



QUIRKS DALLAS

BEYOND THE PLOT: Directing Elevated Insights

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LORETTA HUDELOT



Who is Loretta “Hugh-duh-low”?

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How are these movies different?

Superhero



Action



Drama



Comedy



Animation



Horror





What makes 'Good' v. 'Elevated'?

Movies

'GOOD' MOVIES

- 01 Fulfills the genre 'promise'
- 02 Tropes drive the plot
- 03 Conflict is clear, external
- 04 Functional, quality visuals

'ELEVATED' MOVIES

- Genre explores deeper truths
- Tropes used as metaphors
- Conflict is internal, systemic
- Mirrors the internal state



What makes 'Good' v. 'Elevated'?

Marketing Research

'GOOD' RESEARCH

- 01 Validate assumptions
- 02 Focus on accuracy, KPIs
- 03 Standardized output
- 04 Address stated objectives

'ELEVATED' INSIGHTS

- Reveal deeper realities
- Human truths with data
- Narrative builds change need
- Long term strategic growth



What's the secret?





Identify WANT v. NEED

Five Why's

Research Brief

WANT

Identify immediate problem
"The package is ugly"

Identify objectives to accomplish

v.

v.

NEED

Underlying human tension
"The brand is out of touch"

Deeper needs that define
'winning'



CASE STUDY

Quantitative



This is What We Want

WANTED

Give us this...



Context

Leadership is selecting a new design language system for its hardware tech. This study is one of several research efforts supporting this decision.



Objectives

Business Goal - Determine the strongest option among multiple concepts.

Requirements for Advancement

- Likely to display in home
- KPIs, Traits, Brand Imagery
- Perform better than BAU and competitors



Methodology

- Online, quantitative survey, 16-20 min
- MaxDiff analysis with a semantic evaluation
- 8 concepts: 5 new, 2 competitors, BAU



Target Audience (n=1,900)

- Customers and prospects with a router
- Decision makers
- US census representative
- Mix of dwelling types, settings, home sizes



First Round Deliverable

WANTED

Concept Recap

Both competitors, Minion and Hat, outperform other devices across most brand goals.

Wedding Cake is a strong competitor in all areas.

Top Tier

Middle Tier

Bottom Tier

Concept Names	MaxDiff		Top 2 Box							
	Likely to Display	Brand I Trust	Innovative	Premium	Superior Network	Brand I Rely On	Timeless	High Quality	Love It	
Minion (Competitor)	94%	58%	58%	53%	56%	59%	58%	56%	46%	
Hat (Competitor)	92%	58%	61%	58%	54%	58%	58%	54%	44%	
Wedding Cake	88%	57%	59%	59%	55%	59%	57%	55%	46%	
Panther	80%	56%	54%	49%	51%	55%	56%	51%	46%	
Football (BAU)	73%	53%	54%	53%	51%	53%	53%	51%	41%	
Digital Clock	69%	52%	54%	51%	50%	52%	52%	50%	40%	
Fast Car	66%	53%	60%	52%	52%	53%	53%	52%	42%	
Trident	59%	51%	52%	47%	49%	52%	51%	49%	40%	

Sig higher than: 1-2 concepts 3+ concepts

Base: n=403 Consumers



**It's correct, but it's not
what we need**



After Deeper Understanding

Needed

What's really most important?



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KPI Metrics

- Likely to Display
- Willing to Pay For
- Improves my opinion



Traits

- Innovative ↔ Approachable
- Timeless ↔ Dated
- Unique ↔ Universal
- Warm ↔ Cold
- Premium ↔ Cost Saving
- Desirable ↔ Undesirable
- Love ↔ Hate
- High Quality ↔ Cheap
- Expressive ↔ Subtle
- Tech Forward ↔ Decor Inspired



Brand Imagery

- Brand I Trust
- Innovative
- Premium
- Superior
- Brand I Rely On



'Storied' in an Engaging Way

Needed

Stimulus

Football (BAU)



Hat (Competitor)



Minion (Competitor)



Wedding Cake



Panther



Digital Clock



Fast Car



Trident

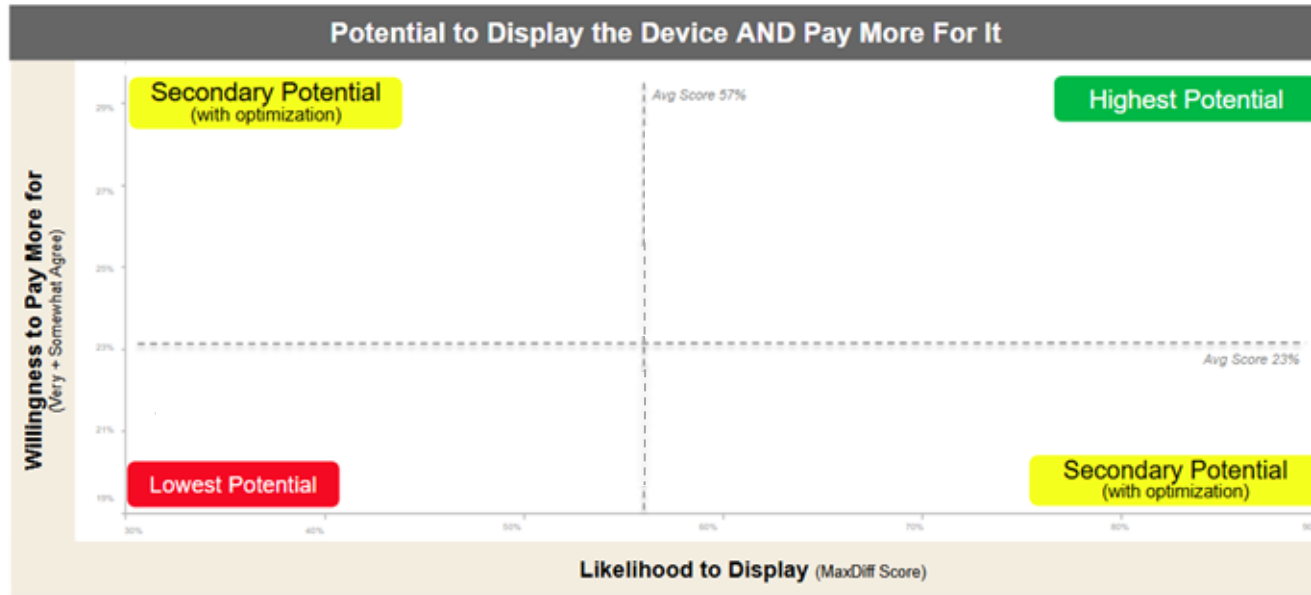




Elevated Insights Delivered!

Needed

Wedding Cake and Panther are new concepts with the strongest potential. However they fall behind the competitors.





Elevated Insights Delivered!

Needed

Top Insight

Among the new concepts, Wedding Cake and Panther are viable options, performing well on most all evaluation criteria.

However, Minion and Hat are formidable competitors.

Wedding Cake

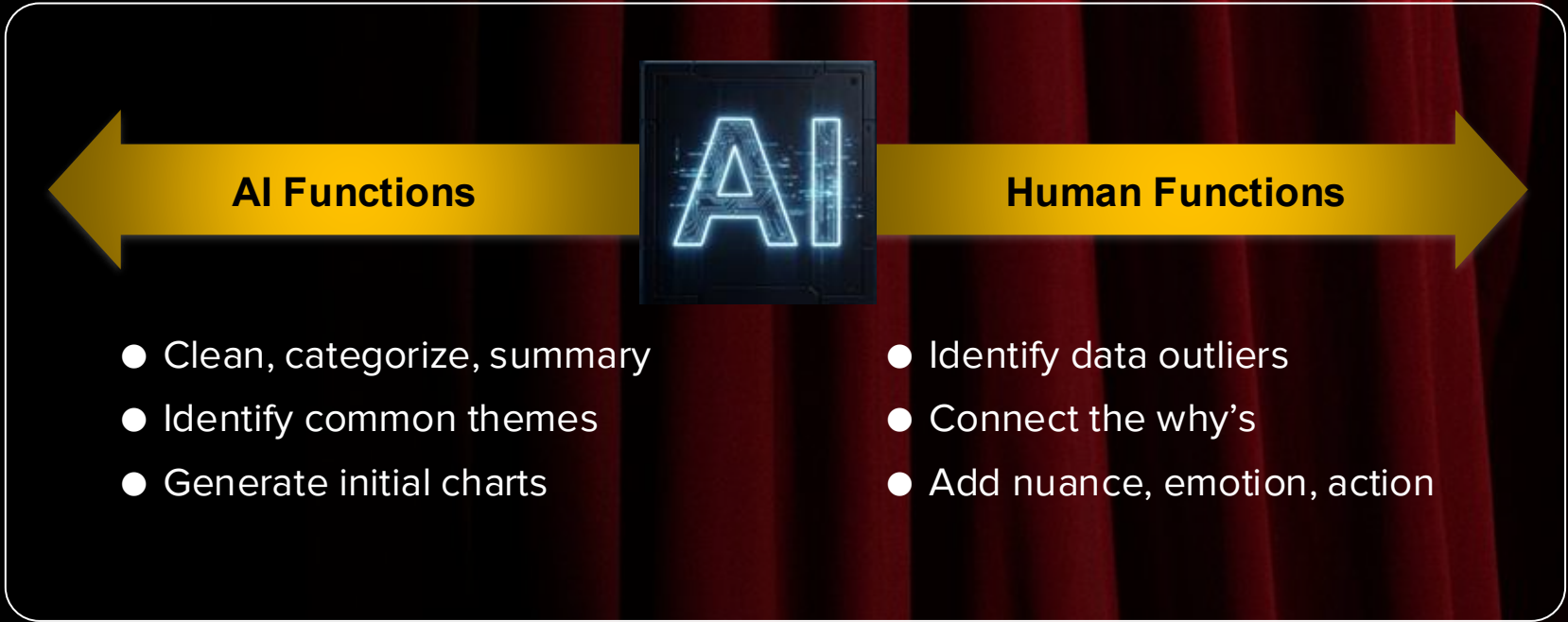


Panther





AI Can't Do 'Elevated' Insights Well





Questions?

Want a **free** elevated movie bonus?
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