

# Consumer and Product Research

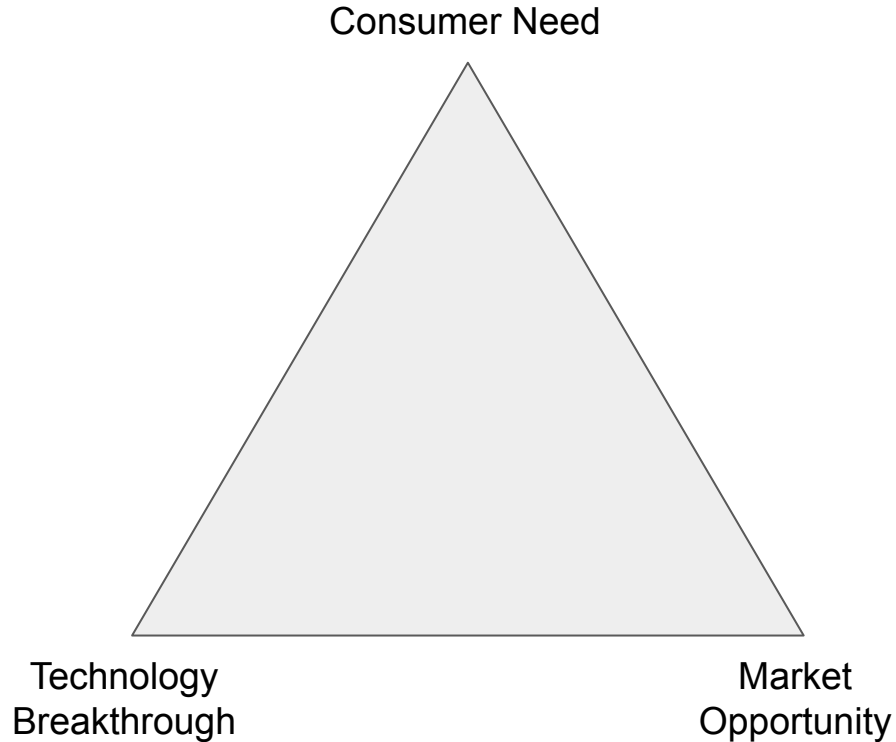
# Key Questions to Address through Consumer Research

## Product and Innovation Research

- What are the needs of our current and potential consumers?
- What solutions (i.e. product or service) can we imagine to meet those needs?
- Which of these imagined solutions should we develop into products?
- How should we market those products to current and potential consumers?

# Where does Innovation come from?

*Innovation is a process, not luck*



Responding to consumer need leads to innovation



# Generalized Product Innovation Research and Development Plan

## Consumer Ethnographies

*To develop basic understanding of category consumers, how they differ from each other, and their category needs*

## Concept Development

*In conjunction with Brand / Product managers, develop conceptual offer that responds to category needs of target consumers*

## Conceptual Testing

*To gauge consumer response to conceptual offerings and mixes of different attributes; prioritize before actual product development*

## Product Testing

*To gather feedback on actual product or prototype performance on basis of specific attributes; design, taste, inhalation experience, usability, etc.*

## Product Marketing Development

*To develop and test messaging for Product Marketing efforts including go-to-market advertising*

# Key Questions to Address through Consumer Research

## Consumer Research

- Who are our consumers? Who else is in our addressable market?
- How should we think about separate groups in our addressable market? What segments of addressable market should we prioritize?
- How do our target segments make purchase decisions? At what touch point along their purchase journey can we influence them? How can we influence them?

# Generalized Foundational Research Plan

## Consumer Ethnographies

*To develop basic understanding of category consumers, how they differ from each other, and their category needs*

## Consumer Segmentation

*To define and prioritize consumer segments. Foundational to strategy, marketing, product dev, and innovation efforts.*

## Consumer Journey

*To identify important consumer touch points for target consumer segments. Can determine marketing channel and messaging strategy as well as key customer support efforts.*

## Shopper Journey

*To understand shopping habits for target segments. Supports in-store marketing campaigns, merchandising, and retail marketing efforts.*

## Performance Tracking

*To track advertising spend. Supports above and below the line marketing communications*

## Branding / Advertising Development

*To develop and test marketing communications. Supports overall branding strategy.*