The team used Chat Lab, the insights platform from Rival Technologies, to launch the Canucks Fan Chat Community. Building the community from scratch, the company used conversational chat surveys (or "chats") and social media recruitment tactics to invite fans. Within days, nearly 5,000 fans opted in to join; 77% of members were under the age of 40.

"With our community, we can systematically capture feedback—both positive and constructive—from thousands of fans," said Pennefather. "The insights we get are actionable, revealing what's working and what's not, and what to do next."



ABOUT RIVAL TECHNOLOGIES

A technology company developing voice, video and chat solutions. Rival's platform, Chat Lab, lets companies create mobile agile communities of customers they can engage continuously via messaging platforms.

www.rivaltech.com



The community provides scale and agility. Fans respond quickly because they are notified of new chats via SMS and Facebook Messenger. For example, in one chat, 33% of people invited responded within the first 6 minutes. Average chat response rates are in the neighborhood of 50 to 70%.

“Community feedback is helping shape all aspects of the in-stadium experience.”

“Our fans love the chats they get from Rival,” Brad said. “They are short, fun, and timely. They capture and reflect the Canucks brand personality in an authentic and effective way.”

OUTCOME

Today, the community is a valuable source of business intelligence. From food and beverage options to intermission entertainment, community feedback is helping shape all aspects of the in-stadium experience.

The company is starting to tap into the community to influence product brand development and other business areas. For example, the company is incorporating fan feedback as it explores new ticket-subscription models—a big project with the potential to significantly improve revenue. More recently, the company used Rival's platform to create a new community for the Vancouver Warriors.

“Ultimately, delivering a world-class fan experience requires continuous improvement,” adds Pennefather. “With our communities, we can keep our pulse on fan attitudes, opinions and preferences and use that insight to enhance our business outcomes. It’s a win for us—and a big win for our fans.”

Leading CPG Company Uses LIVE Mobile Video to Uncover Value Drivers & Increase Cross-Category Purchasing For Their Brand



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INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Increase awareness

Methodologies:

- Brand Loyalty/Satisfaction
- Brand Positioning
- Product Research
- Shopper Insights
- Journey Mapping

Client:

Fortune 500 Consumer
Goods (Food) Company

Client Industry:

Foods/Nutrition

Project Year:

2019

CHALLENGE

The stakes have never been higher for large CPG companies. Brand loyalty has declined over time, threats from emerging brands and private labels have increased, and this has culminated in a fierce competition over share of wallet.

When a mega-brand team at a global food manufacturer needed guidance on how to improve brand loyalty and purchasing across product categories, SIVO Insights, a global insights and strategy firm, enlisted QualSights as its research partner. SIVO Insights' expertise lies in uncovering compelling insights and designing effective brand strategies, all through a combination of modern methods, deep and active listening, cross-industry experience and intelligent analysis. QualSights was a perfect complement providing authentic voice of customer insights through mobile video, AI-automation and integrated data analysis across multiple qualitative research methodologies.

SOLUTION

Innovative Tech + Human Capital:

Through QualSights, SIVO Insights gave the brand team a virtual lens inside grocery stores and homes all over the nation in mere days. Measurably faster capture of research through participants' smartphones and AI-automation that prepped the data for analysis provided the team with quick answers while saving time and money (think of it: no research travel expenses while still building empathy firsthand)!

SIVO Insights simulated in-person shopalongs through QualSights' LIVE mobile video capabilities, remotely observing and probing participants, in real-time, while they were in-store. Meanwhile, a mobile diary with video activities provided insight into at-home product usage, allowing the team to build deeper empathy, and a high-IQ method that opened the doors for Aaron's to inject a compelling EQ into its approach.



ABOUT QUALSIGHTS

QualSights helps companies develop deeper consumer empathy and generate powerful voice of the customer insights at a speed, scale and level of authenticity that was previously impossible.

www.qualsights.com



Speed to Insight: Timing was critical for the brand team to grow cross-purchase sales in key categories. Utilizing participants' smartphones to remotely capture research across the country and AI-automation for a head start on analysis provided the fastest possible turnaround time.

Depth of Insight: Reliable insights are the result of understanding nuanced purchase motivations and usage behaviors. QualSights is the only platform offering LIVE and interactive video through a mobile device, yielding fully authentic, in-context consumer insights without being there in-person.

OUTCOME

QualSights helped SIVO Insights deliver exactly what their client needed, in record time. Fast, agile insights that didn't sacrifice deeper level understanding were possible through remote observation, LIVE/interactive video and AI-automation that allowed SIVO Insights to spend less time on video coding and more time on deeper analysis. During the final strategic impact sessions with the client,

QualSights' AI-automation and video editing capabilities allowed SIVO Insights to easily build compelling highlight reels that brought key insights to life for the brand team:

- Across product categories, Common Themes were identified that influence whether or not the brand was noticed and chosen. This highlighted specific actions the brand could take to win across product categories.
- A Consumer Needs and Values Framework was used by the Brand team to begin making specific changes to their products and strategies. It illuminated category opportunities which equipped them with the strategic insight to drive sales.

"QualSights' LIVE mobile video capability offered a unique window into our shoppers' streams of consciousness. Hearing responses revealed through this method allows for truly unfiltered, authentic insights."

–Marilyn Weiss, Chief Innovation Officer/Co-Founder, SIVO Insights

Disrupting Drinks with OBA: Emerging Brands Need Agile Behavioral Insights



Behavioral Insights. Real Life Outcomes.

A BVA Group Company



ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service launch

Methodologies:

- Package Testing
- Concept Testing

Client:

OBA

Client Industry:

Beverages

Project Year:

2019

CHALLENGE

Understanding consumer behavior, particularly in emerging categories like functional beverages, places enormous pressure on new brands to influence consumer choice at the shelf. Drinks innovator, OBA had developed a new product line promising functional benefits of fiber and prebiotics from an African fruit, as well as a healthy alternative for hydration and refreshment. Facing a very tight time frame to compete for incubator funding for their launch in the US market, OBA needed validation that the product, and the packaging to promote it, would drive consumer choice without the benefit of OBA being a well-known brand. They needed to measure the impact of their product's brand promise on consumer decision making, knowing that packaging in the context of the entire shopper journey, would be a key component to influence purchase choice. Limited time and budget left OBA few options for validating their NPD assumptions.

SOLUTION

PRS IN VIVO's decades of experience applying behavioral science to shopper research has enabled us to amass extraordinary expertise in FMCG, Food and Beverage. Our understanding of the "Drivers of Influence" in shopper and product experience, enables us to predict performance in retail, through analysis of behavioral metrics for thousands of products, packaging and shelf designs. To leverage this expertise efficiently, so brands can cost effectively and rapidly screen lots of ideas, our Innovation team created an agile, AI-driven solution. Especially important for start-ups and disruptors, it enables PRS IN VIVO to mine our extensive database, screening multiple options for new and re-stage pack designs, and predicting their potential to influence consumer choice. The solution combines expert evaluation of packaging designs with the AI derived score, combining human and machine insights that can predict retail success. The result? A rapid, cost effective way to leverage



ABOUT PRS IN VIVO

PRS IN VIVO helps marketers to improve shopper & product experiences. through the application of our behavioral framework, best-in-class technology, and deep industry expertise. Leveraging our trusted, proven, innovative & agile solutions, we enable our clients to succeed.

www.prs-invivo.com



Behavioral Insights. Real Life Outcomes.

A BVA Group Company



PRS IN VIVO's category expertise with data driven metrics, narrowing options for NPD that were optimal to take forward.

“The Qual research allowed us to connect the packaging to the concept and product itself.”

Armed with the AI Screener scores, PRS IN VIVO took the optimal packaging designs into a round of qual using the BeQual™ toolkit. This proprietary tablet-based approach automates projective techniques, so respondents respond to stimuli in an engaging activity approximating their behavior on social media (self-identifying as segments through profiles like those on social pages, mimicking “likes”, developing hashtags to describe how they relate to the product). Results

captured and aggregated into a live data link, viewable instantly and permanently, whether the client is in the viewing room or observing from a remote location.

The Qual research allowed us to connect the packaging to the concept and product itself.

OBA optimized designs based on the results moving to further Shopper Lab research, in the context of a full shelf set, identifying behavioral elements to change for improved scoring.

OUTCOME

At a critical juncture in their NPD process, OBA was able to access best-in-class category expertise rapidly and cost-effectively in order to refine options with optimal potential to drive in-market success. OBA was able to proceed with launch plans, giving investors and partners confidence that their product line has high potential to capture market share when it is released in the US market.

How Shell Used Voxpopme to Better Understand Consumer Needs and Bring Them Into the Heart of Key Decisions



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Increase brand loyalty

Methodologies:

- Data Collection—Online Qualitative Methods

Client:

Shell

Client Industry:

Petroleum Products—Oil and Gas/Oil Products

Project Year:

2019

CHALLENGE

Shell is a global group of energy and petrochemical companies with an average of 86,000 employees in more than 70 countries and is ranked as the ninth-largest company in the world according to the 2019 Forbes Global 2000. Shell focuses on using advanced technologies and takes an innovative approach to help build a sustainable energy future.

Shell Global Insights was invited to participate in an innovation workshop, designed to better understand consumer friction and pain points, develop game-changing ideas, and prioritize key solutions to solve real consumer problems.

Prior to the hackathon, additional research was needed to bring key consumer needs and frictions to life and to lay the groundwork for the discussions to be had over the three days. The Insights team utilized rich quantitative research data for this event but saw an opportunity to easily incorporate contextualizing qualitative insight using video footage.

SOLUTION

As part of a larger segmentation study, the Insights team had identified six broad need states to focus on, which felt the most fertile for the purpose of innovation. With the need, states identified, Voxpopme was able to screen for respondents that fit each segment and capture video responses from consumers in both the United States and China.

500+ responses, rich in-depth and context, were collected over the course of approximately four days, a significant reduction in time and resources compared to traditional in-person qualitative methods.

“Prior to the hackathon, additional research was needed to bring key consumer needs and frictions to life”



ABOUT VOXPOPME

Voxpopme is the world's #1 video insight solution. We help our customers build great brands, products, and experiences by connecting with consumers through real-time video feedback.

site.voxpopme.com



The results from the qualitative insights were quickly analyzed using Voxpopme's automated video analytics technology, allowing Shell Insights to identify key themes and sentiment amongst their target segments, enrich the quantitative data, and truly bring the results to life.

OUTCOME

Armed with key data on consumer friction and new context and insights from video responses, Shell Insights was ready to bring the consumers into their global innovation workshop to influence and guide their decisions.

By sharing the consumer videos alongside their quantitative data points, Shell Insights was able to truly connect with consumers in a way that data alone doesn't allow. Listening to consumer feedback in their own words emphasized their findings, and created empathy among the teams, allowing them to relate to the consumer challenges through actual examples.

They were also able to gain new insight, through the additional context that can only come through in consumer storytelling.

By incorporating video into their consumer insights programs, Shell is able to make more impactful decisions, resulting in tangible next steps to solve real consumer problems.



Real-Time Cross-Media Measurement



dynataTM



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Increase awareness

Methodologies:

- Advertising Research—
Advertising Effectiveness

Client:

PHD Global Business

Client Industry:

Media Industry

Project Year:

2019

CHALLENGE

PHD Global Business, a worldwide media agency, was seeking to measure a tech client's cross-media campaign to drive consideration and market share for the brand in the premium computer market. The project ran across multiple European markets and focused on several key metrics such as brand awareness, purchase consideration, purchase preference, likely to purchase, recently purchased, promoters, and online ad awareness. A key objective was to understand the impact of the campaign over each of the brand metrics and identify how each media channel was contributing to the uplift and impact of the campaign. For online media specifically, the measurement methodology looked at how each subchannel performed within digital which consisted of a mixture of online (programmatic and direct), print, and out-of-home on digital sites in transport hubs and shopping malls.

SOLUTION

Dynata's unique cross-media measurement solution allowed PHD to evaluate and optimize the effectiveness of the tech brand's crossmedia ad campaign to gather greater insights into how a campaign is influencing consumers at all levels of the purchase funnel. Media was tagged and tested to track exposure

“A 9% cost saving in programmatic media spend was achieved with the in-flight optimization.”

across an entire panel to verify the raw impression numbers against the media server reporting.



ABOUT DYNATA

Dynata is the world's largest brand-agnostic, first-party data and insights platform, with a reach that encompasses 60+ million people, globally. The company has built innovative data services and solutions around its core first-party data offering to bring the voice of the customer to the entire marketing continuum—from strategy, to innovation, to branding, advertising, measurement and optimization.

www.dynata.com



The data collection combined with survey research enabled PHD to understand the effectiveness across all media channels, define the optimal media mix, and improve campaign performance. PHD was able to access detailed analysis through a bespoke dashboard for all channels used in the campaign to understand its true reach.

OUTCOME

A 9% cost saving in programmatic media spend was achieved with the in-flight optimization. Top performing digital channels were identified to exceed the campaign's objectives. The research created an uplift in the overall advertising KPI's to increase market share.

Leveraging Dynata's cross-measurement solution, we gathered extensive insights into how the cross-media campaign influenced consumers at all levels of the purchase funnel. Through the reporting

dashboard we were able to see campaign results from launch onwards and make changes to channel and creative choices to achieve best media efficiency.



Improving Flight Safety and Jet Orders with SurveyGizmo

surveygizmo



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Maintain existing customers

Methodologies:

- Product Research
- Customer Experience
- Biometrics Research—
Timed Response

Client:

Major Jet Manufacturer

Client Industry:

Transportation

Project Year:

2019

CHALLENGE

One of the world's largest jet manufacturers needed to simplify processes for pilots to submit flight waivers and for customers to place jet orders.

1. Pilots must track their physical condition, flying hours, and flying conditions (as well as other factors). The company needed a way to score the results instantly so that pilots who score too high on the form do not continue flying that day.
2. The company needed a way to create an accountable record for customizing requests on private aircraft.

SOLUTION

This large jet manufacturer was already using SurveyGizmo for surveys and found that it was easy to integrate SurveyGizmo into other systems. They also used SurveyGizmo to simplify applying for and approving company credit cards, so the

“The solution has more than paid for itself in cost savings.”

team decided to see if they could solve the problems of tracking pilot health and creating custom order records for customers.

With SurveyGizmo, they are now able to create pilot surveys that record a pilot's sleep, circadian rhythms, food, drink, flying hours, and flight conditions. These results are factored into an overall score. Pilots may qualify for a round trip flight, but because of the conditions, they might score too high to fly the return leg.

Additionally, the company found that integrating SurveyGizmo with their ordering system allowed them to track customer specifications for private aircraft (such as finish, Wi-Fi, seating configurations, and storage). Customers



ABOUT SURVEYGIZMO

Founded in 2006, SurveyGizmo puts feedback in the hands of the people who can take action, through the systems they use every day. We help some of the most trusted brands in the world make feedback core to their business.

www.surveygizmo.com

surveygizmo

simply select the components they want and that information feeds into the ordering system.

OUTCOME

This major jet manufacturer is still tracking specific results, but they immediately saved \$20,000 on one project. In addition, they are able to more accurately predict ROI for projects.

They were also able to improve flight safety. Pilots track their activities and assess the flight conditions. Workflow and logic ensure that pilots are fit to fly and that conditions are safe for flying.

They created accessible, reportable metrics, track communications, and hold people accountable.

They currently use SurveyGizmo for workflow/intake forms (40%), registration (30%), and for traditional surveys (30%).

The solution has more than paid for itself in cost savings. They found it so flexible that it integrated smoothly with

their ordering, pilot tracking, and finance systems so that they could act quickly on the feedback they gathered, through the systems they already used.



How to Develop a ResearchTech-Friendly Company Culture

delvinia



GreenBook
| INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Increase market share

Methodologies:

- Advertising Research
- Concept Testing
- Consultation—Marketing Research

Client:

Royal Bank of Canada

Client Industry:

Financial Industry

Project Year:

2018

CHALLENGE

Royal Bank of Canada is one of Canada's biggest banks, serving more than 12 million customers and operating in 40 countries. To improve awareness of their services and product offerings, RBC's marketing team wanted to create more timely and relevant marketing experiences, including new in-branch creative content that could support their employees while also informing their clients. Yet in order to stay fresh and relevant to their clients, the marketing team knew the creatives needed to be changed frequently.

So they began by developing bi-monthly themes based on prior research but quickly encountered delays at each stage of the creative review process. This was due to the many stakeholders involved in providing feedback, each with their own subjective opinions, making it difficult to move forward in a timely manner.

What they needed was to find a faster, more efficient and fact-based approach for managing its creative content.

SOLUTION

RBC engaged Delvinia to develop a solution that would help them expedite the creative process while maintaining the integrity of the data collected and reported. Off the bat, Delvinia identified a common industry problem: a logjam of research requests and a limited number of in-house market researchers to manage those requests. Once the problem was identified they established a solution: creating the automated market research platform, Methodify.

Delvinia's client success team worked closely with RBC to understand the impact Methodify can have on their daily operations, specifically explaining:

- How automation frees up time for researchers to focus on the insights rather than on operational matters.
- The ability to engage their customer throughout product and marketing development
- How it's scalable, controls for bias unintentionally built into typical DIY surveys, and delivers results quickly, accelerating the creative development process.



ABOUT DELVINIA

Delvinia is a research tech and data collection company that is transforming how data is being collected and used to underpin business decision-making at every level. The company has spawned a successful portfolio of products and services, including AskingCanadians, an online research community of more than one million Canadians and Methodify, a research automation platform preferred by market researchers globally.

delvinia.com

delvinia



With the explicit support of the bank's CMO, who mandated that his department adopt agile by testing all marketing efforts, Delvinia conducted numerous workshops and tutorials with RBC staff in marketing, research and insights roles to inform how insights can be gathered to inform more of their business decisions.

OUTCOME

Since the very first concept test was conducted, where the marketing team was able to take one look at the results and unequivocally discern the winning concept, every creative test subsequently has allowed customers to choose the bank's theme.

With these clear results delivered quickly, RBC could now apply this method to all of the bank's marketing, not just the in-branch collateral.

In 2018, for example, the bank's advertising agency had proposed a creative concept aimed at a younger target audience. This led to a debate

among the older executives at the boardroom table who believed no one would understand the joke referenced in the ad. A quick survey was launched on Methodify and within 24 hours the executives were proven wrong. They then used Methodify to test the talent options for the ad, eventually landing on a prominent actor and comedian, who ranked highest in key categories among the target group. This helped ensure they invested wisely in the right celebrity endorsement.

As a result of testing things they otherwise would never have, Methodify has helped limit subjectivity in decision making and taught senior executives that they are often too close to the business to make judgments. This culture change would not have been possible without measurable proof.

Doritos Takes Its Branding to ‘Another Level’: How Frito-Lay North America Used 1Q to Validate Their New Campaign with Real-Time Results



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Defend brand position

Methodologies:

- Mobile Research—
Mobile Surveys

Client:

Frito-Lay North America

Client Industry:

Packaged Goods

Project Year:

2019

CHALLENGE

How do you create a more authentic advertising campaign for one of America's most iconic brands, especially at a time when consumers are becoming more skeptical about being marketed to? Frito-Lay North America, known for its innovative marketing, decided to involve consumers in a new "Anti-Ad" campaign for Doritos that doesn't feature the brand name, logo, product or actual packaging. Instead, these new messages capitalize on the strong associations that consumers have with the product shape, flavoring, packaging colors and brand style.

"There is huge potential risk in spending marketing dollars to promote a message that doesn't feature your brand"

But there is a huge potential risk in spending marketing dollars to promote a message that doesn't feature your brand. Prior to launching this risky campaign, Frito-Lay North America turned to 1Q to get a quick assessment of whether or not consumers would be able to identify with the "unbranded" campaign and to verify that the campaign would have the positive impact they intended.

SOLUTION

1Q's self-service platform allowed Frito-Lay the opportunity to get instantaneous results to verify the strength of the campaign by targeting their core consumers. After guaranteeing that respondents viewed the intended commercial, they were asked a series of open-end and closed-end questions surrounding the brand featured, the overall appeal of the ad and the



ABOUT 1Q

1Q is a real-time consumer engagement platform that allows companies to reach any target audience based on who and/or where they are, with an instant response! Companies now have access to immediate, insightful data allowing them to make key decisions, quickly with their research, marketing and advertising plans. Want to recontact respondents for a deeper dive? No problem with 1Q.

1Q.com



respondent's likes/dislikes about the content. Understanding if the consumers were able to identify the brand featured in the commercial, given the fact that it was "nameless", was important to the team.

OUTCOME

1Q's technology allowed Frito-Lay to go from programming to viewing results in minutes—not days or weeks—on their interactive dashboard. The team was also able to dive in deeper and garner additional insights by having access to the raw data.

The Frito-Lay team was impressed by how quickly the 1Q platform was able to produce quality results. "We had results within 30 minutes of launching this survey" said Brodie Dunn, Director of Strategic Insights at Frito-Lay North America. After the commercial launched, the in-market results confirmed the 1Q learning.

Given 1Q's self-service dashboard, targeting options, and lightning-fast

results, the Frito-Lay team was able to balance speed, cost, and quality. This allowed the team to conduct research that once required weeks or months to complete and the expense of a full-service research provider.

Influence Mapping



ABOUT THIS CASE STUDY

Business Issue:

- Increase market share

Methodologies:

- Strategic Research
- Mixed Methodology
- Ethnography/Observational Research
- Moderating-In-Depth/One-on-One
- Segmentation

Client:

A National Health Informatics Provider

Client Industry:

Government Healthcare

Project Year:

2019

CHALLENGE

A national health informatics provider was looking to enhance engagement with their products and services, in ways most relevant to their users. To achieve this goal, this organization needed to better understand their customers, how they are influenced, and the key decision-making processes across the health system.

SOLUTION

At Fresh Squeezed Ideas, we use a multi-disciplinary approach combining Anthropology, Organizational Psychology, Business Design, and Brand Strategy. For this client's challenge, we used an iterative approach to research design that enabled us to produce two key deliverables:

1. Develop personas to better characterize different stakeholders' and users' roles and informational needs across the health care system, including regional and localized nuances.
2. Map the process of influence, highlight the various factors that influence how key stakeholders and groups of users

work together and reveal how they use data products and services to inform and impact decision-making processes.

Through in-depth ethnographic interviews across the country, we uncovered pathways and patterns of influence which allowed us to develop a generalizable Influence Map framework and preliminary personas. By using an iterative approach to research design, we were able to test and refine our findings to ensure that we captured regional-specific nuances with respect to key touchpoints and breakpoints along pathways and channels of influence, incorporating these findings into an actionable influence map and personas that were responsive to localized needs.

We translated our rich insights into three key deliverables: Influence Map, Personas, Rules of Engagement Playbook.

Influence Map depicts how different stakeholders and groups of users influence one another and the power that different relationships hold. The map demonstrates where the power of



ABOUT FRESH SQUEEZED IDEAS

Fresh Squeezed Ideas is a human science-based strategy & innovation consultancy. We develop evidence-based insights, strategies and innovations that will help clients create immediate and sustained impact in the market.

freshsqueezedideas.com



influence lies within each type of health organization, along with the direction of influence, and key moments in decision-making processes. The map also illustrates where and when to concentrate

“We translated our rich insights into three key deliverables: Influence Map, Personas, Rules of Engagement Playbook.”

engagement efforts. Ethnographic research revealed four key Personas that bring together users with similar functions and needs. For each persona, two to three profiles were developed. These profiles outline the persona’s role(s), responsibilities, the tools they use, their key relationships, challenges they face, the timelines they follow, the format they

prefer assets to come in, the channels of communication they use, the best tone to use in communicating with them, and regional caveats. The Rules of Engagement Playbook brings findings together across phases of research to outline key design principles to follow when communicating and engaging with a persona.

OUTCOME

By providing a deep understanding of ecologies of relationships that took into account patterns and pathways of influence and key moments in decision making cycles and decision making processes, we were able to provide the client with impactful tailored tools to help enhance engagement with their products and services, enabling them to strategically target key groups of stakeholders and users in the most relevant ways.

“I found this extremely valuable. This could fundamentally change the way we do business.” –Client Representative

Leading Telecommunications Company Achieves Customer Acquisition ROI Through Holistic Read on Consumers

prodege **MR**



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Gain new customers

Methodologies:

- Advertising Effectiveness
- Demographic Analysis

Client:

Engine and
Telecommunications Client

Client Industry:

Telecommunications

Project Year:

2019

CHALLENGE

Our client, Engine, a cutting-edge insights provider and marketing agency was working with a leading telecommunications company that wanted to hone their advertising strategy and improve customer acquisition efforts. Their telecommunications client was concerned that they weren't spending their ad dollars wisely. The CMO was up at night, wondering, are we spending too much on the wrong types of advertisements? Even if an ad performs well, is it reaching my target audience? Could we better focus our strategy on one type of platform or a specific type of creative? ProdegeMR employed its large proprietary panel and profiling capabilities to conduct this ambitious research among over 100,000 targeted respondents throughout the year.

SOLUTION

To answer these questions, the team at Engine designed a tracking research program and partnered with ProdegeMR,

whose robust proprietary panel of U.S. consumers provided the 312 survey respondents needed each day (over 114,000 respondents throughout the course over 12 months!). Engine needed to know much more about each survey participant than what he or she would have the patience to tell in an online survey. They leveraged ProdegeMR's permission-based deep panelist profiling and appended demographic and media usage variables to the survey data. Each respondent profile was enriched further with digital behavioral data, ad exposure, and geolocation data.

“The CMO was up at night, wondering, are we spending too much on the wrong types of advertisements?”



ABOUT PRODEGEMR

ProdegeMR's Respondent First approach, diversified recruitment methods, and world-class consumer engagement model foster member retention and ongoing participation within its proprietary global panel of over 100 Million Registered Members.

www.prodegemr.com

prodegeMR

By incorporating profiling data and behavioral measures via ProdegeMR's impressive capabilities, Engine had the opportunity to discard some current survey content and replace it with valuable additions, including the messages that consumers take out of the ads they've seen. By layering in permissioned digital behavioral data, Engine enabled their telecom client to get a firsthand glimpse into each respondent's actual online lives. The addition of ad exposure data afforded Engine the ability to verify recall and judge ad effectiveness not on self-reported measures, but with actual ad impression metrics.

OUTCOME

These holistic, data-enhanced profiles from ProdegeMR enabled Engine to model the target market's search behaviors out to the digital environment at large, creating lookalike models for deployment by their Client's media agencies.

The result? A holistic read on true brand health and ad effectiveness, enhanced targeting, and more efficient ad spending for their telecommunications client, which yielded a 30% ROI.



Helping J. Richard Hill & Co. Attract Luxury Retailers

ENVIRONICS
ANALYTICS



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Develop, revitalise market

Methodologies:

- Brand Equity
- Brand Positioning
- Demographic Analysis
- Lifestyle and Value Trends
- Customer Loyalty/Value

Client:

J. Richard Hill & Co.

Client Industry:

Real Estate/Residential
Development

Project Year:

2019

CHALLENGE

Attracting luxury brands to a mall can be tough at the best of times. Convincing them to commit to a multi-use development project away from any major urban center and before the development broke ground is almost unheard of in today's market. That was the challenge facing J. Richard Hill & Co. The real estate consultancy was responsible for identifying potential retail tenants for the Wai Kai Commercial Development and their 235,000 square foot mixed-use development in West Oahu, Hawaii. To attract prospective tenants, J. Richard Hill & Co. needed to understand the consumers who lived near the development and whether they shopped at the upscale retailers being targeted.

SOLUTION

The West Oahu trade area was divided into 14 sectors, which were determined by neighborhood types, drive times and natural barriers. Once these sectors

were identified, Environics Analytics used PRIZM Premier to determine the dominant consumer household segments for each area. These segments were used to create custom target groups that described households by life stage and lifestyle, as well as other consumer buying and behavioral characteristics.

“In total, there were more than 100,000 households in West Oahu that were likely shoppers of luxury goods.”

J. Richard Hill & Co. identified nine target retailers it thought would be a good fit for the mixed-use development. To confirm the company's hypothesis, Environics Analytics geofenced standalone stores for each of the nine



ABOUT ENVIRONICS ANALYTICS

Environics Analytics helps customers turn data and analytics into insight, strategy and results. Specializing in proprietary data, purpose-built software, and industry-focused consulting, we provide data-driven analytics to help organizations of all sizes to better understand customers and markets.

environicsanalytics.com

ENVIRONICS
ANALYTICS

target retailers on the mainland and used mobile data to understand the visitors going to those locations. These mobile data were linked with PRIZM to profile and segment the shoppers visiting each brand to identify the target market for the Wai Kai development.

After identifying the core consumer segments for each of the nine retailers, Environics Analytics used mobile analytics to determine if those same consumer segments were present in high concentrations in and around the planned Wai Kai development. The core consumer segments for each of the targeted retailers were located by ZIP code and U.S. census block group in West Oahu. Environics Analytics mapped these segments and validated the market opportunity using the Retail Market Power database to assess the retail climate and demand for luxury goods in West Oahu.

OUTCOME

The analysis by Environics Analytics showed that the high net worth and aspirational households in the Wai Kai area were more than three times as likely to shop at the luxury brands that J. Richard Hill & Co. identified as potential tenants.

In total, there were more than 100,000 households in West Oahu that were likely shoppers of luxury goods. The project also revealed some surprises that further bolstered the case for these retailers to locate in Wai Kai. While households with incomes less than \$65,000 would not be considered the typical luxury shopper, mobile data revealed that these households were more likely to shop certain luxury brands than the average household. Based on the analysis, the area offered an optimal mix of households to support the luxury retailers sought by J. Richard Hill & Co. for the Wai Kai development.



National Pork Board Uses Reinvented A+U to Understand the Demand Landscape for Pork



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service repositioning

Methodologies:

- Attitude and Usage Research
- Shopper Insights
- Market Segmentation Studies
- Online Communities—MROC
- Online Focus Groups

Client:

National Pork Board

Client Industry:

Foods/Nutrition

Project Year:

2018

CHALLENGE

In 2017, the National Pork Board adopted a new role to provide the U.S. pork industry with leading-edge consumer research and insights. NPB sought to conduct foundational research to create a comprehensive Pork Demand Landscape. This study would help inform strategies and tactics that could be used among a variety of stakeholders.

The research needed to address many business issues including:

- Illuminate the who, what, where, when, why, and how, of pork consumption in the U.S.
- Identify, define, and clarify the best target audiences for pork today and in the future, for both in-home and out-of-home consumption.

SOLUTION

C+R conducted a research plan that used one of our most exciting Illuminator™ solutions, Dollars + Attitudes®. This research program

“We wanted to gain insights from different ethnicities and those with different category affinity”

spanned over a year, with regularly scheduled data-sharing work sessions with National Pork Board and their agency throughout the program.

The program kicked off with a Category Discovery by leveraging Numerator's InfoScout Omnipanel™ to initially understand purchase dynamics of the client's categories and subcategories versus competitive proteins. This helped us to understand key volume drivers and opportunities.

We wanted to gain insights from different ethnicities and those with different category affinity, including Millennials, Unacculturated, and Bicultural Hispanics. We conducted ten focus groups to explore perceptions,



ABOUT C+R RESEARCH

C+R Research, a full-service marketing insights agency, is known for designing innovative custom research methodologies and high-quality analytical insights.

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emotions, and barriers associated with the category. A proprietary online community was implemented to capture digital journaling and shopper missions to understand usage and shopping behavior.

OUTCOME

The insights provided a clear path for innovation to better position pork by consumer generation, family type, and nutritional priorities, as well as for the creation of retailer selling stories. In partnership with the client's agency, a comprehensive publicity and social media campaign was rolled-out based on key insights.



IntelliBlend(r) Drives Better Tracker Consistency & Stability



ABOUT THIS CASE STUDY

Business Issue:

- Brand/Product/Service repositioning
- Maintain existing customers

Methodologies:

- Sampling

Client:

Top 10 Market
Research Firm

Client Industry:

Service Industries

Project Year:

2019

CHALLENGE

Tracker studies are key for brands to understand potential changes in behavior over time. They allow organizations to observe the changes and implement strategies to address them. This can be difficult when a tracking study runs into feasibility issues, or when inconsistency in the results makes it nearly impossible to compare the data and identify trends or changes wave-to-wave.

This is the issue that our client ran into with a long-term tracking study they had been running for one of their clients, a major player in the transportation industry. Because the study had been going on for years, their feasibility was dropping and they were continuously running into reuse limits on respondents provided by their original sample providers.

The stakes for both our client and their client were huge. This was a large account for our client, and their client used this tracker as a key source of their data for making strategic business decisions. If they were to make a change in sample

providers, they needed to ensure that there weren't disruptions, and that data remained consistent compared to previous waves.

SOLUTION

This is where EMI's expertise shines. We started by evaluating their previous supplier. During this process, we found that all their suppliers utilized different recruiting methods, as well as had recently experienced major organizational changes including mergers, acquisitions, and internal changes. Combined, it led to differences in attitudes and behaviors of their respondents, as well as some feasibility challenges. After running a side-by-side test, we also uncovered that some of their suppliers were using third-party sample sources that were unknown to the client.

After the evaluation and testing, we implemented our patented blending methodology, IntelliBlend(r), to build a custom sample blend based on the



ABOUT EMI RE- SEARCH SOLUTIONS

EMI Research Solutions is a leading online sample provider. Founded in 1999, we leverage more than 150 partners in over 95 countries to provide you the B2B or consumer sample that best fits your project.

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results we uncovered, our knowledge of the sample landscape, and our Research-on-Research on the sample industry. This ensured consistent feasibility going forward while maintaining data consistency for future waves and when compared to previous waves.

“...we were able to provide long-term feasibility through a new group of sample providers that are blended in an intentional and controlled method.”

OUTCOME

By implementing IntelliBlend on our client's tracking study, we were able to bring greater stability and data confidence to the project. Instead of constantly

worrying about feasibility wave-to-wave, we were able to provide long-term feasibility through a new group of sample providers that are blended in an intentional and controlled method.

Along with the feasibility stability, we were able to reduce the sample bias our client's client was encountering since a majority of sample was being provided by just one or two providers. By incorporating additional suppliers into the blend, we reduced the total amount of sample provided by each supplier, so no one supplier can vastly impact results.

Finally, we were able to improve the transparency of where the sample comes from wave-to-wave by implementing a strict policy of only sourcing proprietary sample from the providers in the blend. No longer are there issues of not knowing where some of the sample is coming from.

We were able to achieve all of this, while maintaining data consistency to previous waves, delighting both our client and their client.

Increasing the Speed and Quality of Concept Testing

Toluna^{*}



GreenBook
INSIGHTS THAT WORK

ABOUT THIS CASE STUDY

Business Issue:

- Speed and quality of concept testing
- Global innovation sprints

Methodologies:

- New Product Development Research
- Concept/Product Testing

Client:

Leading Top 10 Food and Beverage Company

Client Industry:

Food/Beverage

Project Year:

2019

CHALLENGE

A top-10 global food and beverage business had two challenges that focused on the pre and post-launch efforts of their product ranges.

The business wanted to increase the speed and quality of concept testing to support their innovation sprints. Additionally, they needed to track the success of multiple new product launches in the market and understand the efficacy of marketing, distribution, and the impact on consumption.

Due to the high demand for innovation from all regions, this global business needed scalable, fast, and robust solutions to meet its needs.

SOLUTION

To solve the company's NPD challenge, ITWP tailored its automated research suite of product, concept and pack testing tools to provide a flexible and templated solution that offered insights in hours.

For measuring the success of product launches, ITWP combined its research methodology with a flexible framework of modules built around the timing of each launch into market.

The blend of technological and methodological expertise enabled the company to create templated solutions in their own bespoke design.

“The blend of technological and methodological expertise enabled the company to create templated solutions in their own bespoke design.”



ABOUT TOLUNA

Toluna provides consumer insights designed to empower success in today's on-demand, global economy. Powered by the perfect fusion of technology, expertise, and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals and companies of all sizes.

us.toluna.com

Toluna*



OUTCOME

The company has been able to successfully develop and launch products that have totaled more than \$1bn in annual sales.

ITWP's products have allowed the company to diversify its product offering across categories and markets at the speed their shareholders demand. Within three years, the company's share price has risen by more than 30%.

The company is now considering moving all global brand tracking and product development to ITWP methodologies.

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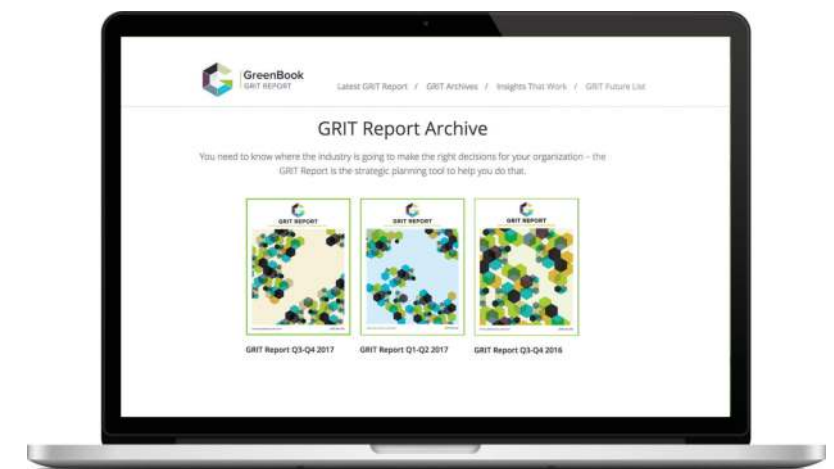


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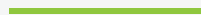
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