



# 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

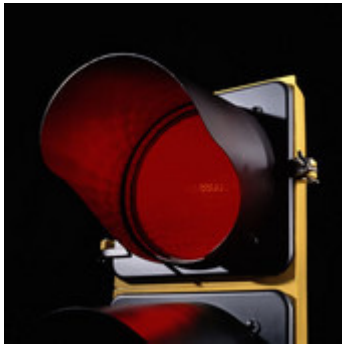


“ How can we develop a solution which addresses and encompasses contradictions right from the beginning? “

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.



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**In-Home in-depths**  


**Diary / Life Book**  


Photo/ Video

**Ethnographic Rooting**

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**Creative Focus Groups**

**Concept Generation**

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**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!**