



**1 World Research**

# Marketing Solutions

**Issue 7: TrendSetters sparks off NPDs; GENIAZ facilitates brand, product and communication development; RapiTests CL tests review; Market Research Tutorials and The Ethnographic Approach extract**

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This issue of *Marketing Solutions* explains how TrendSetters was used in a workshop format to help spark off new product developments (NPDs). We introduce GENIAZ, a complementary service built upon TrendSetters that helps marketing propose visual identity, design, and look and feel for 360 degrees communications that aim to generate consumer talk or buzz.

We then focus on how RapiTests combine face to face and internet methods. This flexible approach can use visual aids (showed concepts, designs or advertising), real products for olfactory, texture or fragrance appreciation. RapiTests also avoid inaccuracy related to internet samples and quality.

1WR has released state of the art market research tutorials that we share with clients and prospects. These were designed to help insight users understand how market research is gathered and analysed. The tutorials plan is detailed and an extract is given on The Ethnographic Approach.

1WR.NET was established in 2000 in the UK by senior researchers and offers ad hoc International research solutions. 1WR.NET uses common methodologies, techniques and standards through its inter-agency platform comprising project management, data collection and reporting means.

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## TrendSetters' applications

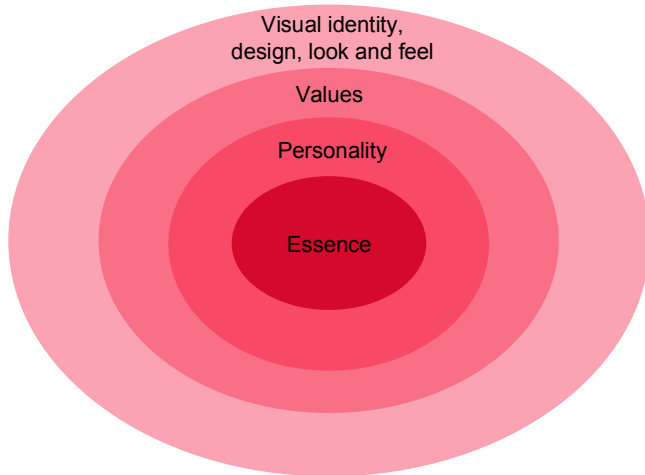
*We present here applications used by TrendSetters®. The first section explains a quick first stage which is a means to spark off new product development (NPD). Second we talk about how to create trendy and buzzing new brands/designs in association with selected TrendSetters and consumers.*

> **Sparking off new product directions:** A recent experience confronted young creative TrendSetters with European product managers, in a half day workshop. The various group interactions stimulated new directions for product development. TrendSetting participants were recruited from different creative spheres such as

architecture, design and the cultural arts. 1WR set this up in record time and results were discussed at the end of the workshop. It proved to be a breath of fresh air for the product managers encouraging them to embrace different skills, move onto new ground, experimental areas and aspirations. These involved the environment, product category, social usage and even product creation management. We thoroughly enjoyed having to be flexible, arranging the operation, and helping development to advance in original directions. This is however just a first step which needs to be completed by further consumer acceptance and uptake research.

>**GENIAZ co-operations:** GENIAZ facilitates brand, product and communication development. By understanding your brand essence, values and personality, we can help with marketing propose visual identity, design, look and feel for 360° communication.

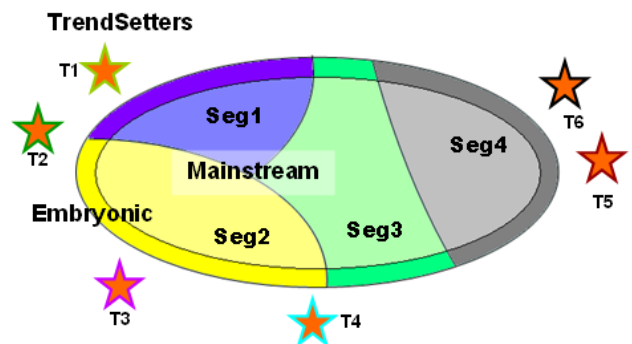
### Brand and product design strategy



### Competitive positioning and Client segmentation

In particular when developing visual identities and designs that can socially generate consumer talk or buzz. Asking consumers about novelty and buzz directly is inappropriate. However working with appropriate TrendSetters and selected embryonic consumers on a limited scale brand, products and communication development exercises is closer to reality.

This makes for greater understanding and better decision making. This active research approach is creative, exploratory and enables potential consumer talk to be assessed. Working on a few, small scale exercises can enhance creativity when one cooperates with appropriate TrendSetters within their environment, be it fashion design, interior design, architecture, the cultural arts. The graphic below explains this.



For instance, if a mainstream consumer segment such as Seg2 is targeted, Trendsetters types T2, T3 and/or T4 would be more suitable, depending on brand essence, value and personality objectives. Limiting environment scale also permits effects over given time periods to be assessed dynamically, consumer talk being one of them. Working with selected TrendSetters can primarily help adapt designs to attain desired competitive position/client segmentation. As well as this, embryonic consumers locally can help evaluate potential consumer talk. Finally a wider group of creative consumers, generally more international, can permit a more national, supra regional or international brand, product and communication to be developed. Finding appropriate TrendSetters willing to participate is the first step. Then following-up selected, local consumers can verify what has been said.

>**Case study:** Following is a case study conducted with selected artists at cultural events.

### Case study

The exercise was closely managed locally and internationally. Its aims were to offer and refine new products in an experimental way, evaluate talk and buzz, select the top most satisfactory innovations that could be applied globally. The goal of this brand/product development/communications exercise is to offer a young and fashionable image, new product/designs, and substance for various forms of interactive press campaigns.

We explored and supported these developments by organising:

- >TrendSetter interviews with different artists/designers and exploring various cooperative strengths, opportunities, as well as limits and risks. Emerging contemporary art in fashionable places was chosen to link up with certain age groups and profile types.
- >A cooperative exercise was proposed to young artists/designers, who produced some creative materials in co-production for an “art in progress” exhibition. We assessed the reaction of participants not involved in the exercise and evaluated which concepts and design executions they chose to view, reacted to and had talked about. During the first weeks, some proposals were particularly interesting and considered as having more potential and being more talked about than others.
- >With the help of a small, internationally selected consumer panel we helped finalize product and design decisions. Consumers were carefully selected as being art/design adepts, and as frequenting art places, clubs, restaurants, etc.

The outcome helped:

- >orientate co-operation for higher potentiality
- >assess experimental brand/product look and feel offers based on consumer talk
- >make recommendations for a global brand/design plan

## RapiTests for Concepts, Designs and Products

*There have recently been debates and discussions about the accuracy of internet samples and research quality. Kim Dedeker, Procter & Gamble’s VP-Global Consumer & Market Knowledge, states “The area I feel is in the greatest need of help is in representative samples. I mention online research, because I believe it is a primary driver behind the lack of representation in online testing. Two of the biggest issues are the samples do not accurately represent the market, and professional respondents”. She comments that launch tests obtain disappointing results in contrast with previous more optimistic online concept testing. We explain here how*

*RapiTests combine face to face and internet.*

> **Face to face associated with online communication:** RapiTests central location tests use street intercept respondents that are incentivized. This approach is flexible. It can use visual aids (showed concepts, designs or advertising), real products for olfactory, texture or fragrance appreciation, permit depth probes, use various rating scales, and can even alter the direction of an interview while still in progress. The respondents complete directly on our online questionnaire program. We explain instructions and provide help with unfamiliar terms and research procedures. This physical

interaction avoids professional respondents and can be used both in markets where internet is common or not (i.e. developing markets). RapiTest central locations are available in major cities worldwide.

> **Mobile solutions and international central locations:** In some cases in Europe, instead of centralised locations we use our mobile solutions composed of 2 special market research trailers. These can permit specific installations that would not be practical else wise.

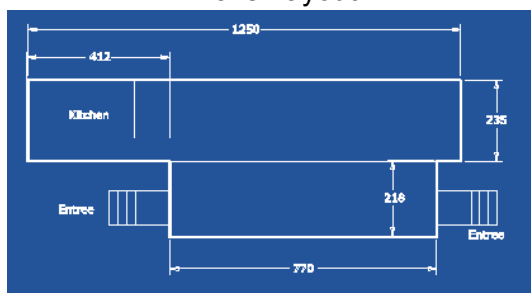
### Mobile solutions



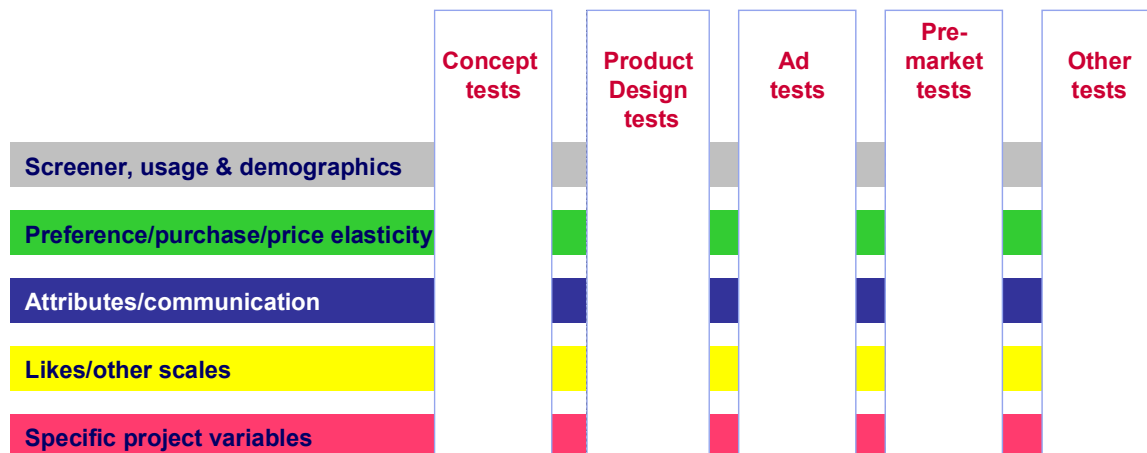
We also use international centralised locations such as airports.

> **Norm building:** When conducting numerous tests, norms are maintained in Triple-S, the industries interchange survey standard. Different test stages can be compared to know which mix elements are in line or not. Comparative tests of new project results can be produced through standard template exports which help them conclusions.

Trailer layout



Different test stages



## Market Research Tutorials

**1WR has released its latest market research tutorials. These were designed to help insight users understand how market research is gathered and analysed. 1WR shares these with current and prospective clients. Some manufacturers use these internally. Nestlé uses them as best practices via their Sensory & Consumer Preference Network intranet website. The tutorials plan is detailed and an extract is given on The Ethnographic Approach.**

## >Tutorials Plan:

### Market Research Basic Concepts

1. Introduction
2. Problem Definition
3. Secondary Data Acquisition or Desk Research
4. Research Design
5. Some Fundamentals of Experimentation
6. Communication vs. Observation
7. Human Electromechanical Observation
8. The Depth Interview
9. The Focus Group Discussion
10. Projective Techniques

### Data Collection

1. Data Collection
2. The Mechanics of Communicating with Respondents
  - 2.1. History of the Trade
  - 2.2. Telephone Interviews
  - 2.3. In-person Surveys
  - 2.4. Mail Interviews
  - 2.5. Electronic Surveys
3. Comparative evaluation of survey techniques
  - 3.1. Criteria
  - 3.2. Strengths and Weaknesses of Various Approaches

### Qualitative Studies

1. Definition of the family
  - 1.1. Marketing Areas Eligible for Qualitative study
  - 1.2. Main varieties
2. Individual in-depth interviews
  - 2.1. Given Information
  - 2.2. Method description
  - 2.3. Qualitative Interview Rating
3. The Focus Group Discussions
  - 3.1. Given Information
  - 3.2. Method description
  - 3.3. Group Rating
4. Projective Techniques
  - 4.1. Association Techniques
  - 4.2. Completion Techniques
  - 4.3. Construction Techniques
  - 4.4. Expressive Techniques
5. Ethnographic Research
  - 5.1. Aims of Ethnographic Research
  - 5.2. The Ethnographic Approach
  - 5.3. When to Use Ethnography
  - 5.4. Problem Associated with Ethnographic Observational Studies
6. Qualitative Data Analysis
  - 6.1. The Process of Qualitative Data Analysis
  - 6.2. The Grounded Theory
  - 6.3. Semiotics
  - 6.4. Computer Assisted Content Analysis

### Questionnaire Construction

1. Questionnaire construction
  - 1.1. Before the Questionnaire Construction
  - 1.2. Considerations of Presentation
  - 1.3. Rules to be Followed in the Questionnaire Construction
  - 1.4. Pre-testing a Questionnaire
  - 1.5. Writing Field Interviewing Instructions – The Components

- 1.6. Questionnaire Construction – Main Steps
- 1.7. Example of Questionnaire Construction

### Samples and Size

1. Sampling Error and Sample Size
2. Estimation of a Proportion
  - 2.1. The magical formula
  - 2.2. Computing Z ( $\alpha$ )
  - 2.3. Simplified Magic Formula
  - 2.4. Using Abascus and Online Tools
  - 2.5. Pearson's Abascus
  - 2.6. Relationship between Confidence Level and the Range of the Confidence Interval
  - 2.7. Impact of Population Size
3. Estimation of a Mean Value
  - 3.1. Formula for the Mean Value
  - 3.2. Estimating  $\delta$ , the standard deviation of the population
  - 3.3. Size of the sample

### Survey Error Sources

1. Sources of Error in the Result of a Study
2. Sampling Error
  - 2.1. Systematic Error of Bias
  - 2.2. Random Error
3. Non-Sample Errors
  - 3.1. Non-coverage Errors
  - 3.2. Non-responses Error or Bias
  - 3.3. Instrument or Measurement Errors
  - 3.4. Investigating Related Errors
  - 3.5. Respondent Errors
  - 3.6. Processing Errors
4. Sample Size and Total Errors
5. Relation between Size of Sample and Sample Errors

### Data Analysis

1. Basic Data Analysis
2. Tabulation of Research Data
  - 2.1. One Way Tabulation
  - 2.2. Cumulative Tabulation: An Example
  - 2.3. Cross Tabulation
3. Statistics Associated with Frequency Distribution
  - 3.1. Measures of Location
  - 3.2. Measures of Variability
  - 3.3. Measures of Shape
  - 3.4. Summary Measures for Research Data
4. Hypothesis Testing
  - 4.1. Null and Alternative Hypothesis  $H_0$  and  $H_1$
  - 4.2. Monadic z-test for a Single Large Sample
  - 4.3. Comparative Test for Two Large Samples
  - 4.4. Small Sample (t-test)
  - 4.5. Small Single Sample Monadic t-test
  - 4.6. Two independent Small Samples / Comparative t-test
  - 4.7. Paired Small Sample: Comparative t-test
  - 4.8. Significance Testing: Some Examples
5. Common Procedure for Testing Statistical Significance of Difference
  - 5.1. Kolmogorov-Smirnov (K-S) One Sample Test
  - 5.2. Mann-Witney (v) Test for Two Independent Samples
  - 5.3. The Mann-Whitney (v) test
  - 5.4. Wilcoxon Matched Pairs Signed Ranks Test for Differences in the Location of Two Populations
  - 5.5. Wilcoxon Matched Pairs Signed Ranks Test to Test Hypothesis
  - 5.6. The Kruskal-Wallis Test for Several Independent Samples
  - 5.7. Pearson's Correlation Coefficient
6. Multivariate Statistical Technique

>Example:

## The Ethnographic Approach Tutorial

Ethnography can not be classified as just another single method or a technique. In essence, it is a research discipline based upon culture as an organising concept and a mix of both observational and interview tactics to record behavioural dynamics. Above all, ethnography relies upon entering participants natural life worlds at home, while shopping, at leisure and in the work place.

The researcher becomes a naïve visitor in their world by engaging participants during realistic product usage situations in the course of daily life.

Whether called on site, observational, naturalistic or contextual research, ethnographic methods allow marketers to dilute into actual situations in which products are used, services are received and benefits are conferred. Ethnography takes place not in the laboratory but in the real world.

Consequently, clients and practitioners benefit from a more holistic, varied and subtler view of consumer satisfaction, frustration and limitations than in any other research method.

A growing trend is for marketers to apply ethnographic methods in natural retail or other commercial environments. Behind these studies, one objective is oriented towards a detailed ecological analysis of sales behaviour. In other words, all the elements that comprise retail store environments and may be called situational - lighting, ambience, signage, display of goods, the location, size and orientation of shelving – all have an impact upon the consumers' experience and their ultimate buying behaviour.

The ethnographer's role is to decode the meaning and impact of their ecological elements, often avoiding actual interaction with consumers

### When to Use Ethnography

Ethnographic and observational research approaches have the advantage of providing both behavioural and attitudinal data. These methods are necessary when research objectives entail any of the following situations.

High intensity situations: To study high intensity interactions, such as sales encounters, meal preparation and services or communication between persons holding different levels of authority.

Behavioural processes: To conduct precise analysis of behavioural processes, for example: tooth brushing patterns, home computer purchasing decisions or home cleaning behaviour.

Memory inadequate: To address situations where the participant's memory or reflection would be inadequate. Observational methods can stand alone or can complement interviewing by serving as a memory jog.

Shame or reluctance: To work with respondents who are likely to be ashamed or reluctant to reveal actual practices to a group of peers. If they are diabetic, for example, participants may be reluctant to reveal that they have a refrigerator full of sweet snacks- something that the ethnographic observer would be able to see without confronting the subject (See H. Y. Mariampolsh, 2001, Qualitative Research, Sage, London).

### Problems Associated to Ethnographic Observational Studies

Because ethnographic studies take place in the "real world", they are subject to a wide range of thrusts that are less likely in a verified laboratory study. For example, the logistics of getting researchers on a widespread basis into consumers' homes and workplaces can be complicated. The observational encounters may also become subjected to spontaneous and unexpected events, such as emergency phone calls from the respondent's family and friends. In formal organisations, such as an office or hospital, the approval of persons in authority, such as an owner/operator or supervising nurse is necessary to enable a site visit.

Ethnographic studies are also challenged by maintaining "naturalness" in the way people buy or use products despite the fact of being observed. Passive observation - with prior participant approval - is used in some cases to avoid direct research presence.

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