

1 World Research

Marketing Solutions

Issue 3: Portal for product creation, future research and RapiTests innovations

In this issue of *Marketing Solutions*, 1WR.net's notes on international marketing research findings and solutions, a Portal to liberate product creations is first presented. It uses summaries of trends and insights and revisits existing consumer and retail research projects.

Future research exploration and scenarios is then explained through its future studies, future interviewing (such as TrendSetters) and future predicting components. Finally, some research innovations of RapiTests are explained that include mobile solutions and conjoint optimisation modules.

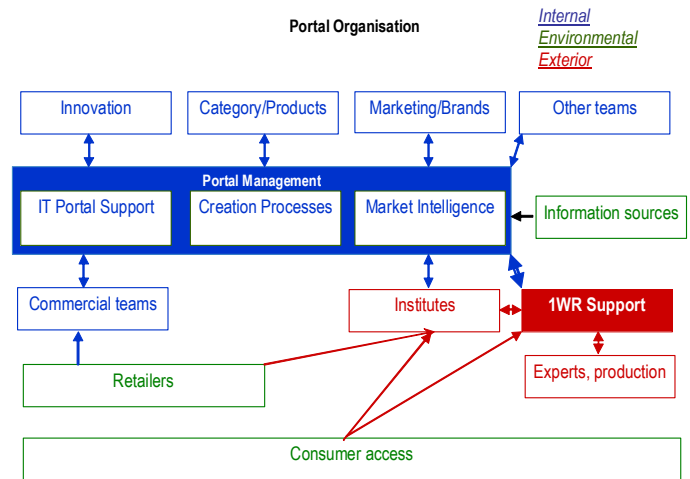
1WR.net was established in 2000 in the UK by senior researchers and offers a suite of MR services that are offered locally, regionally and globally through partnerships based upon 1WR.net's methodologies, techniques and standards.

Portal on trends and insight for product creation

Top management considers new product development too long. Understanding trends and future directions well in advance may enable to create products at an earlier stage. Creation processes could be initiated and improved through better trend and insight understanding. The build-up of team knowledge through modern means can help circulate market knowledge, for the benefit of all. Successes are rare and can be favoured by managing a larger number of product creations and understanding when they should be launched.

>**A partnership:** The main goal is to leverage successful product creations by offering trend, consumer and retail insight opportunities. We have named the information system – Portal – as designed to add value to participating teams. Using intranet possibilities, the Portal could be initiated and organised by market intelligence with IT support. It would be designed for marketing, product, innovation, design, and/or sales teams, as well as for management. The Portal is designed to enhance active participation and make product creation processes and support more tangible (see Scope p.3).

>**Organisation:** Market intelligence could act as a gateway for all summaries, insights and external market information that are inputted. IT could technically implement the portal and provide assistance. Commercial teams and exterior visitors can feed product introduction and competitor or sector summary and/or details. Exterior institutes, on top of their commissioned projects, could be asked to report other non project related findings, help leverage specific consumer product creation panels and eventually ask extra questions as secondary objectives to projects when appropriate. Creation process teams should be formed and take ownership to achieve product creations and market developments (see Portal Organisation). Depending on profiles, users will have access to related summaries and sections. The first screen of the Portal is



essential, and hence should enable users to review summaries of interest. New information (signed **NEW!**) should give life to the portal that would be regularly updated (see Portal Screen).

Portal Screen

The screenshot shows the 'Portal Screen' interface. At the top is a navigation bar with tabs: Trends | Consumer insights | Retail facts | New product introductions | Contacts | Market Intelligence | Map. Below this is a search filter section with 'Search' and a breadcrumb trail: Category ► Country ► Brands ► Consumers ► Retail ► Insight. The main content area is divided into several panels:

- All categories > All countries > Local brands > All consumers > Independent retailers > All insights**
- Asian trends and influence in Europe**
Sources: Trend interviews, expert views, statistics, Asian cooking trends, Asian snacking (compilation of summaries), date. **NEW!**
- More personalised offers lead to loyal consumers**
Sources: Summary of publication in Journal of Market Research, date.
- Retail future studies in world regions** **NEW!**
Sources: Business Intelligence, date.
- Local brands' strengths and weaknesses**
Sources: Brand studies, revisited, date.
- Product or Feature Creation List**
 - Product category
 - Productline
 - 'Asian' idea alternatives
 - Asian creation idea 1
 - Asian creation idea 2
 - ...
 - 'Health & fun' idea alternatives
 - ...
- Market Preparation Tools**
 - Consumer creation panel
 - Potential of a new creation
 - Identifying potential users and their profiles
 - Differentiation/uniqueness
 - Relevance/advantage
 - Status/imagery
 - Empathy/implication
 - Uptake/appeal

At the bottom of the Market Preparation Tools panel are links for **Management advice | Team advice | Insights demand**.

>**Creation management:** Management of creation processes is a tree management process that can be extended and developed by all those involved (see Product or Feature Creation List window section). Marketing, product, innovation and eventually other users could react to trends, consumer, retail and other intelligence summaries. They would submit creations or feature extensions, request advice to others or management that can eventually demand insight support for market preparation (see Market Preparation Tools screen section).

Scope of Portal

Scope is plural and encompasses trends, consumer findings, trade facts, and other research summaries, analysis, discussions, idea generations and support. Scope could comprise:

1. Trends summaries and new sources of intelligence from:

- 1.1. Future research exploration and scenarios including:
 - 1.1.1. Future studies' opportunities on possible, probable, & preferable futures (also in view of short term, medium term and long term planning)
 - 1.1.2. Future interviewing (composed of early adopters used in consumer validation tests, embryonic consumers ways of living and thinking, opinion leaders views and setting of trends)
 - 1.1.3. Future predicting (gurus and other experts' opinion)
- 1.2. Further consumer environmental understanding
 - 1.2.1. Socio-demographics such as population, family composition, daily and leisure activities, geographical localization, social classes, income generating categories, habitat categories
 - 1.2.2. Psychological factors such as needs and motivation (primary physiological new needs, secondary security needs, family and social needs, self and family realization), self and family concepts, self implication
 - 1.2.3. Psycho graphical concepts (personality, values, and life styles)
- 1.3. Follow-up of other trade data and reports
 - 1.3.1. Exterior specialized reports
 - 1.3.2. Manufacturer/sector associations' reports
 - 1.3.3. Internet sales/cooperation and import/export data
- 1.4. Revisiting consumer or trade research projects (revisiting unique projects, a series of projects, cross reading different projects)
- 1.5. New research means
 - 1.5.1. Internal consumer panel
 - 1.5.2. Internal quality measures
 - 1.5.3. Other special research/tests
- 1.6. New product introductions and exhibitions feedbacks (contributions from commercial teams, visitors and others)
- 1.7. Press and the internet review (watchdog on consumers, competitors and retailers)

2. Current category, brand and product insight summaries that include:

- 2.1. Brand tests (international and local environments, imagery contribution to purchase)
- 2.2. Innovation insights, creative explorations (creations versus existing solutions)
- 2.3. Marketing mix evaluations with price and brand, market model understanding and diagnostics
- 2.4. Syndicated retail presence, prices, volume and consumer purchase related to usage and attitudes
- 2.5. Other studies including observations

3. Innovation management (client specific) by participation and maintaining an extended list of product and feature creations

4. Helping creations become market successes

- 4.1. Finding the right moment to introduce a new product
- 4.2. Optimizing chances for concepts and/or prototypes
- 4.3. Seeking optimal execution and mix combinations
- 4.4. Central location/clinic/pre-market tests
- 4.5. Market tests

Future research exploration and scenarios

Marketing Solutions has already presented TrendSetters based upon interviews of Embryonic consumers and Opinion leaders. Here we are presenting also other complementary future research techniques.

>**Future studies definition:** A multi-disciplinary expertise, formed by market intelligence and socio-economic experts, that sees change as norm and speeding up; sees events as interrelated; proposes many alternative futures; distinguishes between possible (review of data), probable (review in light of future interviewing), and preferable futures (review of data in relation to strategy), looks at consequences, ideas, values; integrates short (data analysis), medium (data modelling), and long-range planning (scenarios).

>**Future studies production and usage:**

Rather than a large study, we recommend a series of exercises to be conducted progressively as and when required. Exercises should summarise findings in light of various information sources. These can be conducted by market intelligence, by 1WR experts such as Jacques Antoine, and preferably together. Summaries use matrixes and graphics (see examples adapted from automotive sector).

Figure 1: Example on external/internal relations to future products

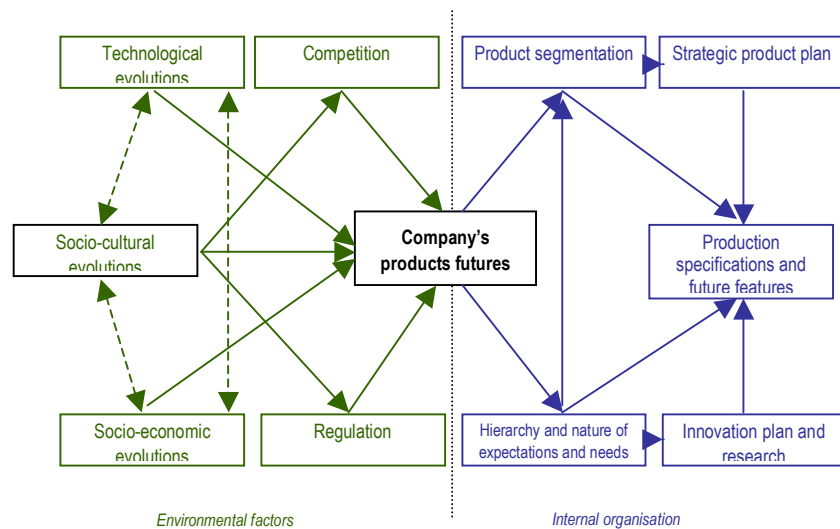


Figure 2: Scenario examples developed with help of sociological surveys

Characteristic of some scenarios	Solidarity	Ecology	Quality of life	Liberal
Dominant socio-economic trend	Social protection	Environmental protection	Family consumption	Liberal competition
Dominant socio-cultural trend	We	We-I	I-we	I
Socio-economical				
- GDP growth	1 to 1.5%	1.5 to 2%	2 to 2.5%	2.5 to 3%
- Unemployment rate	12 to 14%	10 to 12%	8 to 10%	6 to 8%
Socio-cultural				
- Dominant	Social ethics	Need of sense	Tribal hedonism	Self affirmation
- Other	Economic security	Physical security	Family-children-friends	individualism
Other:				
- Principal actor	State	Associations	Households	Companies
- Globalisation	Protectionism	Openness to the world	Indifference	Free trade
- Attitude towards time	Slow motion	Long term	Time savoury	Live intensely

>**Early adopters' future interviewing:** Early adopters are used for quantitative research projects. They are screened as they express being five of the following: creative, imaginative, artistic, experimental, articulate, adventurous, sociable, liberal minded, modern, spontaneous, free thinking, and/or outgoing. Early adopter respondents are particularly interesting to gauge the novelty of a creation by comparing classical sub-samples (control sample) with early adopters' sub-samples.

>**Embryonic consumers' future interviewing:** Embryonic consumers are used in qualitative research projects. They may be sought to represent "avant garde" or burgeoning consumer groups, not yet mass market and having an influence on society. These may concern segment like groups (i.e. tech freaks), brand values (i.e. new aspirations for local traditional brands), household composition (i.e. nuclear families regrouped or home sharers) and so forth. Embryonic consumers are also used to explore new markets or different orientations within existing markets (i.e. personalization or accessories). If no specific aims, general selection may consider groups that actively seeking out new activities and experiences; like to be seen and remembered as an individual; prefer to go out socializing as much as they can; like to go to places that are less well known and unusual. Embryonic consumers are mostly interesting by their ways of thinking and living. Clearly young minded, not necessarily wealthy, mostly urban, life rewards them in many different forms. They may be considered to be a link between opinion leaders and early adopters. TrendSetters, already presented in previous issues, conducts embryonic interviews.

>**Opinion leaders' future interviewing:** Opinion leaders are approached in a public relations manner. They are selected as having known or invested in new and burgeoning sectors. Their views on society and change are valuable, especially as they often are of very creative organizations or are part of networks of change. Opinion leaders that may have effects on your business are to be pooled from various economic, social and culture spheres. Of course some specific spheres will be considered as more logical. The list of spheres should not be closed, and if possible not limited by the mind sets of the past, which can be delicate and subjective. In our view, Opinion leaders of tomorrow will have a greater influence on societies, especially from a new generation of youth that are anti-conformist, creative artisans or artists (see box below for an article in the Financial Times). TrendSetters conducts such interviews worldwide on a regular basis.

Summary of Graham Hitchen FT interview

A report from the UK Government's Strategy Unit has concluded that the creative industries in London are now more important than financial services to the economy. Employment in the creative industries (including fashion, software design, publishing, architecture and antique dealing) has topped 525,000 and is still rising, compared to a mere 322,000 and falling in financial services. Graham Hitchen of the London Development Agency warned that investors "need to accept that the culture and leadership of these industries is very different from theirs".

Source: Creative sector outstrips financial services, Financial Times p.6 of 04.07.2003

>**Future predicting:** Predicting may be the work of a charlatan as well as an intuitive person. For your brands and products, intuitive specialists may be sought from trend specialists or other specific sectors. These are selling their advice, whereas opinion leaders did not necessarily. Trend announcements where many small actors are involved, contribute in influencing future offers, in fashion particularly. A great deal of information is available in specialized press and on the internet. Also advisers may be consulted to acknowledge free information they disseminate.

RapiTests' modules

RapiTests, a platform enabling quick turnaround concept, product, pack, design and advertising tests in main cities, now offers mobile solutions and adaptive conjoint modules.

>**RapiTests with mobile solutions:** Some test materials and their prototypes are not always adapted to classical research venues (large TV monitors, home appliances, automotive materials, special equipment). Some products require special locations and set-ups (kitchens, shower/bathrooms, PCs with scanner/photo and/or other peripherals). 1WR.net has entered a partnership with special trailers that can be enlarged to ensure optimal mobile central location facilities, that can carry prototype vehicles, as well as use coaches and tents be used separately or combined. These means provide a common environment for RapiTests that are set-up in locations such as commercial parking spots and or town halls areas throughout Europe, the Americas and with demand in Asia.



RapiTests mobile solutions' advantages include:

- The ability to work more flexibly. Whatever the location, all respondents view materials or test products in an identical environment.
- Total security: the driver remains on the premises at all times - with windows that hide the interior.

>**RapiTests' conjoint optimisation:**

Quantitative research of one given execution (solo monadic testing) has more chances of killing a development rather than helping it. This is not explained by "numbers" but by market realities: successful introductions are rare! The optimization module, based upon Adaptive Conjoint Analysis (ACA), asks respondents their "liking" upon analytical features that are then modeled. ACA offers an efficient way to optimize concepts, products, packs, designs and ads. For example, a respondent might be asked to choose between two pack executions such as:

Pack A3	Pack A7
Side colored edges, Soft handle, Blue print Product claim A3 Price 15 Euros	Basic package, Square handle, Grey print Product photo Price 14 Euros

The ACA does not require large samples. Therefore sub samples of n=60 could help optimize a new execution, even among various countries.

Presentation of alternative executions would be projected onto a plasma screen. The ACA program would, depending on respondent choices, carefully select further renderings to be compared.

The answer to these successive questions would be used to determine the respondent's preferences for each of the analytical features. Once these preferences have been determined, an optimal execution may be simulated.

These modules are coordinated with help of fieldwork and conjoint analysis specialists.

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