

GOODQUES

Pernod Ricard

Hello!

Maria



Kira





What You Can Expect

A **Hybrid** Session:

50%
Presentation

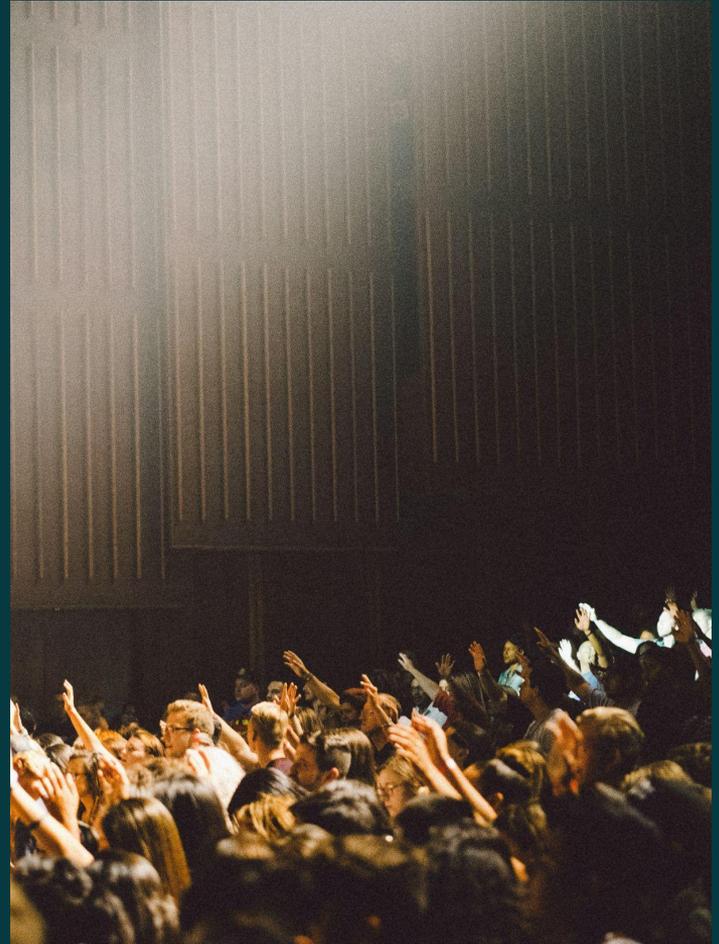
50%
Q&A

A Practice Round: Please Vote for Kira to Answer:

A How did you get started in your career?

B What's your go-to book or podcast for professional inspiration?

C What is your favorite cocktail?





Let's
Begin!

Our job is to ask questions.
It sounds simple. It is not.



We Are Working Against Human Nature



People self-censor: they give you the answer that makes them sound normal



People misremember: they reconstruct the past, they don't retrieve it

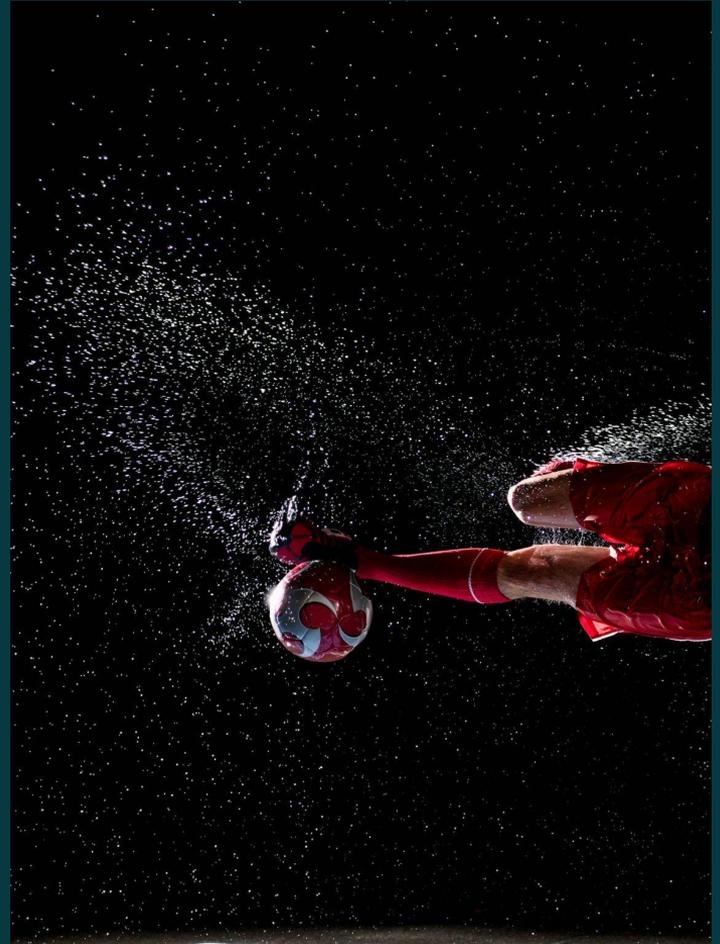


People rationalize: they explain behavior they don't actually understand

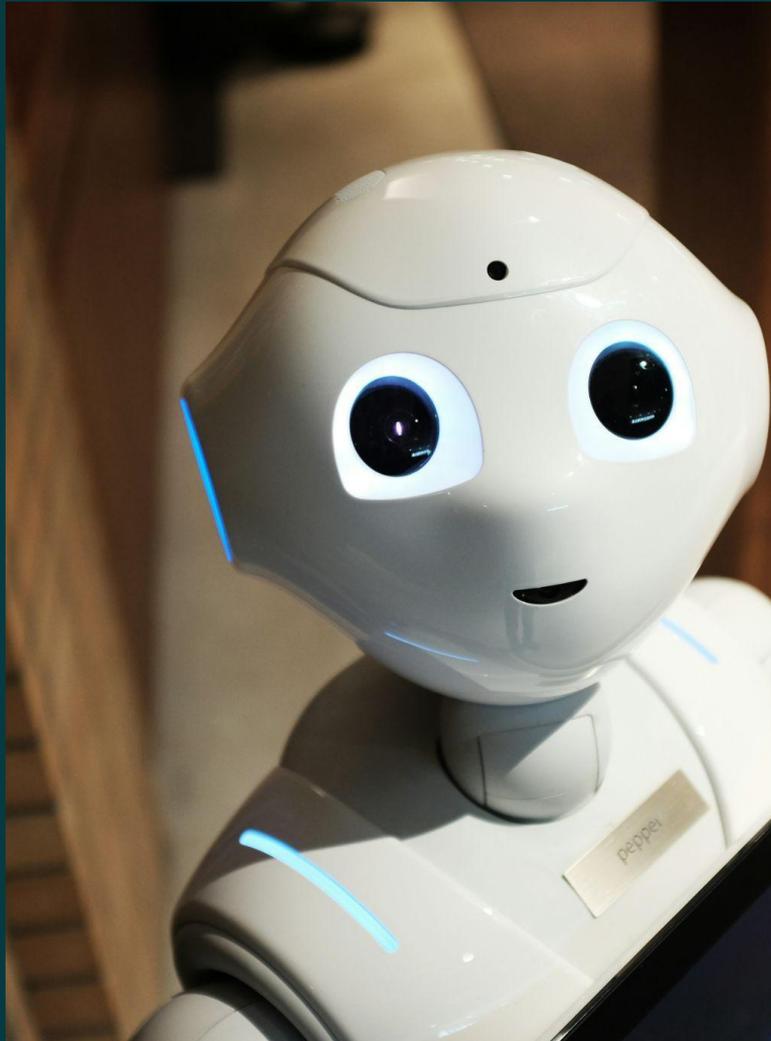
The Question Shapes The Answer. Always.

Framing, sequence, word choice, context, they all prime the respondent before they've said a word. You can't remove that influence. You can only decide whether to use it against yourself or for yourself.

This is the psychology of better data: designing with human nature, not against it.



This applies to how we
ask questions of AI, too.



With AI, We Are *Still* Working Against Human Nature

AI models have training biases, prompt sensitivity, and their own version of social desirability. They're optimized to produce outputs that feel helpful and coherent. Which can mean they paper over uncertainty, or tell you what sounds right rather than what is right.

The principles of better question-asking don't change just because the "respondent" is silicon instead of carbon.

What follows is a human case study.

But treat every principle as a prompt
engineering lesson too.

The Psychology of Better Data: Rethinking How We Ask, Frame, and Listen

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Please **Vote** for Kira to Answer:

**A**

As a client, how much do you think about question design, or do you mostly trust the research partner to figure that out?

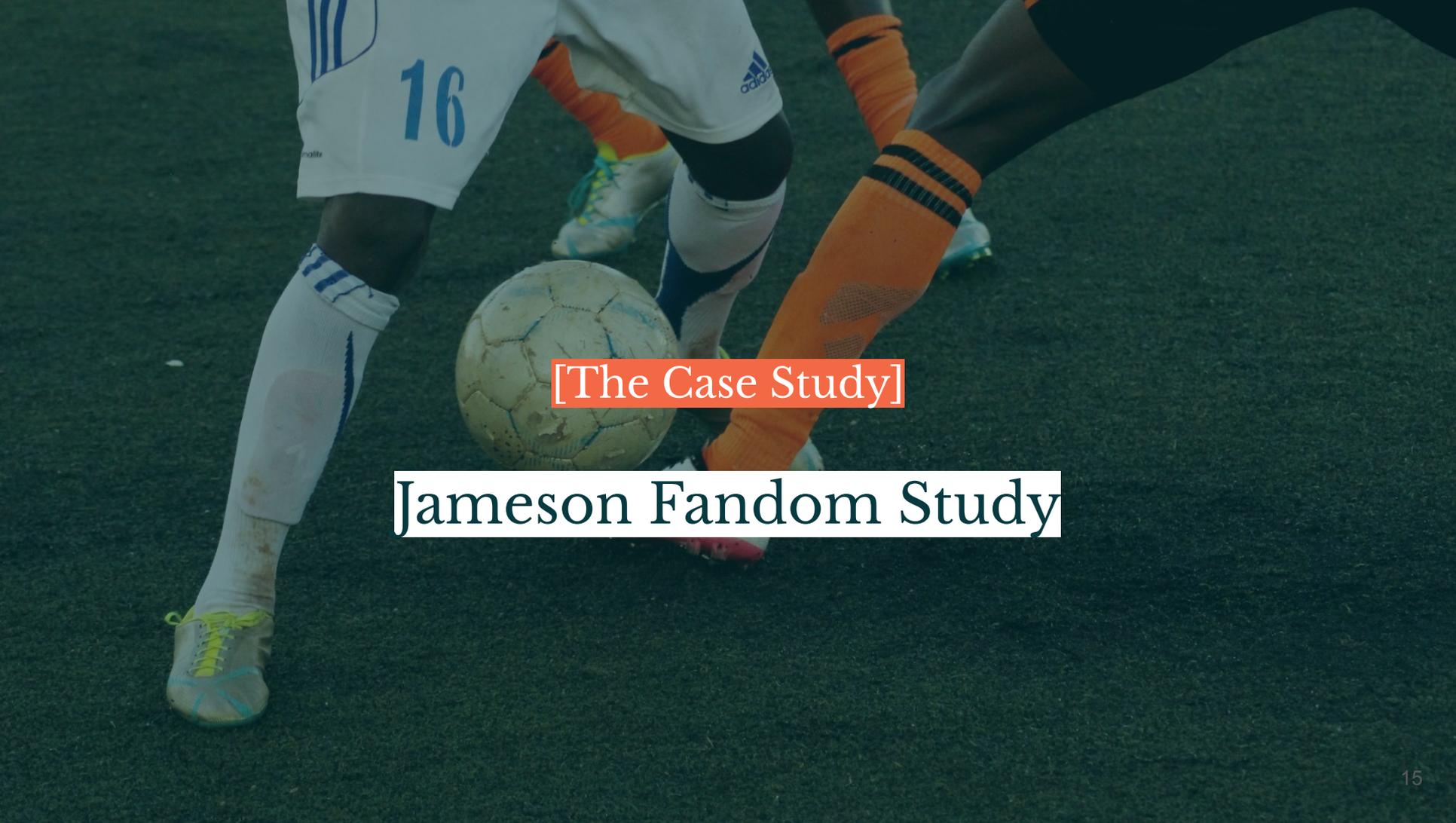
B

What does it take, organizationally, to get a spirits brand to invest in understanding fandom, rather than just running a brand tracker?

C

What was the moment you knew the Jameson brief needed something different than what you'd done before?





[The Case Study]

Jameson Fandom Study

Business Need:

Decode What *Actually* Drives Fan Behavior

Pernod Ricard needed to understand how NFL and MLS fans engage with sports, and where Jameson could authentically fit into those rituals. But asking fans directly about their habits and brand perceptions wasn't going to cut it.



The Research Questions

- ✓ How do fans define and experience their fandom?
- ✓ What emotional and social needs does fandom fulfill?
- ✓ What are the rituals, routines, and behaviors that structure game day and when does alcohol fit in?
- ✓ How does whiskey fit into the sports occasion?
- ✓ What are the barriers preventing it from being the default choice?
- ✓ Where does Jameson sit in the minds of fans and what role could it credibly own?



Please **Vote** for Kira to Answer:

**A**

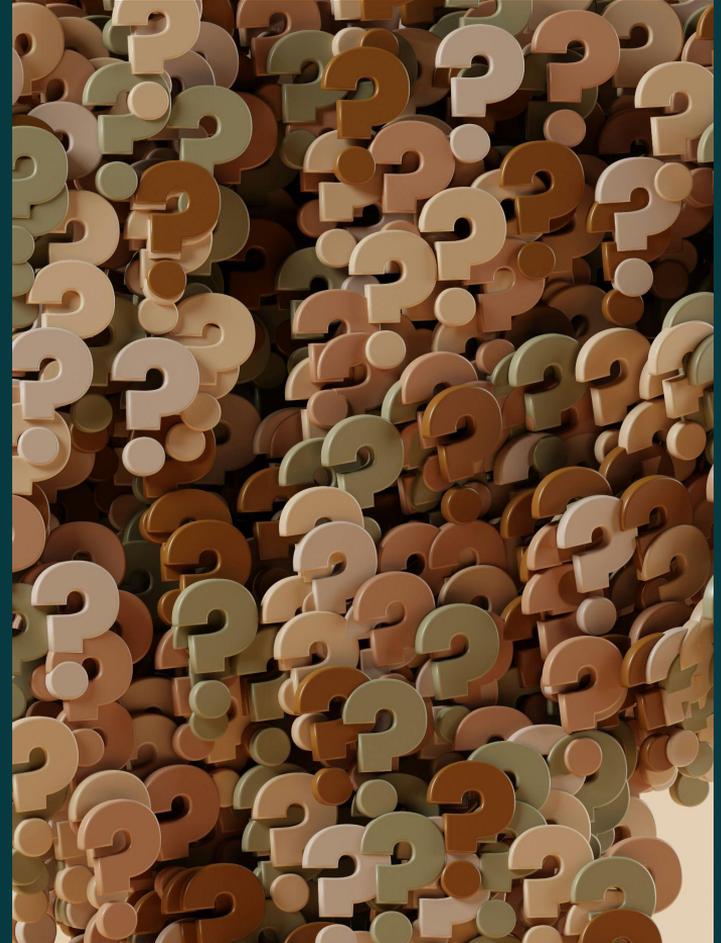
What were your main hypotheses going into this study and which ones surprised you most?

B

What were your reservations about using a more creative approach for a quantitative study?

C

What does Pernod Ricard typically look for in a research partner, and how did GoodQues *fail* to fit that brief?





[Quantitative]

Reading the Fan: Creative Quant
from the Jameson Fandom Study

The Principle: Social Desirability Bias

A Human Truth:

When asked directly about drinking behavior, people self-censor. They know the "right" answer is moderate, social, in control.

Standard Surveys:

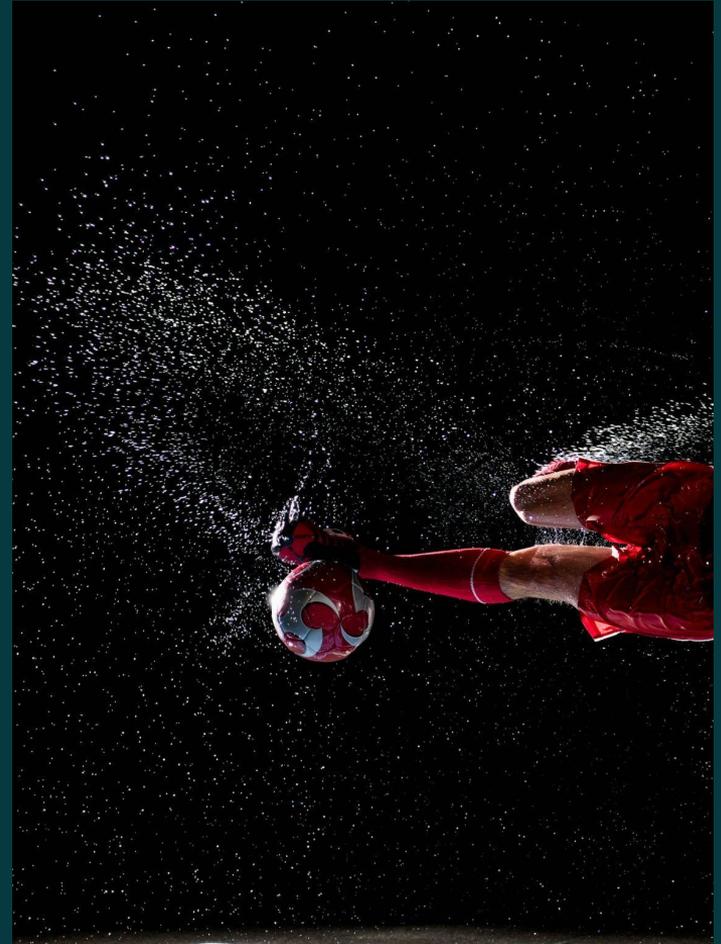
People underreport drinking, because admitting "I was already drinking before kickoff" or "I drink more when my team is losing" makes you sound like a problem drinker, not a fan.

Creative Approach: Ask Questions Sideways to Avoid the Confessional

Direct questions about drinking hand people the responsible answer. So we designed questions that approach behavior sideways. Two ways we did it:

We gave respondents characters to choose from — "The Pre-Gamer" (already a few in before kickoff), "The Guzzler" (game day is the excuse to go all out).

We asked where whiskey might fit in game-day culture: phases, rituals, moments. **The psychological distance is the unlock.**





The Standard Says:
Sports = Beer.

Creativity Revealed:
Sports = Whiskey, too.

Whiskey was the #1 spirit across every phase of game day: before (29%), during (34%), and after (30%). The only spirit that held steady from kickoff to last call.

Please **Vote** for Kira to Answer:

**A**

How do you sell a creative quant approach internally when stakeholders just want a standard survey?

B

Whiskey holding steady from kickoff to last call, for you, is that a product story, a marketing story, or both?

C

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



The Principle: The Fundamental Attribution Error

A Human Truth:

People assume their behavior is consistent and researchers often design studies that confirm that assumption.

Standard Surveys:

Ask "what do you drink at games?" and you get an identity answer, not a situational one. The truth is that consumption shifts with context: the score, the quarter, the mood, the stakes.

Creative Approach: ✦ Highly Specific, Uniquely Contextual Questions

The survey didn't ask "do you switch drinks when things get tense?"
We just gave fans the phases and let the pattern reveal itself.

We asked fans what they drink and when across every game phase: before, during, and after.

Then we pushed further, asking how drinking shifts by game intensity, rivalry matchups, playoffs, and losses. **No one overgeneralizes when you never ask the general question.**





Superb Insight:

Beer Owns the Game, It Doesn't Own the Night.

Our highly contextual questions revealed that beer dominates during the game (63%), then falls off sharply after (42%).

Please **Vote** for Kira to Answer:



- A** How does a moment-based insight like this actually change how a brand like Jameson goes to market?
- B** Many research reports sit in a deck and die. Did the creative approach help to give this report a different fate?
- C** Do you have any advice for encouraging teams to break out of repetitive routines and adopt a more creative approach?





[Qualitative]

Feeling the Game: Creative Qual
from the Jameson Fandom Study

The Principle: Emotion Encodes Memory

A Human Truth:

People don't remember factual sequences, they remember how something felt.

Standard Surveys:

"Describe Your Game Day Experience."
"I Watch the Game and Eat Wings." Ask someone to recall game day and they'll reconstruct it rationally, flatly, in a list.

Creative Approach: Access Emotion First. The Memory Will Follow.

We didn't ask fans to describe game day. We removed the question entirely.

- We asked them to bring 10 images that define their game day experience; where they watch, what they drink, who's with them, etc.
- No question about feelings. No prompt about memory. Just pictures.

The emotion surfaced because we stopped asking for it.





Human Insight: Meet Joseph.

Joseph is a New York Giants fan. When he built his moodboard, he included his couch, his favorite cup, standard stuff. Then he included his wife. Not a photo of her, but of their shared mascot. The one they co-own. Together. For good luck. More than superstition, that's a love language.

Please **Vote** for Kira to Answer:

**A**

Marketers need answers, not just insights. How do you bring the richness of a study like this to a team that needs executional answers

B

What does "good research" mean to a brand like Jameson?

C

What's a category assumption Pernod Ricard held for a long time that these findings forced you to let go of?



The Principle: The Say/Do Gap

A Human Truth:

People don't always know what drives their behavior and most game day behavior isn't rational, it's superstitious and instinctual.

Standard Surveys:

When behavior is driven by ritual, habit, or emotion, asking "why" produces a constructed response, not a real one. Narrative tasks bypass the rational filter entirely. The truth falls out while people are busy telling a story.

Creative Approach: Forget Asking 'Why', Instead, Ask For a Story

We didn't ask fans why they drink what they drink, we asked them to narrate their entire game day. Because nobody volunteers their irrational behavior when asked directly. **But inside a story, they can't help it.**





‘Wow’ Finding:

A Ritual So Deep, It Needed
a New Word: “Before-before”



I have a lucky bracelet I wear 48 hours before the match. If the game is Friday, I start wearing it Wednesday morning.

Karla, MLS fan ””



There are certain things I do 'before-before,' before, during, and after.

Jasmin, NLF fan ””

Please **Vote** for Kira to Answer:

**A**

Has AI changed how your team generates hypotheses before a study and has that changed what you ask for?

B

How do findings like these actually travel across a portfolio; do other Pernod Ricard brands benefit, or does it stay with Jameson?

C

Has this study changed how you brief research going forward, or was it a one-off approach for a specific need?



Any other Questions?



Thank You

The End

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