

an aha presentation

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# The Impact of DIY Market Research: Two Perspectives



# Who is aha?



- Data Collection
- AI & Analytics
- Services

## qual

- Activity-Based
- Asynchronous
- Communities



- World's 1<sup>st</sup> Zoom Integration
- (IDI's/FG's/Shopalongs)
- Private Client Backroom

## quant

- Enterprise Scale Quant
- Hybrid Studies
- Partner Ecosystem

aha intelligence™ (ai)

# Who is Lakeview Farms?

## Mission:

To be the leading manufacturer of Fresh Food offerings.

- Consumer Driven.
- Customer Obsessed.

- **Established: 1988**
  - Winky: 1999
  - Senior Rico: 2008
  - Salads of the Sea: 2014
  - Tribe: 2018
  - La Mexicana / Italian Rose: 2021
  - Fresh Cravings: 2023
  - Noosa: 2025

Salsa, Dips, & Spreads	Yogurt & Desserts
    	  
Private Label Manufacturing	



# **Key Takeaways: What we will cover**

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- Understand how the definition of DIY varies across corporate researchers and tech providers, and what it means for the future of insights.
- Learn how corporate teams are using DIY tools effectively while navigating internal challenges like adoption, quality control and insights activation.
- Discover how AI, automation, and hybrid research models are shaping the next generation of DIY solutions.



# The Evolution of Insights

# The Role of Insights is Changing

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Many organizations have learned that whoever owns the data has the power. This shifting dynamic has changed the role of insights teams within organizations based on the business' evolution.



...but research teams are no longer the  
only ones with access to insights tools

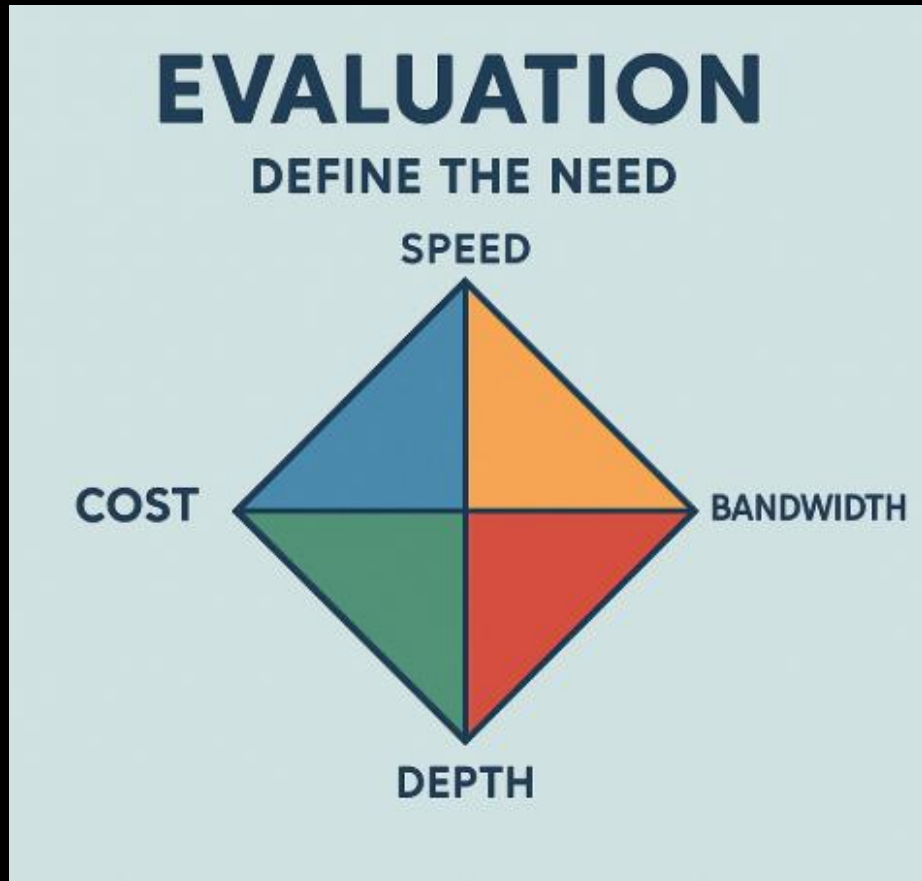
# Democratization is driving DIY research



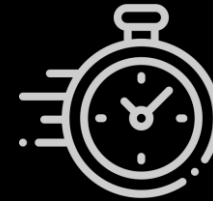
- This evolution is changing how research platforms are used today (and by whom!)
- Now, everyone can be a researcher – marketing teams, non-insights functions (i.e. sales)
- DIY provides streamlined, simplified tools ensure anyone across any function can execute research



# What is the rubric for defining a research project?



How much  
am I willing to  
spend?



How quickly  
do I need  
results?

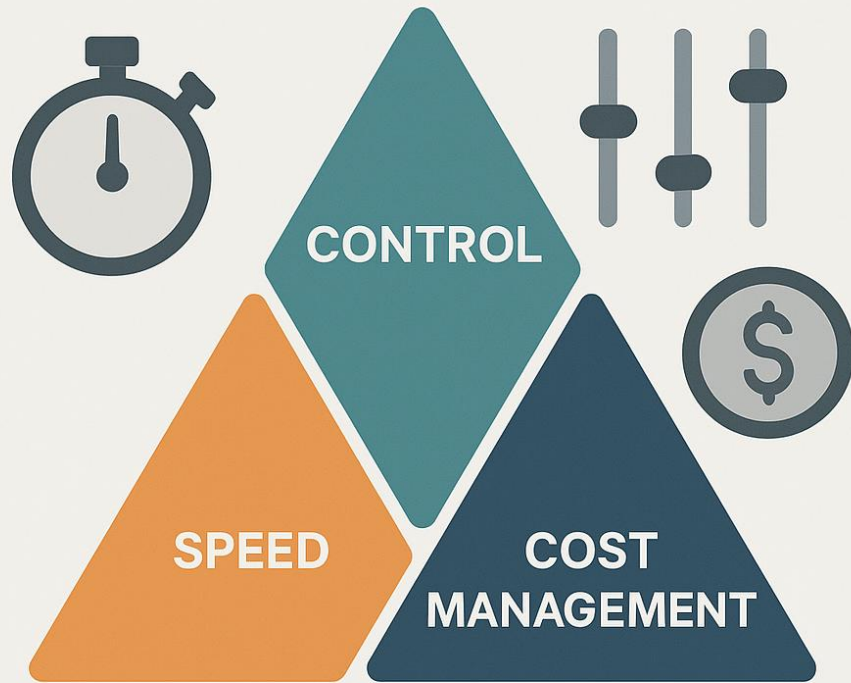


Can I take on  
the project  
myself or do I  
need help?



What level of  
depth of  
insights are  
needed?

## CRITICAL PILLARS OF DIY RESEARCH

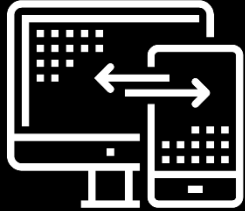


At its best, DIY delivers against  
3 critical pillars.

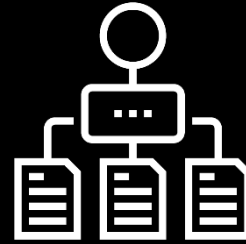
# DIY can cover a range of services



RECRUITING



PROGRAMMING



STUDY DESIGN



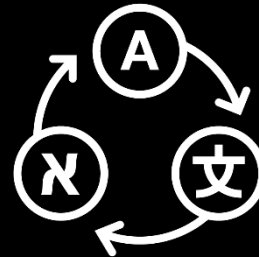
PROJECT MANAGEMENT



RESEARCH MATERIALS



MODERATION



TRANSLATION



ANALYSIS



# Case Studies

# Case Study 1: Kids In-Person Focus Groups

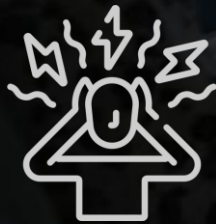
**Challenge:** Needed quick-turn transcripts and video clips from in-person research to aid reporting efforts.



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Immediate results



Owned by client  
team



Highlight reels

# Case Study 2: OmniChannel Shopping Journey

**Challenge:** To understand how consumers shop for dairy/alternatives to create a shopping journey across a multitude of channels and categories.



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2-month engagement



**Owned by Aha:**

Recruiting, Programming,  
Activity Guide  
Development



Robust journey exploratory  
across multiple retail  
channels to help create  
"segmentation"

**Owned by Chobani:**

Analysis and Reporting



# Case Study 3: Category Foundational Research

**Client Need:** To educate the organization on the landscape of the hummus category, brands, shopping needs and future innovation.



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2-month engagement



Full Scope owned  
by Aha



80-page PowerPoint  
deliverable to inform the  
state of the category



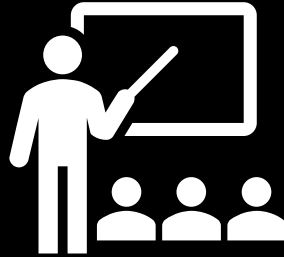
# DIY Watchouts



# Risks of DIY Market Research



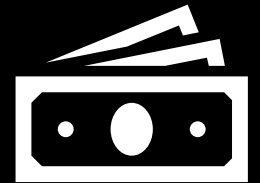
**BIAS OR LACK OF  
OBJECTIVITY**



**LIMITED  
EXPERTISE**



**INACCURATE DATA  
COLLECTION/ANALYSIS**

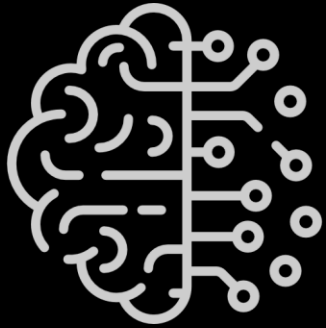


**SURPRISE  
COSTS**



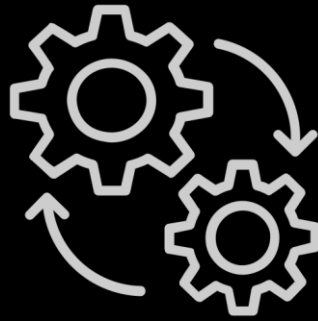
# The Future of DIY

# Tech is pushing DIY boundaries



## AI TOOLS

Data synthesis  
Material creation  
Synthetic respondents



## AUTOMATION

Rinse/repeat methods  
Templates  
Fully supported workstreams



## HYBRID MODELS

Ad hoc agreements  
Sharing of responsibilities



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