



our tools

Click on the chapter headings for further insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

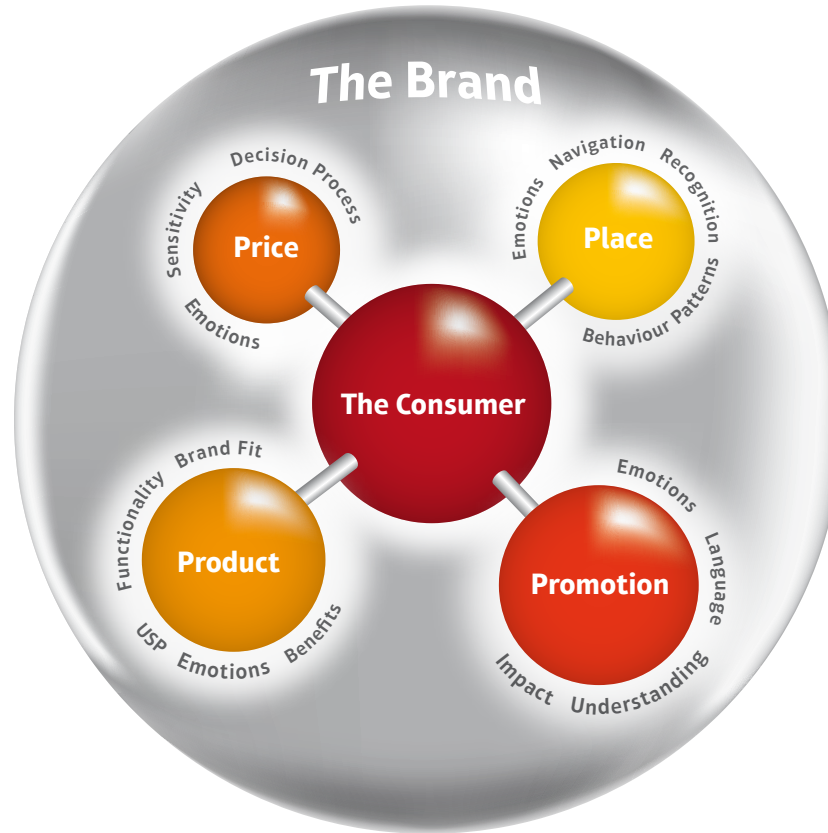
packaging insight

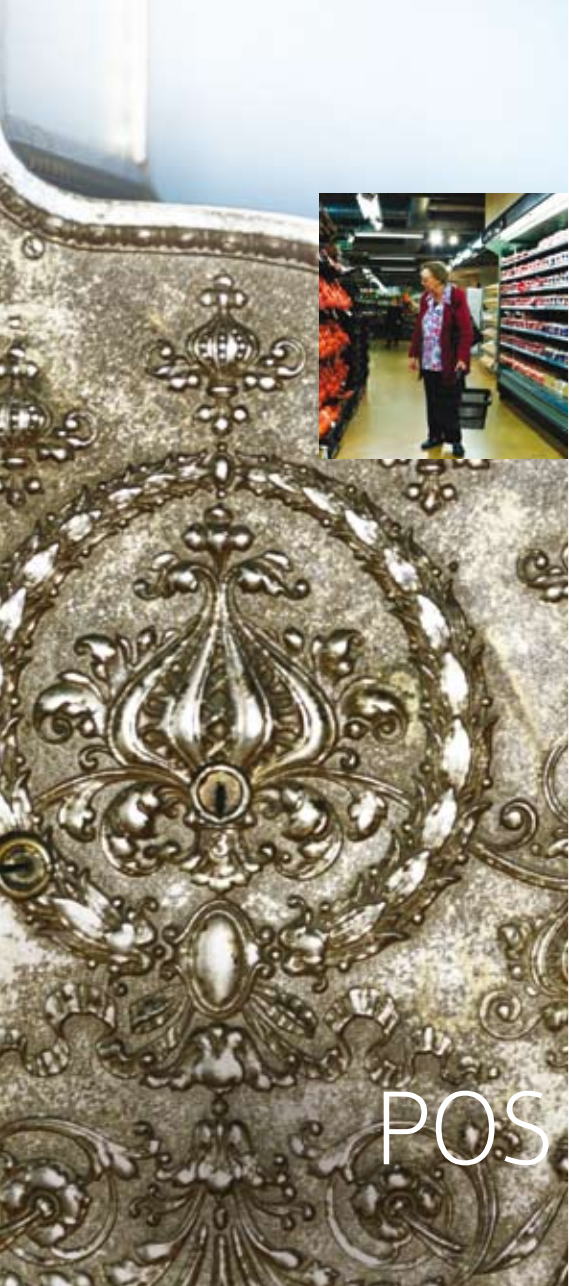
creative insight

Your challenges in marketing are to be found in a variety of areas all necessary to guarantee the market success of your brand strategy.

All relevant decisions – be it in the field of communication, pricing, product strategy or concerning the different consumer touch points – should in an ideal world be based upon founded consumer insights.

Apart from offering the classical spectrum of qualitative research methods, insight europe has developed and fine-tuned various methodological approaches to help you obtain the relevant consumer information to solidly define your strategies and to ultimately strengthen your brand.





Optimize your marketing performance at the Point of sale!

At the POS, your consumers make their final purchase decisions which are often impulsive. This means that the POS is not only a great opportunity but also your last opportunity to win a consumer, to gain share from competition and to grow business success!

We support you in optimizing your marketing performance at the POS!

POS insight

- introduction
- POS insight**
- web insight
- ethno insight
- life-stage insight
- cultural insight
- packaging insight
- creative insight



POS insight

WHY POS insight?

- To discover how people behave at POS
- To identify consumers' needs
- To improve existing environments or create new solutions
- Which routes are taken?
- How easy or difficult is the in-store orientation?
- How long is the interaction with products?
- How do products come into the relevant set at the POS?
- Which role do POS materials such as displays, testers etc. play?





POS insight

WHAT IS POS insight?

Depending on the objectives and the complexity of the purchase process we apply three different methods:

METHOD 1

- Step 1. Hidden observation in situ without interaction with the consumer
- Step 2. Semi-structured interviews

METHOD 2

Accompanied shopping visit/observation and direct or ad-hoc interaction with the consumer (interview)

METHOD 3

- Step 1. Consumer as co-researcher/ consumer observes himself during shopping process
- Step 2. In-depth interview or focus group

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



Success with your Website!

Your website is an important consumer touch point, whether you use it as purchase channel, as information portal or as communication platform.

See with your own eyes how the consumer uses your web content. Experience his reactions and thoughts and learn from us how you can improve your website.

web insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



web insight



WHY web insight?

- To understand general web usage behavior
- To improve web site design from a logical as well as aesthetical point of view
- What are the points of entry to get to a specific site?
- What are the roles of banners?
- How easy or difficult is the navigation on the site?
- What are the areas of interest and focus?
- What are potential barriers in the order and payment process?

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



web insight

WHAT IS **web insight**?

In a lab situation consumers are confronted with the website to be tested. So-called picture-in-picture video technology allows us to follow his/her facial expressions on one screen, at the same time as following the route his/her cursor is taking on the site.

A moderator is giving the consumer specific navigational tasks in addition to a free roaming exercise and simultaneously explores the whole experience.





Better understand your consumer by taking a look into her or his world!

For you, focus groups and in-studio interviews are not enough? Your products are not used in a studio but in daily life. To act adequately, your marketing and product development need to understand consumers in their daily contexts and to include semi- and subconscious behavior into marketing considerations.

We present you the world of your consumers and explore their behavior as it happens and where it happens – in the household, in the gym, in the pub...

ethno insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



ethno insight

WHY ethno insight?

- To better understand the multi-dimensional nature of the consumer and the complexity that makes up his/her day to day life
- To gain an unbiased picture of conscious and unconscious consumer behavior
 - What is/are the lifestyle/s of my target?
 - What values do they share?
 - What needs do they have?
 - What role do products and services play in their day to day life?





ethno insight

WHAT IS **ethno insight**?

Depending on the scope of study and the objectives, either a global/holistic or a focused/specific approach is required:

Holistic approach: intensive participating observation in the CULTURAL environment (e.g. participating observation of a German breakfast).

Focused approach: observation of a specific usage situation (e.g. usage of a cleaning agent while cleaning windows).

All observations are filmed.



Gain a deep understanding of how a life stage can influence the needs of your consumers!

Not only zeitgeist, progress and trends are changing our needs, but also, and more radically, a change of life stage. If products, services and brands are adjusted to the new needs and mindset of a different lifestage, new targets can be reached and loyalty be increased.

Based on long-term observation we discover possibilities and challenges for your brand and product portfolio among a certain life stage target group.

life-stage insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



life-stage insight

WHY life-stage insight?

- To really understand a target, their lifestyle, behavior, needs, values, dreams and frustrations
- To identify unmet needs, existing gaps and new product opportunities
- To improve or readjust existing products and communication
 - How have the consumers' lives changed?
 - What impact do these changes have?
 - How do new consumer patterns evolve and consolidate?





life-stage insight

WHAT IS **life-stage insight** ?

A long-term qualitative panel consisting of consumers of one LIFE-STAGE is established. The panelists are understood as co-researchers. They are intensively trained in self-observation prior to the research. The co-researchers observe themselves and their peers in their daily lives and come back to regular feedback sessions.

Tools used:

- Small “handbag” thought booklets
- Diaries – either on paper or online
- Periodic feedback sessions
- Ethnographic interviews on specific topics



A quick live experience in the world of your consumer!

New job, new product category, new targets or new markets? New challenge? – And now? Reading piles of reports, bothering colleagues, working hard and still sitting in the ivory tower?

Dive into the world of your product and your customers, culturally and sociologically accompanied by our experts including professional translators if necessary. Have breakfast with your “cereal-clients” or work with your DIY clients in their garages.

cultural insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



cultural insight



WHY cultural insight ?

- To understand a new target group
 - What does the target look like, think, live, act..?
 - What really matters to them?
- To gain better knowledge of a product category
 - How are the products perceived, purchased and used?
 - What needs do the products answer in specific situations?
- To discover habits and rituals in specific milieus
 - What does the milieu look like, what patterns appear?
 - Which values do members share, how do they interact?



WHAT IS cultural insight?

Accompanied by a researcher/mediator, the client is immersed into the lives of his target group.

- **Role of client:** Direct observation and interaction with respondents in situ
- **Role of insight europe mediator:** Instruction, translation, sociological/ anthropological explanation

Duration and number of immersions can vary according to scope.

1. Long cultural immersion – into daily life of European consumers

Example: Life style of an Italian sports car driver – spending a day with him from morning to night

2. Short cultural immersion – into a specific product area or consumer milieu

Example: The world of DIY – a visit to a consumer's home DIY area or Pub life in Germany – visit of several pubs

cultural insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



Make the best out of your packaging!

Your packaging is an important brand element. It has to present your product in the best possible manner, it has to be emotionally appealing and unique and it has to communicate a clear message. In addition it must differentiate your brand from the competition.

With us, you can analyze and improve your existing packaging, create a new packaging or find out, which packaging route will contribute to your success.

packaging insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



WHY packaging insight?

- To develop PACKAGING which fits to the product category, to the brand and to the target
- To create an innovative, unique and distinctive character
- What symbolisms are used within the category?
- What positioning is occupied by the different players within the category?
- What visual language does my target understand?
- What values do I need to communicate through the pack?
- How do I best visualize values and messages?

packaging insight





WHAT IS **packaging insight** ?

Depending on the research objectives, insight europe proposes 3 different research tools which are complementary to each other:

MODULE 1

Research on competitive environment:
semiotic analysis of competitor packs

MODULE 2

Generation of new packaging designs:
interactive workshop conducted with
consumers and designers (creative insight)

MODULE 3

Evaluation of existing packaging / alternative
design routes: Qualitative pack testing
(focus groups and/or psychological quantitative
pack testing (mindQ))

packaging insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



Optimal results by using synergy effects with your team!

Generate insights and/or develop products and product ideas by using all creative sources which are part of the product development process - starting with the needs of consumers up to marketing, creative agency, R & D and sales.

In close cooperation with your team, our experienced facilitators consolidate and concentrate your creative potential and together we develop promising ideas.

creative insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight



WHY **creative insight** ?

- To develop new products, communication routes or ideas by using the creative potential of the entire team most effectively
- To understand the target by directly engaging the consumers
- To effectively integrate consumer input in a dynamic process
- To benefit from a productive team atmosphere under the guidance of an experienced facilitator



creative insight

- introduction
- POS insight
- web insight
- ethno insight
- life-stage insight
- cultural insight
- packaging insight
- creative insight**



WHAT IS **creative insight**?

Workshop sessions are conducted, either with direct client participation in the focus group or as focus groups and client workshop one after another.

- Step 1.** Creative session with the team - all relevant team members and insight europe moderator and facilitator
- Step 2.** Focus group 1 - gathering relevant consumer insights
- Step 3.** Creative session with the team - generation of concepts, ideas or strategies
- Step 4.** Focus group 2 - testing of concepts
- Step 5.** Creative session with the team - fine-tuning based on previous learning's
- Step 6.** Focus group 3 - testing of concepts
- Step 7.** Result - concepts and strategies congruent with the company and relevant to the consumer

creative insight

introduction

POS insight

web insight

ethno insight

life-stage insight

cultural insight

packaging insight

creative insight