

GOODQUES



Hello!

Holland



Chief Insights Officer,
GoodQues

Barbara



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What You Can Expect

A Hybrid Session

50% Presentation 50% Q&A



A Practice Round:

Please Vote for Barbara to Answer:

A

If you weren't in research, what job would you love to try just for a week?

B

Where do you go to keep yourself inspired?

C

What has been your favorite part of your career so far?

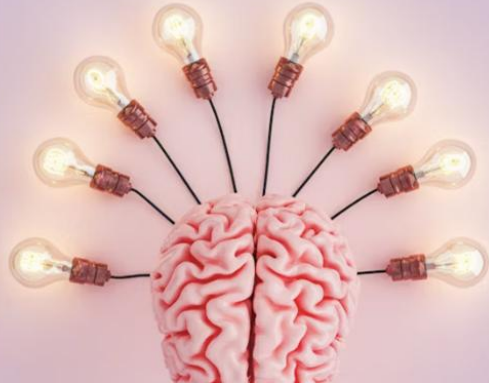




Let's Begin



How Creative Research Captures What People *Won't* Say



The Unspoken Research Truth:

20–60% of respondents admit to misreporting
or tailoring their answers to surveys*

And, who knows if that's true!



The Result:

A Say vs. Do Gap



People Aren't Lying.



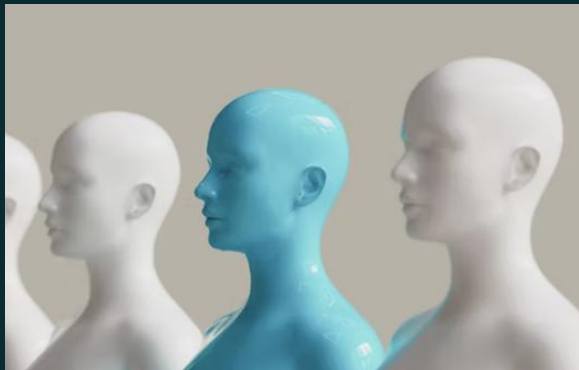
People Aren't Lying.
They Are Filtering.

Why Do We Filter?

Social
Desirability Bias

Lack of
Awareness

Ideal Self vs.
Real Self



We often present ourselves in ways that we believe will be viewed favorably by others. Whether consciously or subconsciously, people filter their responses to align with societal norms or expectations, masking their true feelings to avoid judgment, rejection, or disapproval.



Sometimes, filtering happens simply because people aren't fully aware of their own behaviors, attitudes, or motivations. Self-perception can be clouded by habit, routine, or blind spots - leading to incomplete or inaccurate self-reporting without any deliberate intent to mislead.



People frequently respond based on who they wish they were rather than who they actually are. This gap between the aspirational self and the authentic self can lead to filtered answers that reflect goals, ambitions, or values more than current realities.

Example:

How often do you recycle?

When asked how often they recycle, most people say "always!"—because they usually do—but leave out the times they can't find a bin.

Consumers answer based on their ideal self vs. their real self.



In Health Care, It Gets Even Harder

- The body is deeply personal. Many topics come with shame or baggage
- There's often a “right” answer (e.g., I always take my meds as prescribed or I exercise regularly)
- Health behaviors are often automatic or mindless—people genuinely forget details



Why Creativity Changes Everything



Simple? Yes. Game-changing? Absolutely.

How to Think Like a Creative Researcher

Stop
Listening to what people say



Start uncovering what
people can't or won't say.

Stop
Ending at the what



Start investigating why
words don't match actions.

Stop
Taking insights at face value



Start revealing the
unfiltered stories.

A black and white photograph of a young boy with short hair, shown in profile from the chest up. He is shouting or singing with his mouth wide open, facing a professional condenser microphone. The microphone is mounted on a boom arm and has a circular pop filter in front of it. The background is a plain, light-colored wall.

Enabling Consumers To
Share Their Unfiltered Truth

Please Vote for Barbara to Answer:

A

When is it appropriate to write creative research, rather than using a standard approach?

B

Which audiences do you find benefit most from a creative approach versus standard approach?

C

What do you think makes a research question truly stick with a respondent?





[Utilizing Creativity to Capture What Consumers Won't Say]

Qualitative Case Study



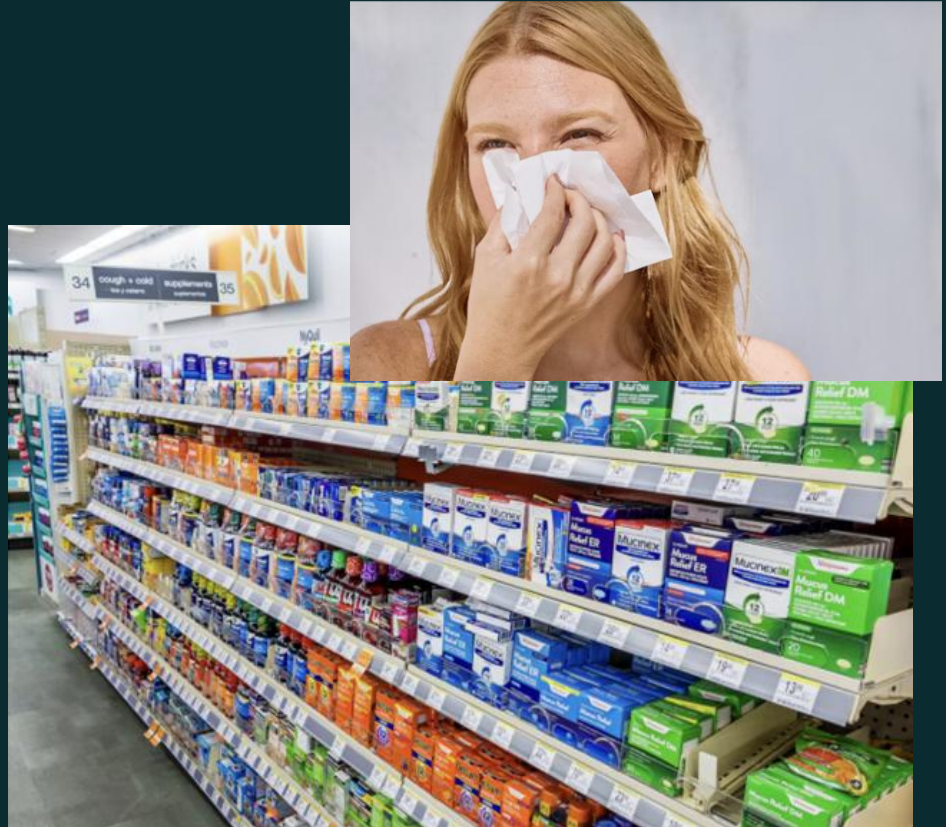
Business Need:

Understand CCFS Users to Unlock Growth

Alka-Seltzer Plus plays in a competitive space, with long standing competitors, a cluttered shelf, and confused consumers. In order to achieve relevance and growth, ASP needed to better understand its consumers and how they navigate a cough, cold, flu, or sinus infection.

The Research Questions

- Who is using Alka-Seltzer Plus Today?
- What are the perceptions of ASP today from the perspective of users and non-users?
- What/who do consumers think ASP has the right to become?
- What influences/messages do consumers need to hear in order to get ASP there?



Please Vote for Barbara to Answer:

A

What gave you the confidence to try something different on this project?

B

How did you align internal stakeholders on the need for a more creative methodology?

C

What challenges did you anticipate when deciding to take a non-traditional research approach?



Why We Needed A Creative Approach

*No one makes decisions
without any rationale*



People don't just grab any random product - there is a mix of emotional and functional drivers that get you from the aisle to the register.

*Consumers are notoriously bad
at telling brands what they
should do*



People have a hard time imagining brands/products beyond what they have already seen.

Creative Approach

Designing to Decode The Say vs. Do

Creative research doesn't stop at understanding what people say—it goes deeper to uncover what they actually do and, importantly, why there may be a gap between the two.

We designed our study to let respondents share what they say they do while immersing themselves in what they actually do. This approach ensures our questions explore not only how people think about ASP and the CCFS category, but also how they behave when they're in the aisle.



Creative Questions: A Two Part Revelation

The Say

What are the brands you use most often for a CCSF?

The Do

Now looking at the aisle, what product would you trust to be the best remedy for each one of these symptoms?

Closing The Gap

Exploring Two Realities

Off the cuff, people say they use the medicine that's most top of mind. But in reality, emotional factors come into play when they're standing in the aisle.

We developed questions that allowed respondents to explore both versions of this reality. Instead of stopping at "Which CCFS product do you use most often?", we sent people into the aisle with a list of symptoms and asked them to choose what they would actually buy for each specific sign of sickness.



Please Vote for Barbara to Answer:

A

Why did this particular project need a more creative approach in your mind?

B

Did you have any concerns around how a new approach to question design may be interpreted by your team?

C

Do you have any advice for encouraging teams to break out of repetitive routines and adopt a more creative approach?



Unfiltered Outcome

By placing them in the aisle, we removed the safety net of generalizations—forcing people to reveal the unsaid drivers behind real choices.

We learned that even some of the most die-hard Alka Seltzer Plus lovers were **NOT** considering Alka Seltzer Plus at shelf.





How Creativity Revealed The Truth

By Designing for Dual Realities

(The Say & The Do)

We Revealed New Occasion

Opportunities To Fuel ASP Growth

Please Vote for Barbara to Answer:

A

How did this research change the way you think about ASP and category users?

B

What was the most unexpected or surprising insight from the study?

C

How have these findings influenced your team's decision-making?





[Utilizing Creativity to Capture What Consumers Won't Say]

Quantitative Case Study

Business Need:

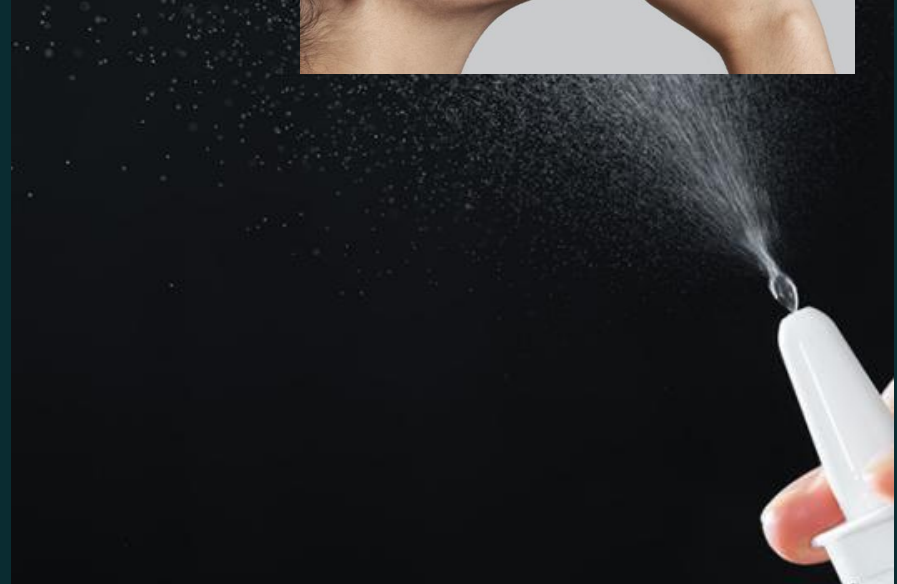
Continue To Dominate The Nasal Spray Category

Afrin has long been the leader of the nasal spray category- but with changes in the category new players are emerging, changing the competitive landscape and the shelf space. In order to maintain and grow its positions, Afrin needed to know nasal spray users and flirts- better than the rest.



The Research Questions

- What are consumers looking for when it comes to a nasal spray? What are the key consumer needs?
- How do those various consumer needs impact what type of nasal spray consumers pick up?
- How if at all, do consumers see Afrin as uniquely standing out in the space?



Please Vote for Barbara to Answer:

A

What was your biggest challenge leading up to this research? What were your fears traditional research may miss?

B

How do you handle insights from creative research that may combat what you've seen in traditional research?

C

Do you feel healthcare can always utilize creative research? Or only certain briefs?



Why We Needed A Creative Approach

In some categories, emotional distance makes it hard to find new insights that drive growth.



Consumers don't naturally form emotional bonds with being sick. Illness is something they want to fix quickly and move past — that's it. To gain insights that inspired new direction, we needed a method to investigate consumer behavior from a different angle.

Creative Approach

Shifting Perspective

We didn't just ask how consumers felt about nasal sprays. We challenged them to step into someone else's shoes—to think about how they would persuade a friend to try a nasal. This shift in perspective unlocked the unspoken emotional calculus people rarely confess in traditional research.



Creative Question: Convince a friend to use nasal spray

Instead of asking the generic “What prevents you from using a nasal spray?”, we used creative reframing, asking “What would you say to a friend who feels that way to help change their mind?”

Creative Formats

Acknowledging We Navel Gaze

We all want the big, juicy stats—but how do we avoid just proving our own self-defined hypotheses?

Through creative research design, we combined qualitative and quantitative methods. First, we asked open-ended questions to capture authentic thoughts. Then, we used AI to instantly surface key themes and invited participants to vote on them in a closed-ended format in real time. This approach let consumers, not just researchers, shape more authentic questions.



Please Vote for Barbara to Answer:

A

Were there any decisions that felt easier to make because of what you learned?

B

How did this approach change the types of results you may have received from traditional research?

C

What do you think would have been missed if this research had been done using a traditional approach?



Unfiltered Insight

We learned that barriers were more of a complaint than a barrier! Even people who sometimes had hesitation around discomfort and side effects were ready and willing to recommend Afrin...

Overwhelmingly because the gain was “worth” the pain, because the gain is even more than just relief, it’s getting your life back.



A close-up photograph of a person's hand holding a soft, white, cloud-like object against a bright blue sky with scattered white clouds. The hand is positioned on the left side of the frame, with the thumb and index finger visible, gently gripping the cloud. The cloud itself is fluffy and appears to be made of a soft material like cotton or a special fabric, designed to look like a real cloud. The background is a clear, vibrant blue sky with a few wispy white clouds, suggesting a bright, sunny day.

How Creativity Changed *Everything*:

By asking more than barriers — but digging into how they'd convince someone else to use it — we uncovered what really motivates them to overcome hesitation, unlocking a new story for Bayer to tell.

Using Creativity To Get To The Unsaid

Catch Yourself
Polishing Your Truth

Investigate From
All Angles

Challenge
Traditional Design



Try completing your own survey as if you were a participant. You'll quickly spot where you give polished answers instead of honest ones—helping you design questions that get closer to the truth.



Look at behaviors through multiple lenses—ask questions in different formats, challenge assumptions, and compare what people say to what they show. Triangulation reveals the real picture.



Use unexpected prompts, role-play, or storytelling to bypass autopilot responses. The more imaginative the method, the more authentic the insights you'll uncover.



Any Other Questions?

Thank you!

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