



Concept Contest

A new qualitative approach in concept development

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Presentation Overview



- What our clients want
- Strategic marketing in a contradictory world
- Some old rules in qualitative research
- Concept Contest – breaking the rules
- Effects and results
- Client feedback

What our clients want



- Our clients are looking for new and different consumer insights
- They want to understand what makes consumers tick
- They are looking for inspiration how and what to communicate
- Our clients are interested in innovative techniques and designs beyond the one-way mirror
- They are looking for opportunities to get in touch with and understand real consumer behavior
- There is a huge need for the very fast evaluation of product ideas in an early stage of the product development

What our clients want

“ How am I going to be able to talk to consumers in an efficient way, while growing the business? ”



Sergio Zyman
former Chief Marketing Officer of the Coca-Cola Company

Strategic marketing in a contradictory world



- The world has become more and more complex
- Complexity facilitates contradiction and inconsistency
 - Intrapersonally (the 'Madonna' effect, the multi-faced consumer)
 - Interpersonally (diversity, divergence)
- The framework of differentiating target groups with consistent value and belief systems, needs and motivations need to be challenged.

The multi faced consumer

Me
(Introspection)

Me / dyad
(Dialogue)



Me together with others
(Creative group)

Me against others
(Conflict group)

Strategic marketing in a contradictory world

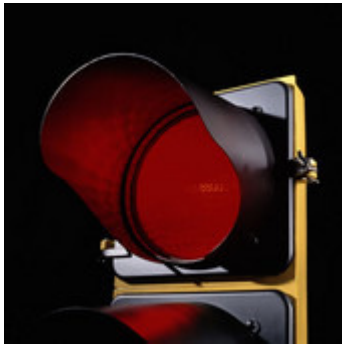


“ How can we develop a solution which addresses and encompasses contradictions right from the beginning? ”

Prof. Franz Liebl

Author of: Cultural Hacking – The Art of Strategic Actions (2005)

Some old rules in qualitative research



■ Consistency

- Focus groups need to be consistent
- Concepts and other stimuli mustn't be changed from one focus group to the other
- The environment shouldn't have an influence on the research process
- You can either do focus groups or interviews

■ Naivety

- We don't want to talk to experts, we want to talk to 'innocent' consumers
- Concepts are to be designed by the marketing team...
- ...or the advertising agency

■ Harmony

- We are not aiming for consensus, you don't have to convince anyone of your opinion....




Concept Contest
“breaks the mould”
in making use of diversity
and inconsistency


Concept Contest: What is it?

An innovative multi-staged tool for consumer-oriented concept development.



↓ ↓

In-Home in-depths


Diary / Life Book


Photo/ Video

Ethnographic Rooting

↓



Creative Focus Groups

Concept Generation

↓

Clients Workshop


↓ ↓

Individual Concept Design


Conflict Groups


Concept Design

Breaking with consistency



- Combination of focus groups and interviews
- At home / workplace and in studio
- Introspection and being in dialogue
- With one partner or in a group
- Like-minded and creative versus controversial and competitive

A holistic view of the multi-faced consumer

Weaknesses of one method are compensated by other methods

Breaking with naivety



- Concept elements do not exist prior to the Concept Contest
 - Consumers give input prior to development process
- Close interaction between sessions with consumers and marketers
 - Participants gain access to what they are not aware of in normal day to day life and become 'naïve' experts
 - Quality of results are supported through process prior to groups (in-home dialogue, introspection)



Strong consumer orientation and better fit of concept elements through insight-driven development process
Synergies between consumer understanding, R&D and strategic thinking

Breaking with harmony



- Moderator as agitator to provoke competition among participants
 - There will be one winner only
- Consumer try to convince each other of their concept
- Revealing strong and weak arguments (⊥ concepts)

Higher involvement when fighting for 'my baby'
Diversity instead of consensus enhances creativity
Deeper level of data processing and persuasive concepts with potential to trigger interest (and trial)

Effects and Results



- Broader context of inspiration
- Consumer insights closer to daily, real life
- Coverage of functional, emotional and social aspects
- High involvement of participants and marketers
- Higher level of data processing (Petty & Cacioppo, 1981: Attitudes and persuasion) resulting in
 - Higher number of ideas whether insights, needs, product ideas
 - Richness in terms of collages, diversity of need states, need structure
 - Holistic view on consumer motivations, needs, aspirations, life style, values, consumption pattern, brand orientation

Winning consumer-rooted concepts

Clients Feedback

“From Beiersdorf personal healthcare research point of view Concept Contest has proven to be a highly efficient tool to develop valuable concepts based on authentic consumer insights.

Authenticity and relevance is even underlined by high involvement of marketing and R&D functions. Multiple feedback steps lead to concepts perfectly prepared for quantitative testing.”

Thomas Kopf

Market research brands PHC of Beiersdorf



**Thank you for
your Attention!**