



Building an effective consumer insights function

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My Consumer Insights Experience Includes...



DIAGEO



AHA BRAND BUILDING

3 Rules for an Effective Insights Function



**Be The
Consumer &
Methodology
Experts**



**Think Like
Strategic
Business
Partners**



**Engage Like
Proactive
Thought
Leaders**



Be The Consumer & Methodology Experts

Reframe the research conversation

Establish & evolve a research toolkit

Create & adapt best practices

The current research conversation



**We need consumer
research!**



**Project timing is
asap!**

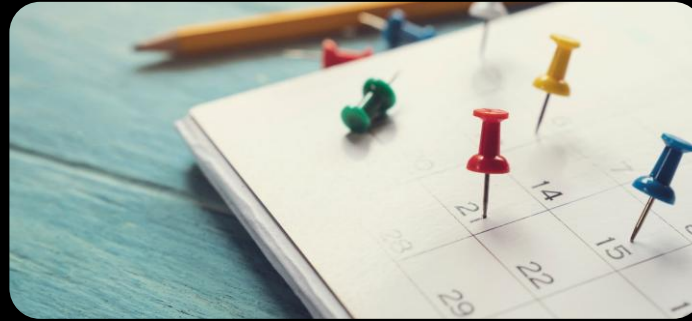


**How quickly can we
field a survey?**

The reframed research conversation



What are the key business decisions or actions the research will inform?



When are the critical decision dates & key milestones for the project?



What existing information can we leverage to answer key questions?

Tools for reframing the conversation

1: GROWTH-DRIVEN ANNUAL LEARNING PLANS

STRATEGIC GOAL	BUSINESS INITIATIVE	KEY BUSINESS QUESTIONS	WHY RESEARCH IS NEEDED	PRIORITY LEVEL

2: FOCUSSED PROJECT BRIEFS

BACKGROUND/ OVERVIEW	DECISIONS RESEARCH INFORMS
KEY CONSUMER QUESTIONS	CRITICAL DATES / MILESTONES

3: HOLISTIC AT-A-GLANCE PLANNING CALENDARS

PROJECT	JAN-MAR	APR-JUN	JULY-SEP	OCT-DEC
NEW ADVERTISING	STRATEGY QUAL	ANIMATIC TESTING	FINISHED FILM TESTING	ON AIR TESTING
NEW INNOVATION	WHITE SPACE	IDEA SCREEN	CONCEPT TESTING	PRODUCT TESTING
MARKETING MODELING	PROPOSALS	INPUTS	ANALYSIS	REPORTING
PRODUCT RENOVATION	SENSORY MAPPING	INTERNAL TASTING	CONSUMER QUAL	CONSUMER QUANT

Establish & evolve a research toolkit

Segmentation,
Attitude & Usage



Foundational

Concept, Product, Pack,
Price, Ad Testing



Best Practices

Consumer
Communities & Panels



Ad-Hoc Tools

AI Research
Methodologies



Emerging Methods



Brand Positioning,
Qualitative, Ethnographic



Brand Health, Cross
Media Tracking, MMM



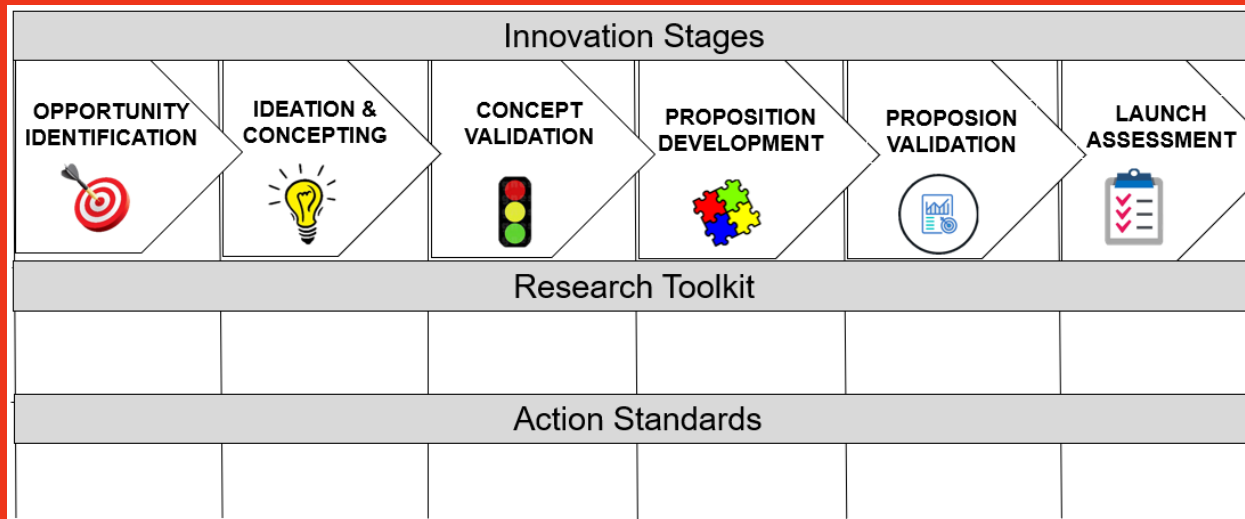
DIY Research
Platforms



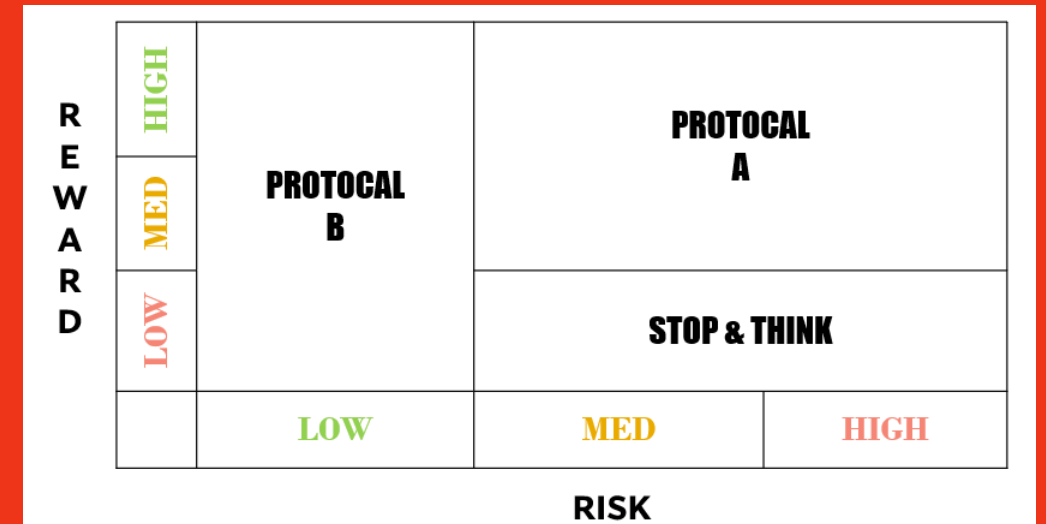
Advanced Data
Analytics

Create & adapt best practices

Protocols & Action Standards



Prioritization & Customization





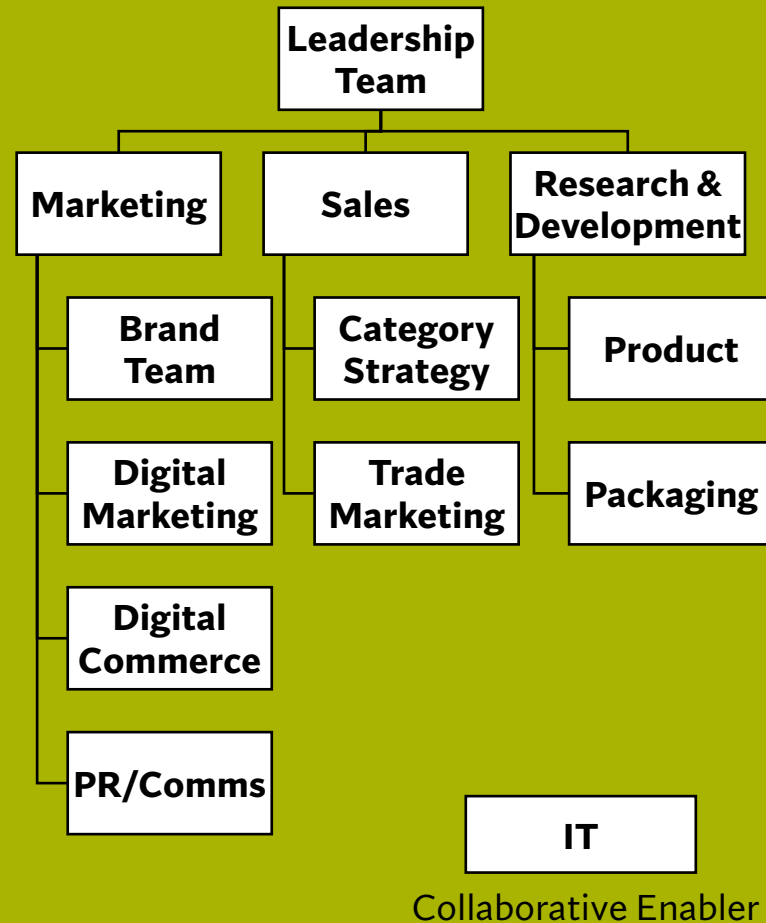
Think Like Strategic Business Partners

Understand stakeholder needs

Develop an impactful vision

Structure & resource for success

Understand stakeholder needs

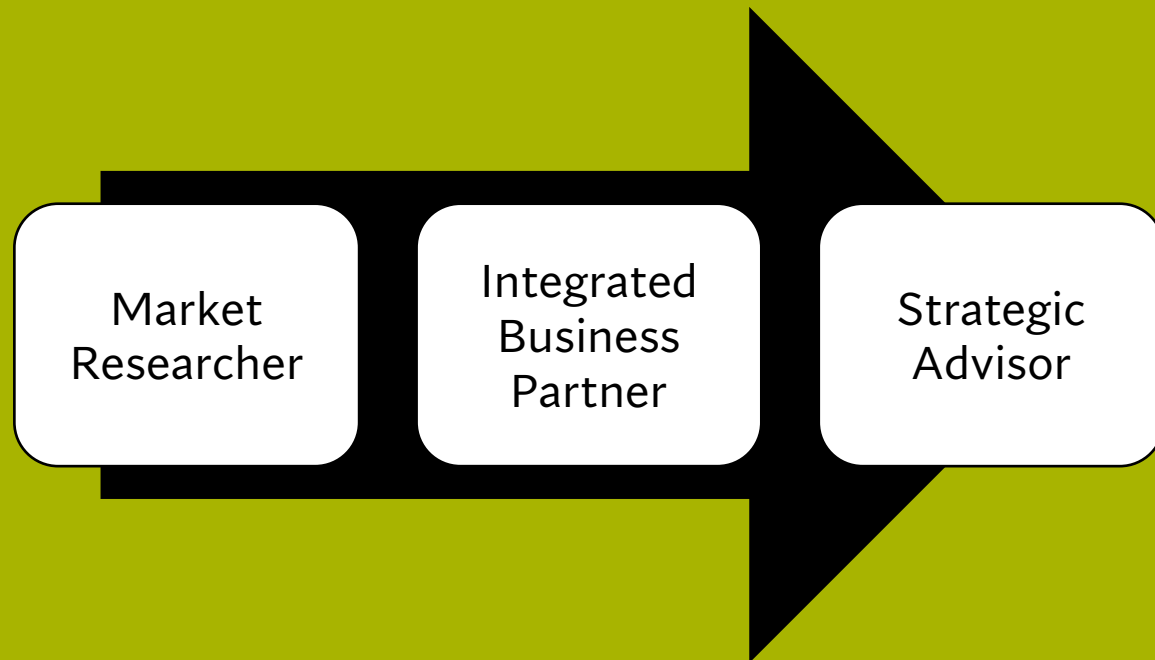


Conduct Stakeholder Interviews
Build Partnership through Team Meetings
Guage Areas of Insight Pull



Develop an impactful vision

1 Understand where you are in your insights journey



2 Define the change needed

FROM	TO
Proving Information	Viral Storytelling
Summarizing Data	Driving Actions
Brand Centric Insights	Marketplace Intelligence
Reactive Validation	Proactive Foresight

Develop an impactful vision

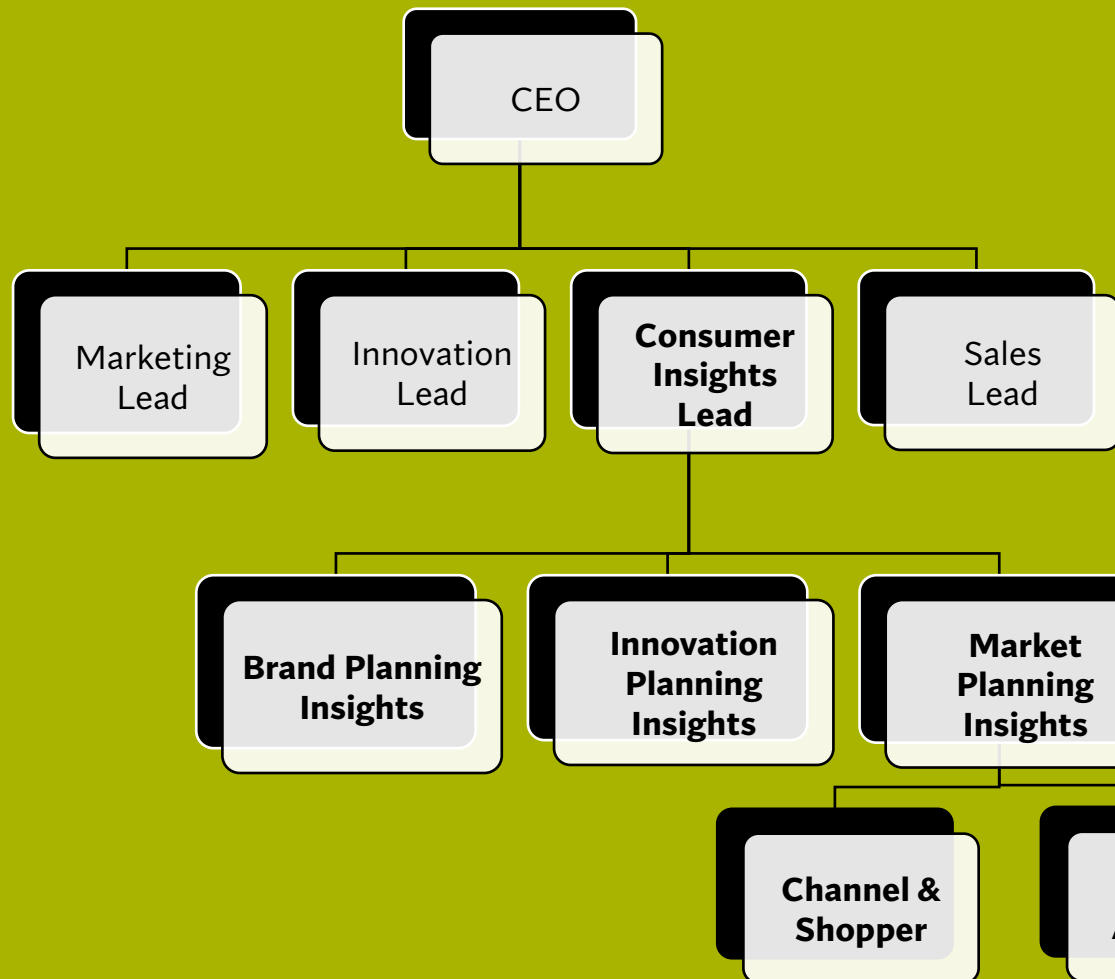
3 Draft an actionable, measurable vision

Consumer Insights Vision (Example)

Be the *strategic business partners* who *unlock brand growth* by driving *consumer-centric strategies & actions* across *the organization*

4 Gain leadership alignment, commitment and support

Structure & resource the team for success



Having Consumer Insights as part of Leadership Team drives objectivity and consumer centricity

Having Market Planning under Insights drives business impact and “One Source of the Truth”

Building Data Analytics capabilities is increasing in importance for Insights



Engage Like Proactive Thought Leaders

Get out of your bubble

Think like a viral content creator

Steer the conversation

Get out of your bubble

Engage, Learn & Get Inspired



Network, Empower & Curate



Think like a viral content creator



Develop one page Exec Summaries with up to 5 recommendations for ALL studies

Use the “Granny” or “Elevator Pitch” test in communicating results

Leverage visuals, videos, interactive quizzes & PPT Designer to drive engagement/impact

Track business decisions, actions & outcomes informed by research (quarterly/annually)

Steer the conversation

Provide Consumer Landscape Foundational Learning for Planning

Facilitate Brand Essence & Positioning Workshops



Advocate Insights for Ad Briefs & in Agency Briefing Meetings

Develop & Lead Cross-Functional Consumer Immersion Sessions

Recap: 3 Rules for Effective Insights Function



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Thank You

