

# The Impact of DIY Market Research

Two Perspectives



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Thank you for joining us today!



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aha! Insights Technology



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Director of Consumer Insights  
Novus Foods

# 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 Novus Foods?

## 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

fresh  
cravings

Tribe®



### Yogurt & Desserts

noosa®

Señor Rico  
Auténtico y Tradicional

Winky®  
DESSERTS

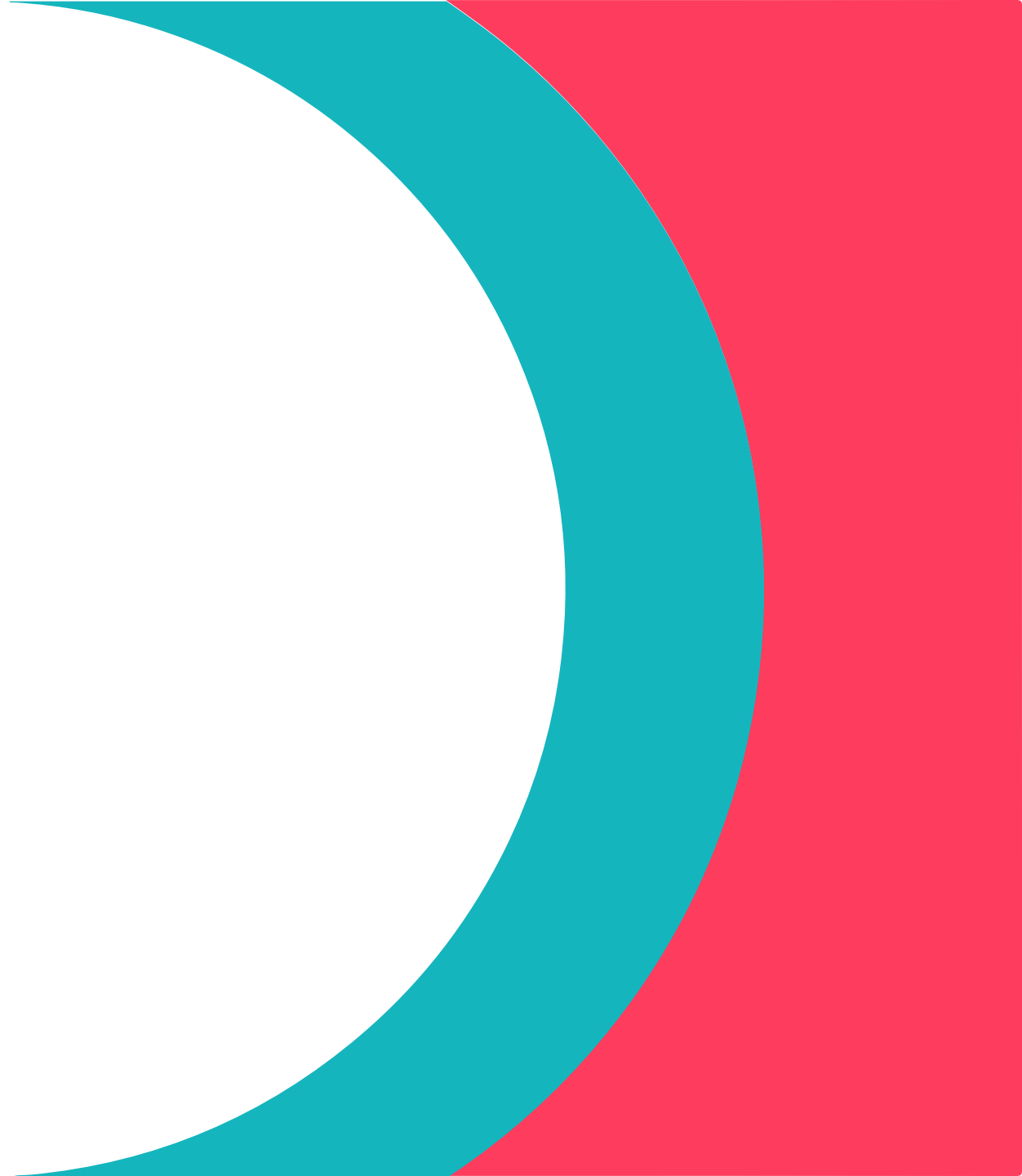
Private Label Manufacturing

# Key Takeaways: What we will cover

- ✿ 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.

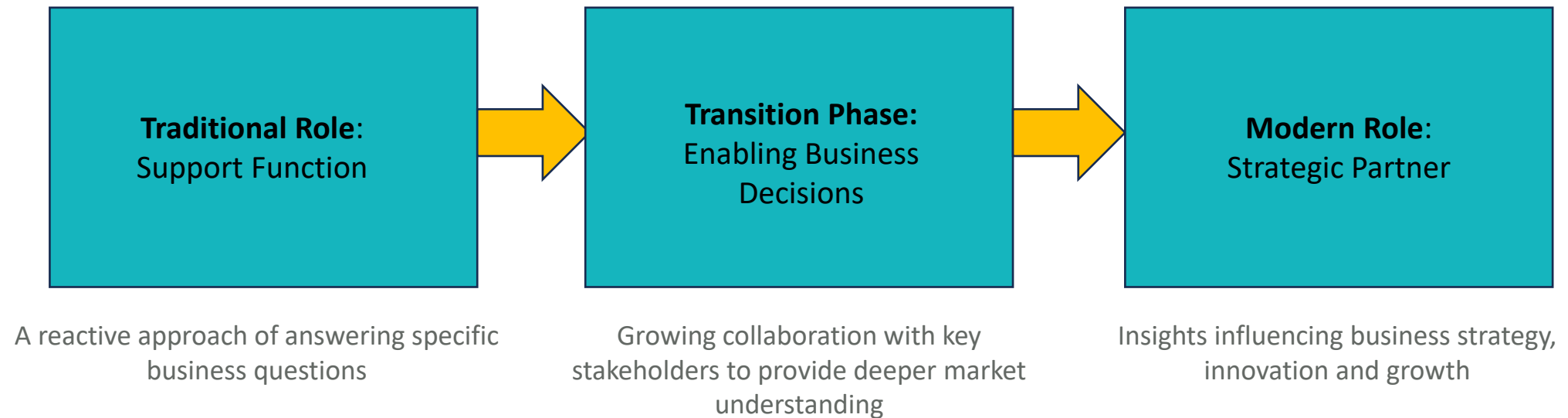


# The Evolution of Insights



# The Role of Insights is Changing

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 OF DATA WITHIN COMPANIES



## 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

Democratization has led to the belief that there is only one way to DIY – 100% internal ownership.

## CRITICAL PILLARS OF DIY RESEARCH



In reality, DIY allows teams to execute their desired level of control within their internal speed and cost management needs.

# There are 4 key levers that drive DIY research needs



## Cost

How much am I willing to spend?



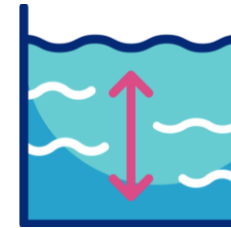
## Speed

How quickly do I need the results?



## Bandwidth

Can I take on the project myself or do I need bandwidth or expertise support?



## Depth

What level of depth of insights are needed?

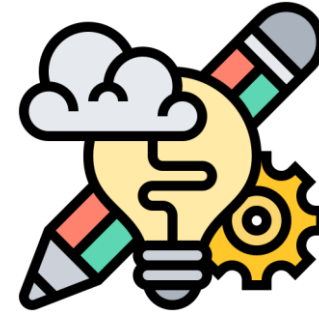
Ask Yourself:  
What is the most effective use of your time and resources?



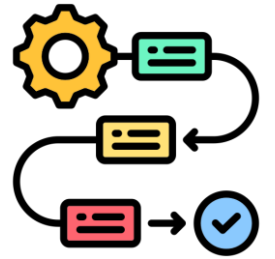
RECRUITING



PROGRAMMING



STUDY DESIGN



PROJECT  
MANAGEMENT



RESEARCH MATERIALS



MODERATION

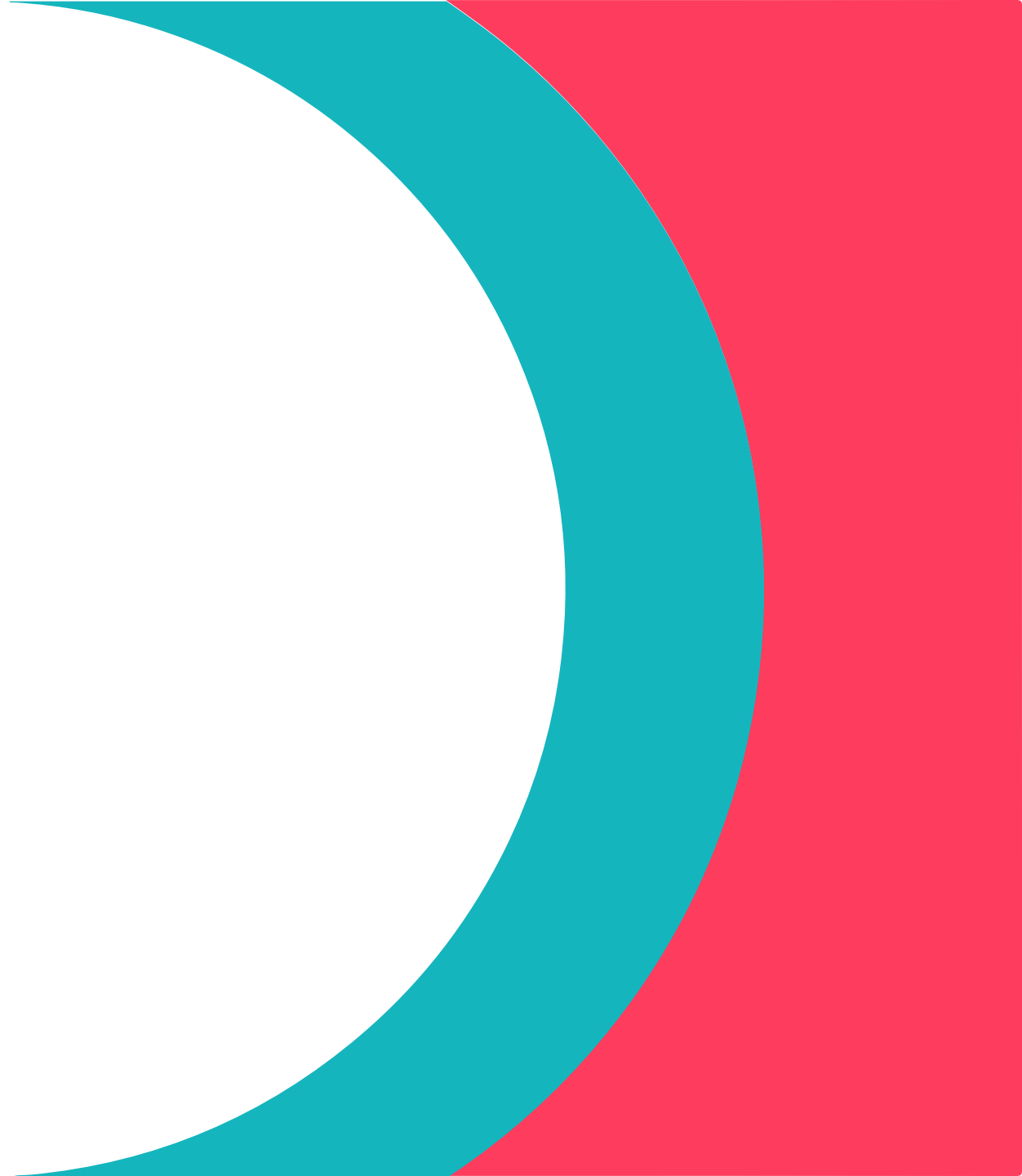


TRANSLATION



ANALYSIS

# Case Studies

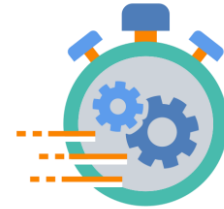


## Case Study 1: Kids In-Person Focus Groups

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



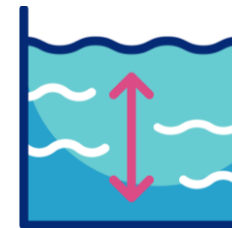
\$



1-2 days



100% Internal



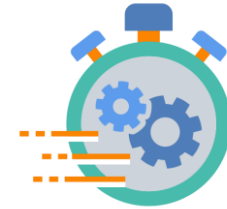
Highlight reels

## 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.



\$\$\$



2 months

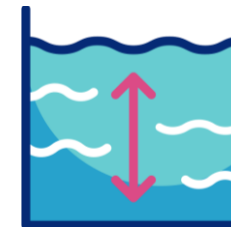


aha:

Recruiting,  
Programming, Activity  
Guide Development

Chobani:

Analysis and Reporting



Highlight reels

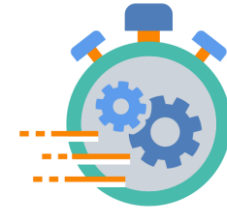


## Case Study 3: Category Foundational Research

Challenge: To education the client organization on the landscape of the hummus category, brands, shopping needs and potential future innovations.



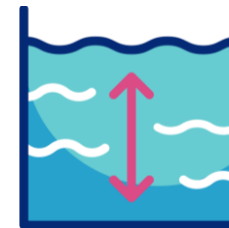
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2 months

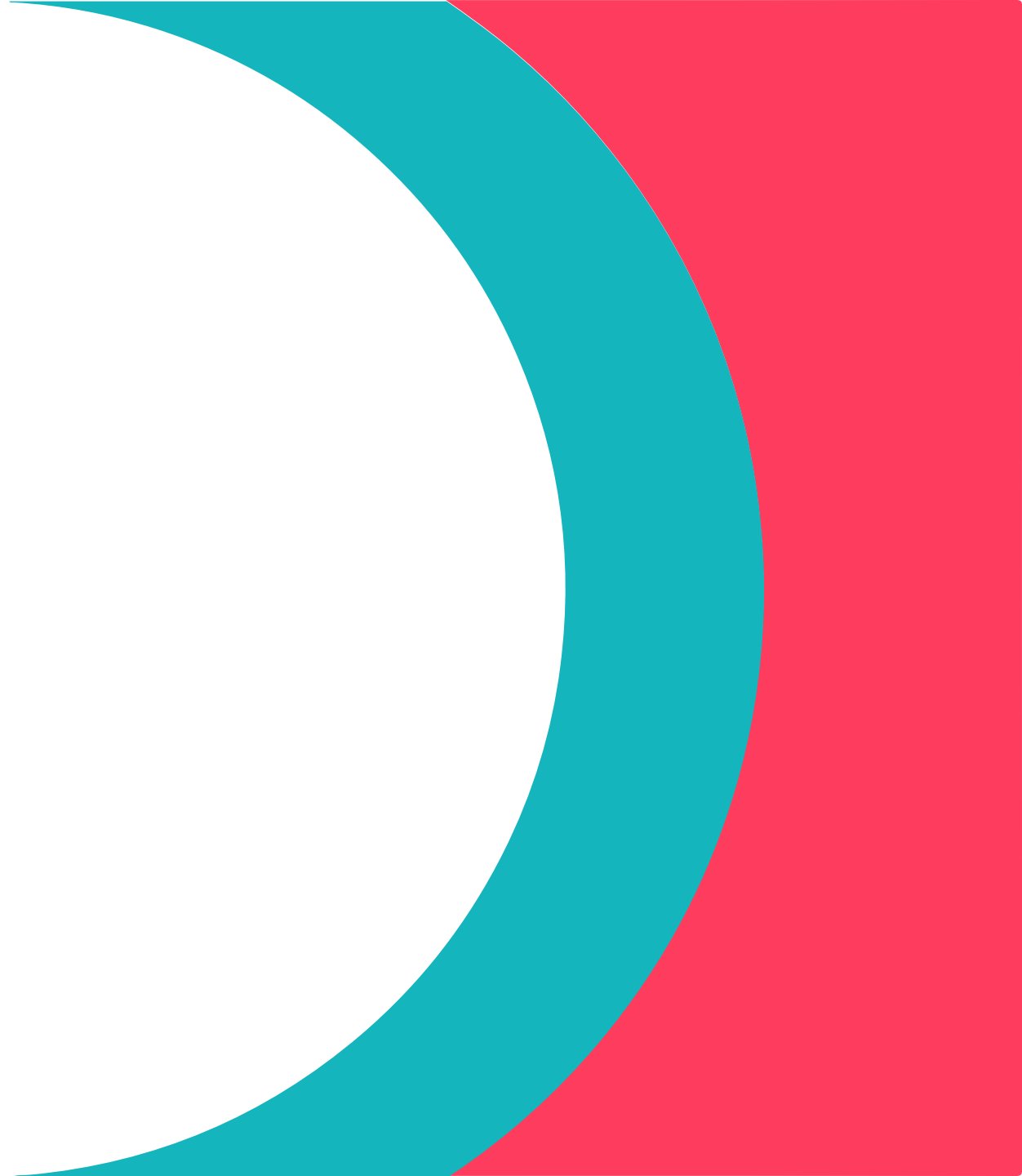


Full Scope  
owned by aha



80-page PPT  
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



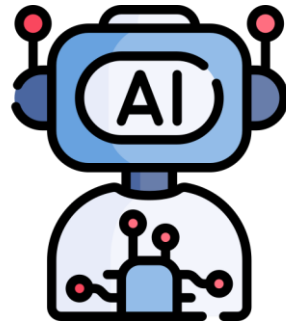
Surprise  
Costs

# The Future of DIY



# Tech advancements are pushing the boundaries of DIY

## AI Tools



Data synthesis  
Material creation  
Synthetic respondents

## Automation



Rinse/repeat methods  
Templates  
Fully supported workstreams

## Hybrid Partners



Ad hoc agreements  
Sharing of responsibilities



# How can aha help you create control over your research pipeline?

Contact us:

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