

Developing Consumer Insights

What this worksheet covers

- Defines what an insight is
- Step by step guide on developing deep and meaningful insights
- Tips for crafting great insights

Why do we need this process?

Insight generation is one of the most important recipes in becoming a consumer-centric brand/business. A strong consumer insight showcases a deep understanding of your consumers beyond their everyday actions/behaviours. Having a strong insight serves as an anchor for your brand/business, driving better consumer-centric business decisions.

Overview of Insights



What?

A penetrating discovery about consumer motivations that can be applied to unlock growth.

What exactly is an insight?

An insight might seem like facts or information about our consumers, however by virtue of the definition, an insight goes deeper and uncovers motivations and attitudes behind the information you discover.

A simple way of discovering an insight is by asking WHY, not WHAT. Using the analogy of a tree; facts and data are just like branches and leaves of a tree, easily visible. Insights on the other hand, are deep rooted foundations, made up of consumers' expectations, needs, beliefs and attitudes. It is important to go beneath the surface and figure out the 'why' behind your consumers' actions.

WHAT consumers say they do
WHAT they say, but don't do
WHAT they don't say, but do

WHY they say what they say
WHY they do what they do
WHY they say, but don't do

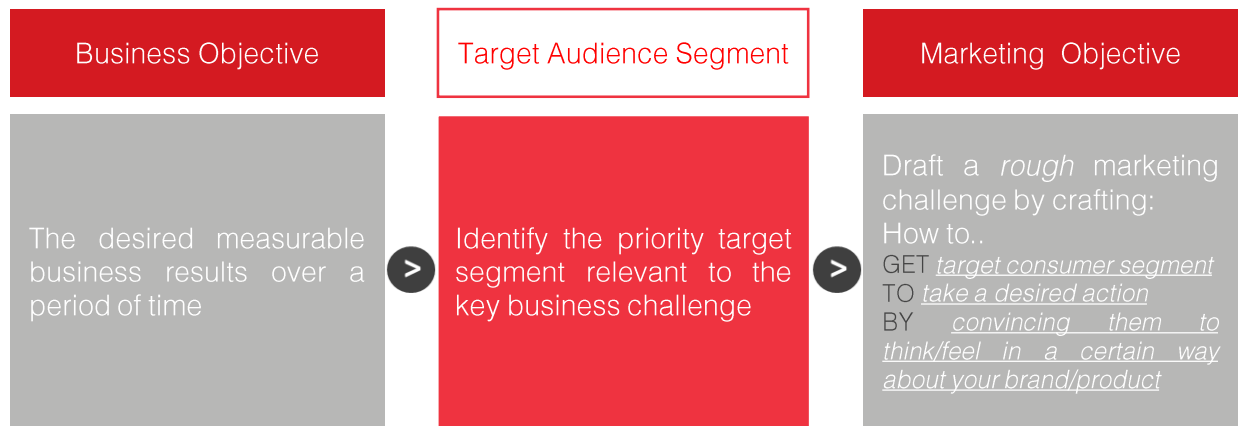


Crafting a compelling insight

There are 3 critical steps in crafting an insight: Identify, Information Gathering and Insight Generation.

Identify

The Identify Stage is the foundation of a good insight. At this stage, define clearly your business objective and the priority target segment relevant to the objective. Next, reflect on the current consumer behaviours, attitudes and draft an initial marketing challenge, crafting the 'GET', 'TO' and 'BY' elements.



Refer to guide sheets on Business Objectives and Marketing Objectives to better understand these concepts.

Information Gathering

Having set the business objective and drafted a marketing challenge, it's time to do some detective work. At this stage, gather as much information and data sources that give clues about your consumer behaviour. Use these 3 useful tips to help you gather and organize the clues about your consumers:

Ask plenty of questions

Understand who your consumers are, how they behave, what their aspirations are and **why they behave how they behave**. Remember, at this stage, no question is silly. Note down these facts, data points and observations.



Use a variety of sources

Information can be quantitative data points, survey questions, or even observations from you and your colleagues. While you do desk research, nothing beats having a conversation with your consumers. More often than not, you will be able to uncover truths and behaviours that numbers cannot provide!



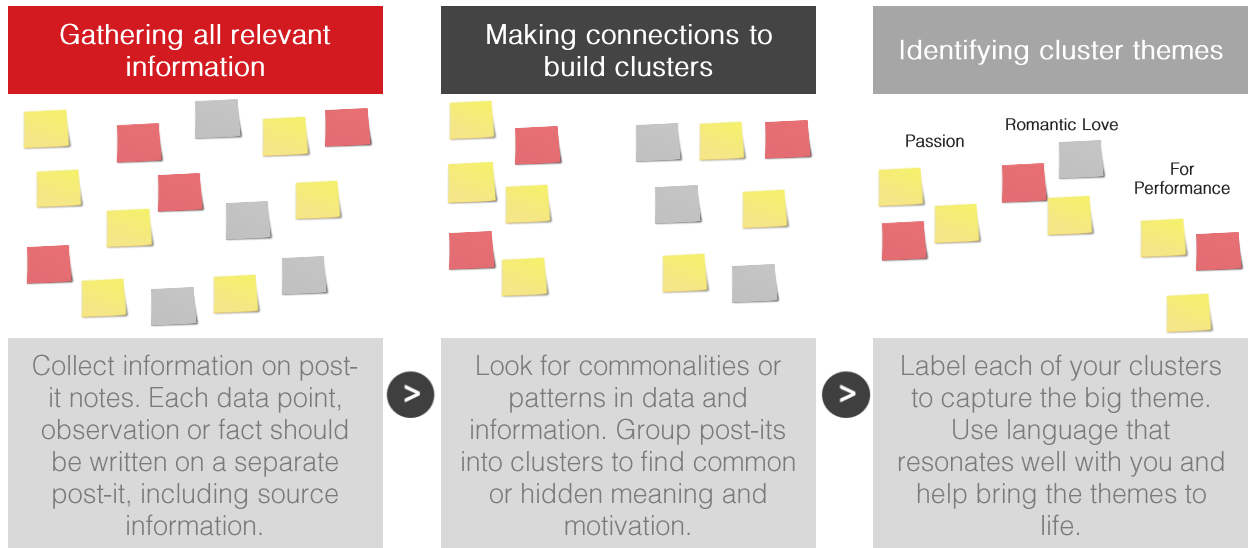
Tips

- Always remember to define the business and marketing objectives before starting with any insight work. This will ensure that you're clear of the current business challenge and the desired business outcome.
- Information gathering can be challenging. Never hesitate to reach out to your friends or teammates to get new perspectives and views.



Clustering & Theming

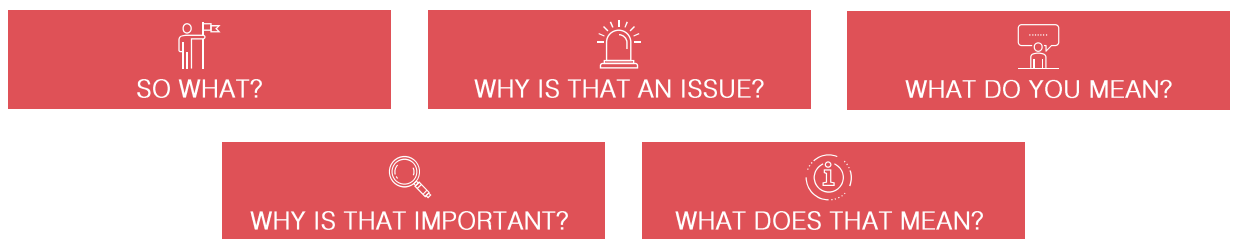
Now that you've captured these important information, cluster them and form themes. Look for patterns or themes that draw groups of information together.



This process is extremely helpful in giving you clues to your consumer's attitudes and thoughts.

Insight Generation

Now with some hints about your consumers through clustering and theming, it is a good time to uncover a deep and meaningful insight. Look at these themes and ask these 5Ws in no particular order, digging deeper each time into the beliefs and thoughts that drive your consumer actions.



With these techniques, start crafting an insight statement that defines a penetrating discovery about your consumer's motivations!

Example of an insight

Wearing the same gear as their sporting heroes is a way of tapping into their energy and supporting their own self-belief

Example of what's not an insight

Young people admire the talent and self-belief of their sporting heroes.



Tips

- When generating insights, take the time to dive deeper to understand behaviours and attitudes of the consumer. It can be challenging at the start and it takes practice!
- Insights are not always perfect at the start. Start simple and draft one or two versions, walk away from the insight and review it over time. Don't be precious with creating a perfect insight from the start!



How do you know if your insight is strong & impactful?

After refining your insight, take some time to reflect on the following checklist. Does your insight fulfill these various points?

- ✓ It really taps into underlying consumer motivations & needs
- ✓ It is easy to see how we could activate the insight to unlock business growth
- ✓ It addresses the marketing challenge identified and is relevant to the brand
- ✓ There is an 'AHA!' moment when the significance of what has been discovered is realised
- ✓ The insight is clear and simple, containing one specific idea
- ✓ It captures the WHY and not the WHAT

Extra! Levelling up your Insight Generation Skills

Importance of Tension within Insights

Behind every strong insight *lies a tension* that *consumers seek to resolve*, a dilemma, a challenge. These tensions can be explicit or even implicit so it can be challenging to understand or uncover. However, by bringing out the tension behind the consumer's insight, it gives the brand an opportunity to play a role in solving these 'problems/barriers' for the consumers.

Examples of bringing out the tension beyond the 'penetrating discovery':

	Truths	Tensions
 UNDER ARMOUR Sportswear Brand	I know I have the will and the strength to achieve what I set out to do...	...but society still places boundaries around what success for women can be.
 AXE FIND YOUR MAGIC. Deodorant Brand	What makes a guy most attractive is his strengths, weaknesses, his individuality and most of all how he expresses it...	...the challenge these days is that many guys don't feel comfortable being themselves.

Try out uncovering the tension within your insights!

Crafting sharp and strong insights

Being able to articulate a strong insight allows a brand and business to anchor all its brand and marketing activities around it. It also provides a common understanding between stakeholders.

Keep in mind these tips when crafting your insight to communicate impactfully:

Use rich vocabulary & express the insight statement in consumer language – keep/include informal language

Make sure you retain the essence of the nugget you have found in the previous stage

Don't get lost in flowery language, keep the 'AHA' energy in the insight

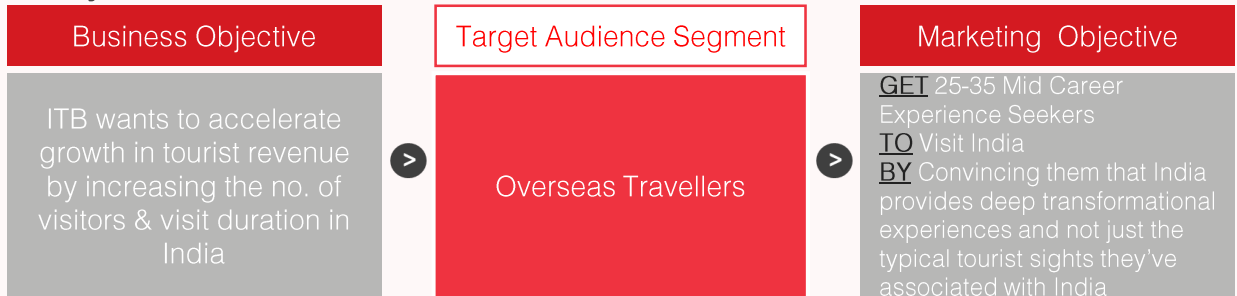
Always keep insight statements short & succinct

Example of Insight Generation - Incredible India

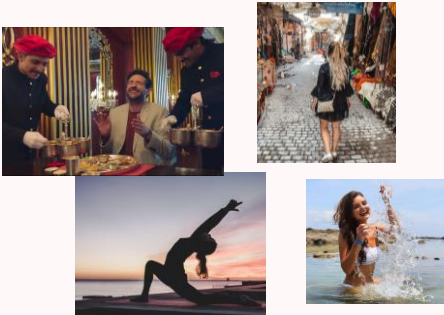
Background

Over the past years, India's tourism industry has been growing, however, the India Tourism Board (ITB) wanted to accelerate growth in number of visitors and visit duration in India.

Identify



Information Gathering



From various information sources, ITB identified one key theme 'Experience seekers love to try new things when they travel'

Insight



"I'm looking for a holiday to escape, but very few places truly provide that sanctuary for a deep transformational experience"

Campaign Implementation

ITB launched a campaign that repositioned India from being a tourist destination to being one that enables a personal transformation journey. The campaign featured transformative experiences from the lens of different 'experience seekers personas'.



The campaign was a success with a significant uplift in brand interest, tourist arrivals and earnings per traveler.

India Tourism Board's example clearly shows how a deep and meaningful insight connects well with consumers, eventually achieving the business objective.



Example is also illustrated in the 'Developing Consumer Insights' Learning Bite Video