

Consumer and Product Research

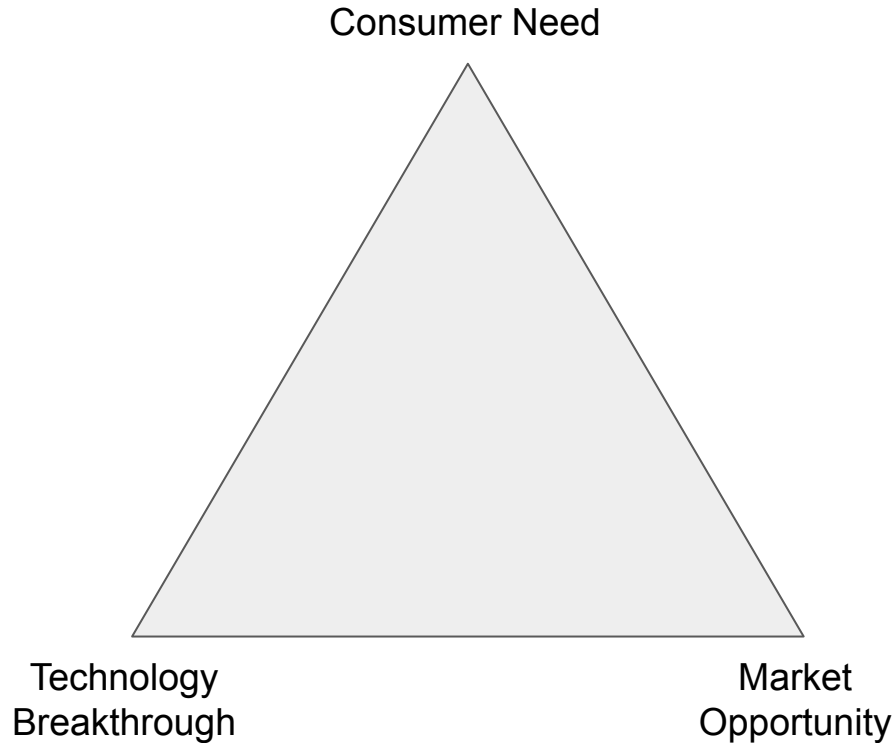
Key Questions to Address through Consumer Research

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.