

Managing brands

Lecture 1 – Consumer insight
By Zamira Ataniyazova

Industry experience:

- ✓ Brand manager for Kvas – Хлебный Край
- ✓ NPD for ice tea brand
- ✓ Marketing manager at Samsung
- ✓ Extensive research experience for FMCG companies - analysis and reporting of focus groups and brand health tracking studies.
- ✓ 10+ years of teaching at WIUT

BA in Business Administration (first class honors)

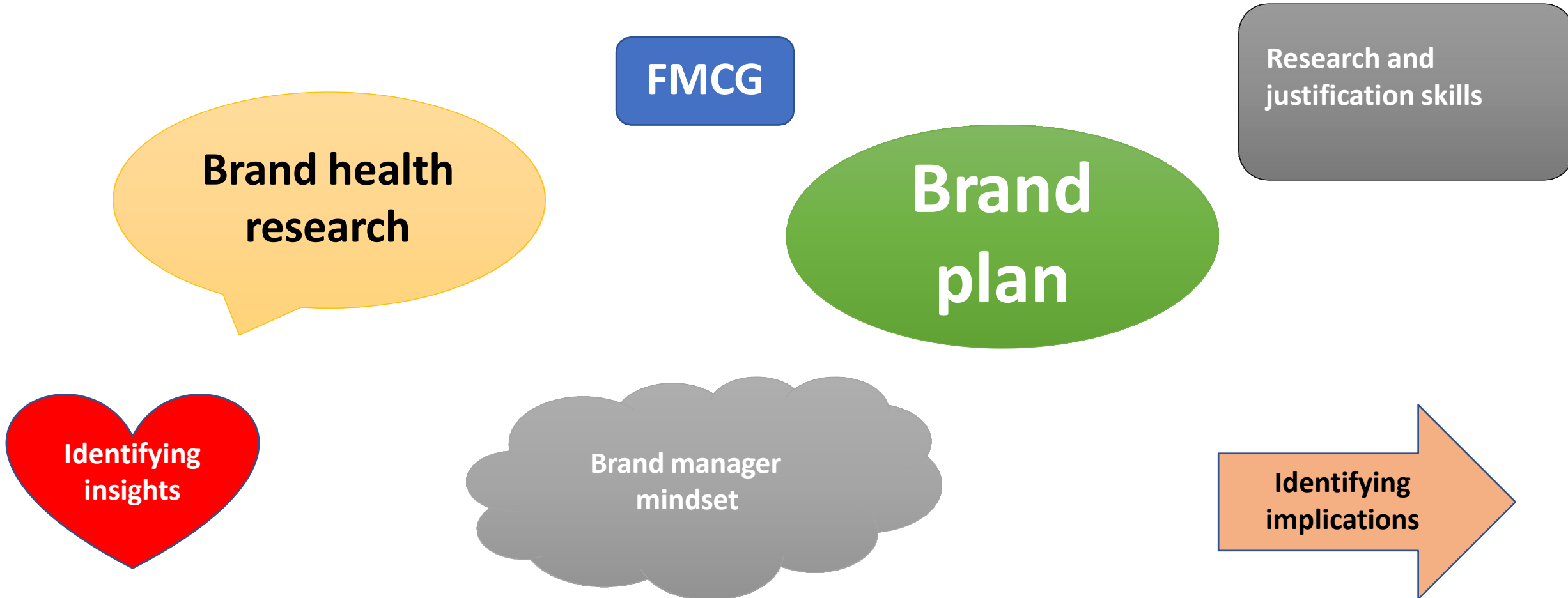
MA in Internal Business and Management (with distinction)

Currently doing PhD as an independent researcher.

Agenda for today

- ✓ Course overview
- ✓ What exactly is an insight?
- ✓ Findings vs. Insights
- ✓ How to find insight
- ✓ Illustrative examples of insight usage
- ✓ Evaluation checklist

What is the course about?



Week	Main Content
Week 1	Consumer Insight
Week 2	Undercovering consumer mindset
Week 3	Conducting qualitative research
Week 4	Designing brand tracking
Week 5	Measuring brand health
Week 6	Concept writing
Week 7	Concept testing
Week 8	Portfolio strategy and brand positioning
Week 9	Brand strategy
Week 10	Communication process and master idea
Week 11	Effective touchpoint planning
Week 12	Communication development and setting KPIs
Week 13	Summary - Brand plan

- Video lecture
 - H5P file – which will include practice, assessment, tasks.
-
- Tasks and assessments:
 - Brand health audit
 - Brand plan

- Grasping the inner nature of things intuitively
- Clear or deep perception of a situation
- Clear (and often sudden) understanding of a complex situation
- A feeling of understanding



Source: vocabulary.com

Insight at Carlsberg is defined as “A single discovery of something enlightening about consumers, shoppers or customer’s underlying needs and motivations that company can address to create consumer value and competitive advantage”

- A not-yet obvious discovery
- A unique and fresh perspective
- A competitively-advantaged idea
- **Not** a number, a fact, or a quote

The difference between finding and insight

Findings

What the data says people say or do

What?

Insights

Why people say or do things

Why?

Wow!

Adopted from “Brand learning” workshop

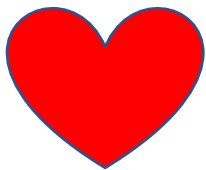
Findings

What the data says people say or do

What?



90% of world population brush their teeth in cold water.



Women take twice as long as men to call the ambulance after a heart attack.



Observation

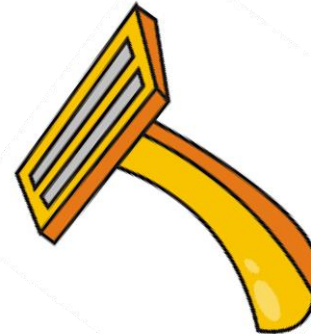
Let's analyze some ads

“Raw Pressery -Pomegranate Juice Digital Video.” YouTiube, uploaded by Food Stylist Chef Payal Gupta, 7 February 2018,
<https://www.youtube.com/watch?v=euUqNKaHD5U>



Accepted consumer beliefs

Shaving your hair makes it grow back thicker and darker.



You need to drink 2 liters per day to stay healthy.

What?

Is it based on the finding or an insight?

“Ultimate Natural Mineral Water Commercial.” YouTube, uploaded by Fedek Group, 17 May 2018,
<https://www.youtube.com/watch?v=Lxol7zpvLI>



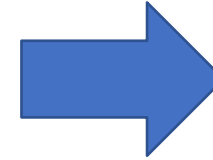
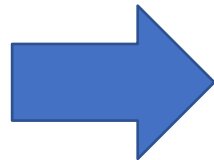
The difference between finding and insight

Findings

What the data says people say or do

What?

ACB



Insights

Analyzing some ads

“noosa | Full on tasty yoghurt.” YouTube, uploaded by [Noosa Yoghurt](#), 24 February, 2020,
<https://www.youtube.com/watch?v=OzRAuEtHOag>



Findings vs. Insights checklist

Findings

What the users said or did

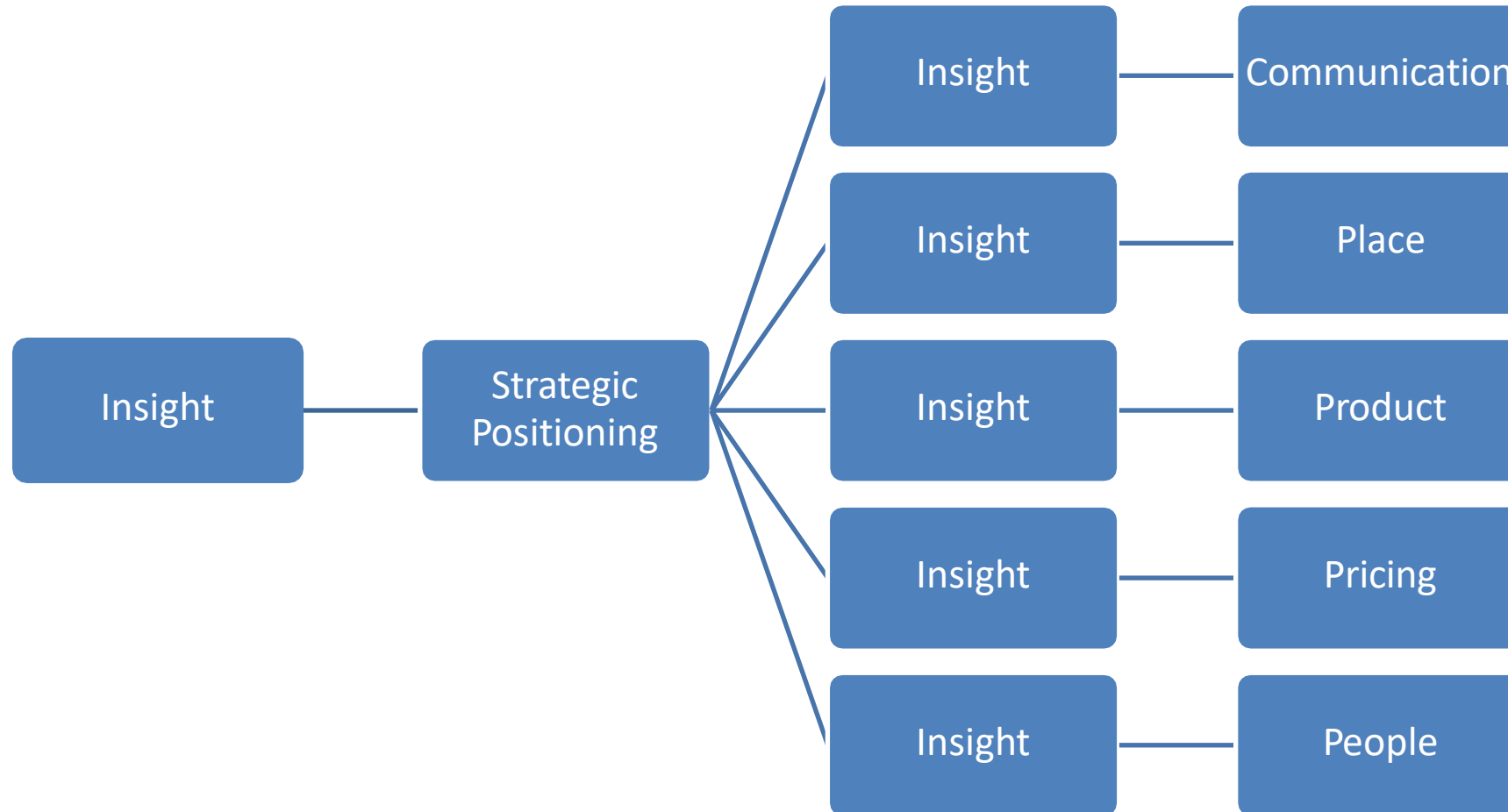
- A statement or fact with no interpretation
- Often comes straight from a research report
- Is something you or someone else observed/heard

Insights

Why the user said or did it

- Expressed as a want, need, belief or feeling
- Is an accurate reflection of reality
- Offers a fresh perspective, even if obvious once found out
- Is simple, non-technical and able to be understood by all
- Is action orientated

Insight may drive all activities



Insight for strategic positioning

Strategic positioning



Source:Heb.com

Insight for strategic positioning



“Evian: Baby & Me.” YouTube, uploaded by WeLiveWorkCreate, 19 April 2013, <https://www.youtube.com/watch?v=r5AOySz388Q>

Insight for strategic positioning

Strategic positioning

Brand	Insight
Kellog's	Many people find it hard to get started first thing in the morning
British Airways	Business people want to feel looked after and arrive well rested in order to achieve their objectives
Johnnie Walker	Men want to progress in life
Pampers	New parents worry constantly about not being a perfect mum or dad
Persil	It is only when you are free to get dirty that you experience life, develop as a person and fulfill your potential
Ebay	Humans are traders by instinct –they love the fun, thrill, and excitement of buying and selling goods

Insight may drive all activities

Communication



“Nike Find Your Greatness - Great Ads.” YouTube, uploaded by Great Ads, 6 March 2016,
<https://www.youtube.com/watch?v=YkNMuIA1SEI>

Insight may drive all activities

Product

“LG Ultra Large TV Series.” YouTube, uploaded by LG Global, 25 October 2021,
<https://www.youtube.com/watch?v=H6D6CYueCCI>

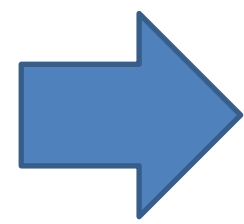


Insight may drive all activities

Product

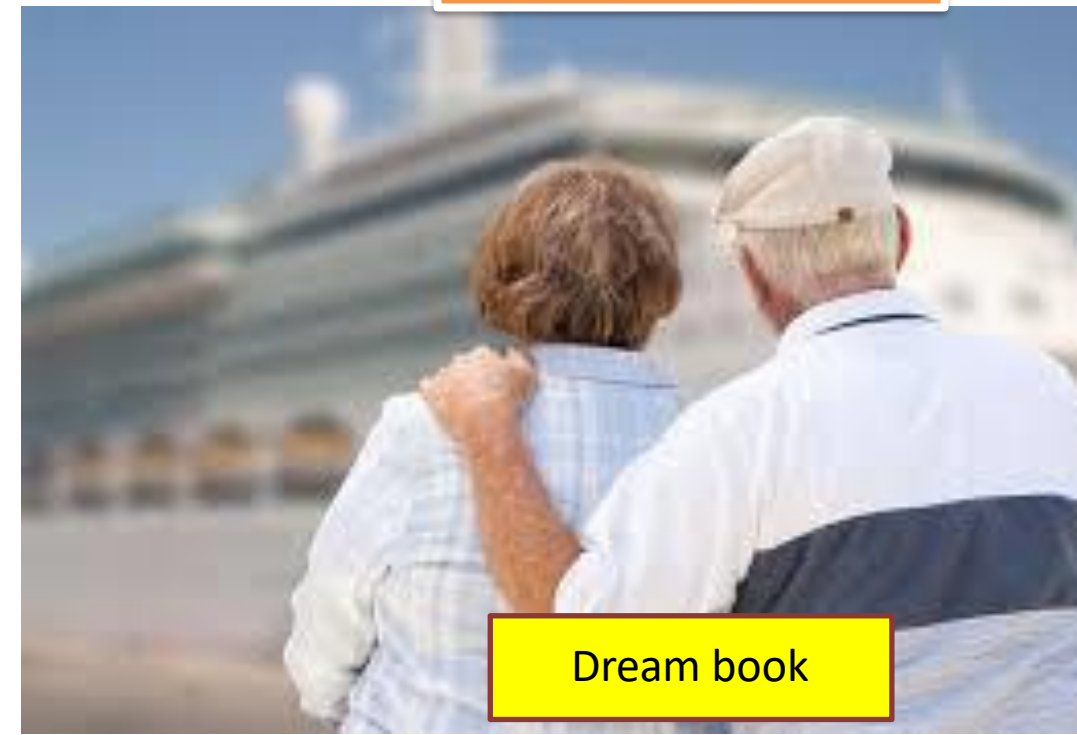
What retirement means?

Two people on a porch, looking at the sunset



Keep on projecting themselves into the future?

Big dreams



Dream book

Price

HBR subscription

**Achieve
at every
level.**



Digital

Unlimited online access to all digital articles and the HBR.org archive

\$15 /month

or \$150 /year (18% savings)

[Subscribe to Digital](#)

Digital & Print

Full digital access plus six print issues per year

\$17 /month

or \$169 /year (17% savings)

[Subscribe to Digital & Print](#)

Premium

All features of Digital & Print plus a curated collection of case studies and additional premium content

\$23 /month

or \$225 /year (17% savings)

[Subscribe to Premium](#)

Insight may drive all activities

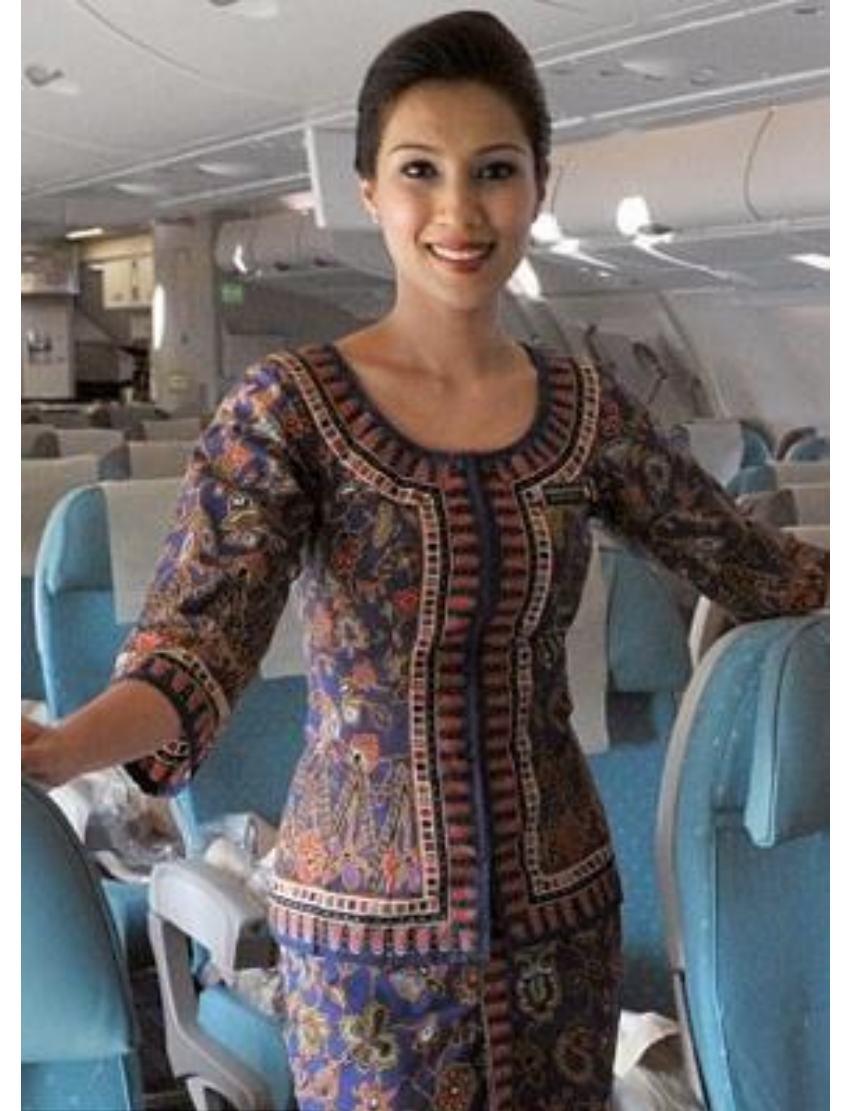
People



- Special make up
- Hair do
- Designer dresses

Less rudeness

More favorable flight experience



Insight may drive all activities

Place

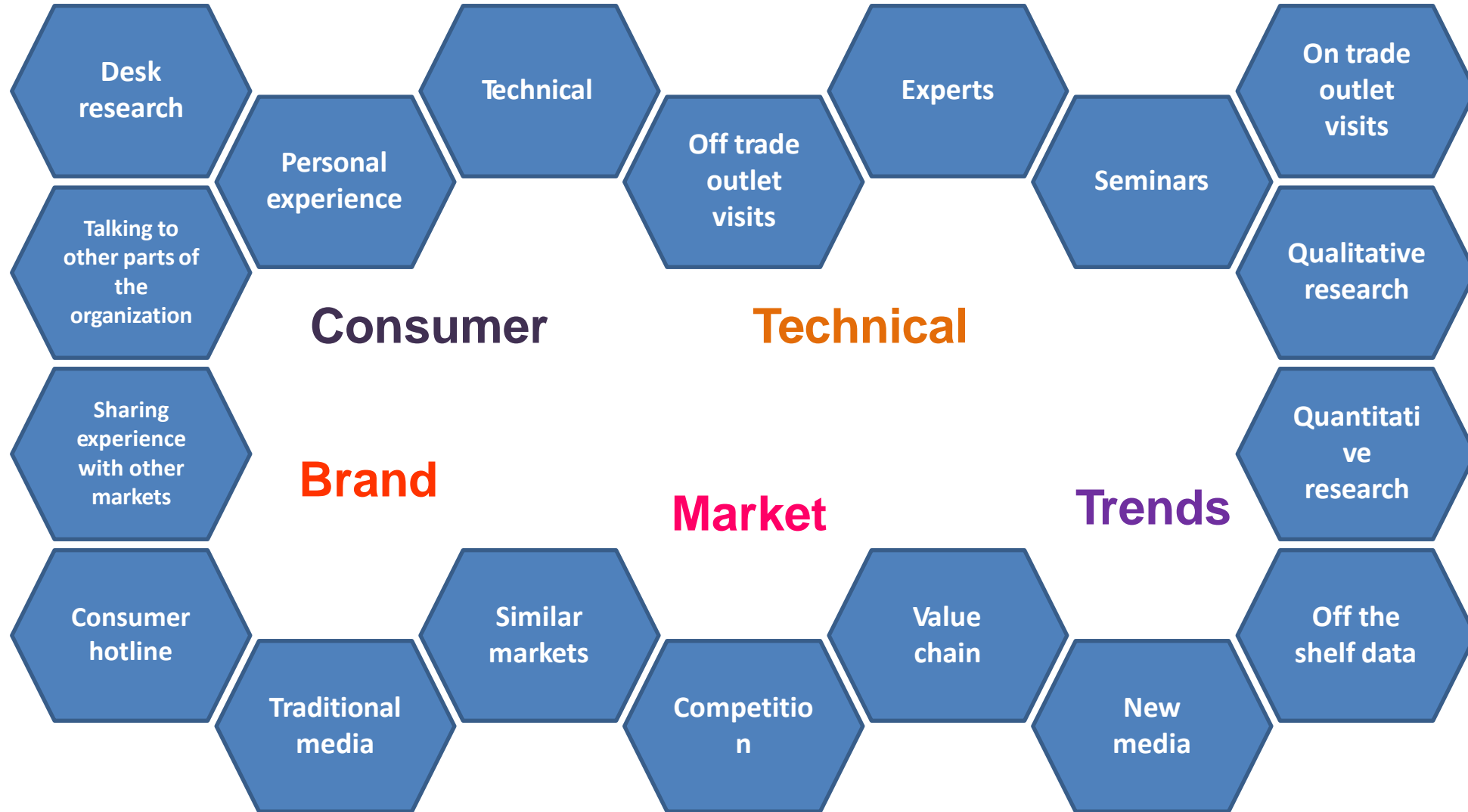


Checklist of insightful behaviors

Average	Insightful
Listen to your favorite radio station in the morning	Listen to your target consumers favorite radio station
Locked in meetings most of the day	Have lots of meetings but build in time to get our of the office
Always get the agencies to come to the office	Make the most of agency visits to check out new shops in the city
Occasionally attend a research debrief or read a research report	Read research reports, attend debriefs and regularly meet consumers face to face
Rarely use your own product	Regularly use your own and competitor products
Rarely get a chance to watch TV (or Ads)	Get agency to supply ad reels to keep up to date
Take your work home with you	Live a life outside the office

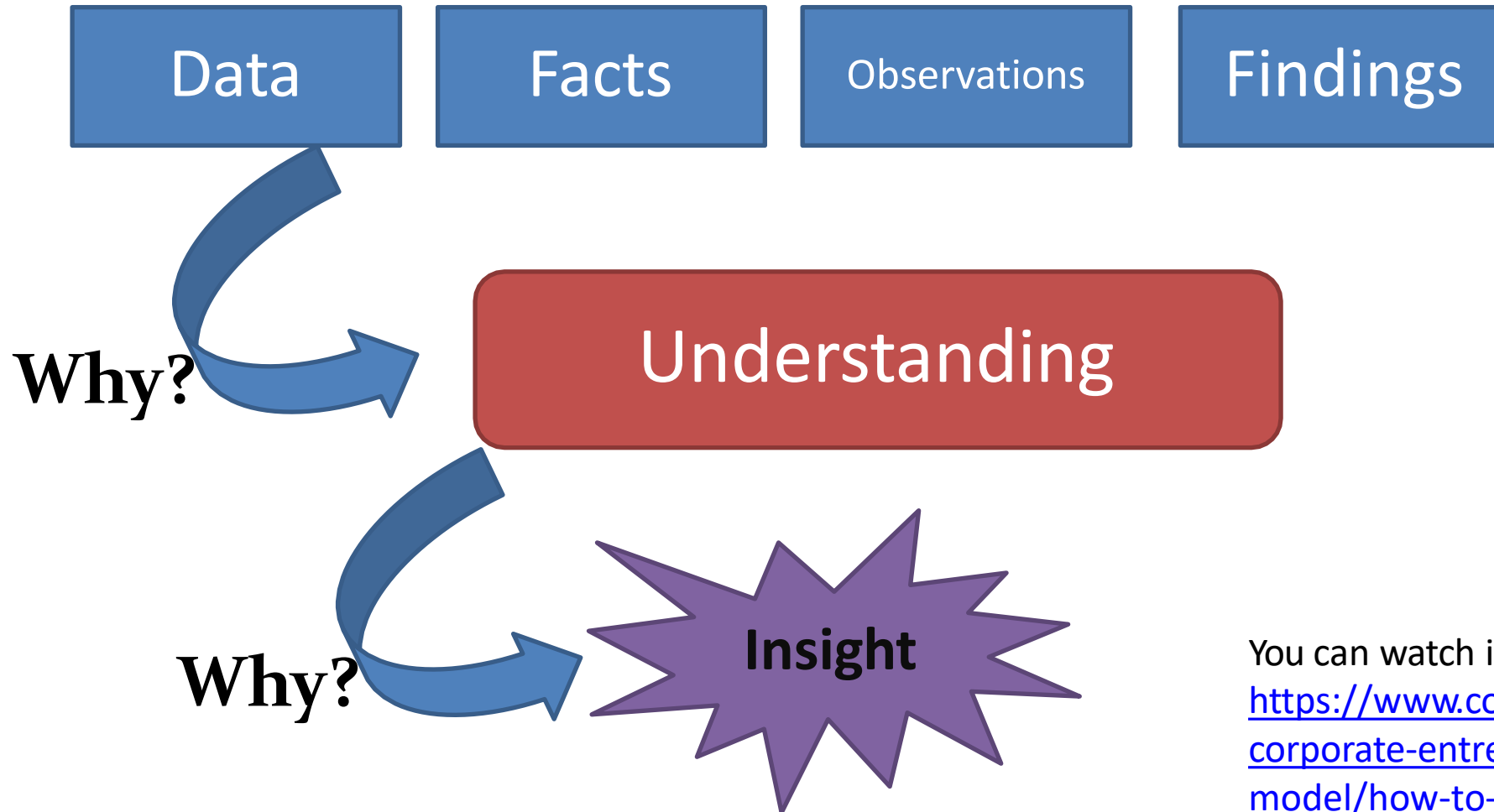
Where does the insight
come from?

Insight comes from several sources



Adopted from "Brand learning" workshop

Insight development

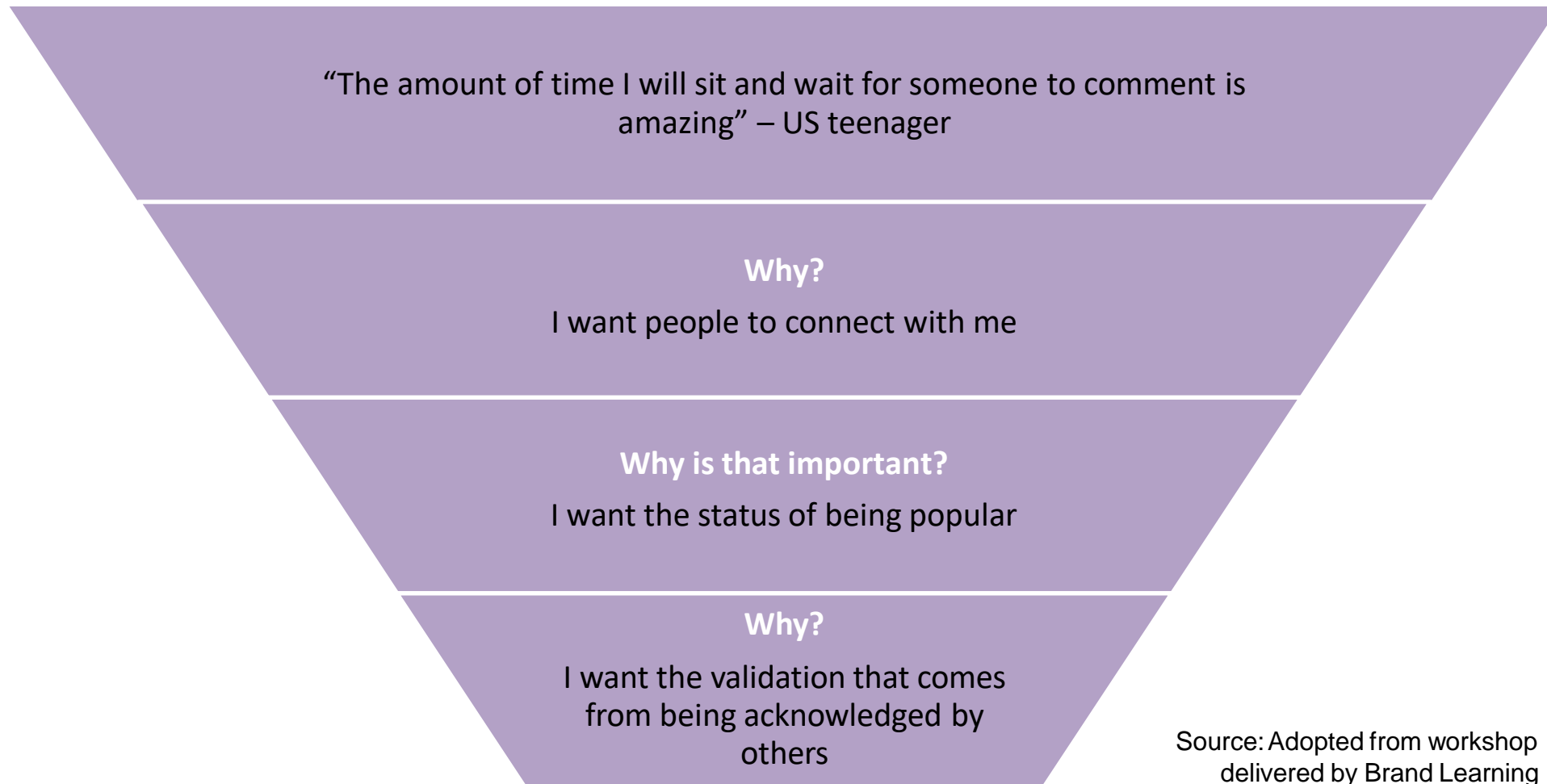


You can watch it additionally:
<https://www.coursera.org/lecture/corporate-entrepreneurs-business-model/how-to-get-insights-from-customers-wMrQQ>

Mining for insight – dig deep

- Keep asking
- Why ???
 - Why do you say that?
 - Why is that important?
 - How does that does make you feel?
 - So what...?

Insight drilling tool (myspace.com)



Source: Adopted from workshop delivered by Brand Learning

That’s why FB created the like button 😊



And notifications, so you do not wait on the website, but get notified about it

Westm.

ersity in Tashkent

British airways (BA) example

People do not use BA for long haul business travel

“I rarely sleep well in BA business class”

Why?

I always get woken up

How does this make you feel?

Frustrated because I need to use the time I’m on the plane to sleep

Why is this important?

If I don’t sleep I arrive tired and lose my edge at work

So what?

I want to fly with another airplane who helps me get to sleep on the plane

Insight evaluation checklist

- **Discovery** Fresh, that you didn't know or didn't appreciate before
- **Enduring** Has a sustainable truth
- **Exciting** Feels right, brings a smile to your lips
- **Penetrating** Goes beyond the observation
- **Exploitable** Can be actioned for competitive advantage & differentiation
- **Relevant** Your target segment would find it compelling and your brand can own it

- HBR article: <https://hbr.org/2016/09/building-an-insights-engine>
- 10 Ad Campaigns Inspired By Powerful Consumer Insights: <https://blog.globalwebindex.com/marketing/powerful-consumer-insights/>
- Google book: Consumer insight 2.0; How smart companies apply customer knowledge to the bottom line by Dona Vitale. Chapters 1,2,3. (Skim read other chapters)
- Brian D. Till, Daniel Baack, Brian Waterman, (2011), "Strategic brand association maps: developing brand insight", Journal of Product & Brand Management, Vol. 20 Iss: 2 pp. 92 – 100
- Carlson Marketing Group Company, (2003) Using customer insight to build competitive advantage. [Online] Available from: http://www.tricityretail.com/brochures/wp_customerinsight.pdf
- Merlin Stone, Alison Bond & Bryan Foss, (2004). CONSUMER INSIGHT: How to use data and market research to get closer to your customer. Chapter 1 [Online] Available from: http://www.bryanfoss.com/book%20chapters/ci_ch1_intro%20to%20consumer%20insight.pdf (Also available in Google books)

Reading

- HBR article: <https://hbr.org/2016/09/building-an-insights-engine>
- 10 Ad Campaigns Inspired By Powerful Consumer Insights: <https://blog.globalwebindex.com/marketing/powerful-consumer-insights/>
- Google book: Consumer insight 2.0; How smart companies apply customer knowledge to the bottom line by Dona Vitale. Chapters 1,2,3. (Skim read other chapters)
- Brian D. Till, Daniel Baack, Brian Waterman, (2011), "Strategic brand association maps: developing brand insight", Journal of Product & Brand Management, Vol. 20 Iss: 2 pp. 92 – 100
- Carlson Marketing Group Company, (2003) Using customer insight to build competitive advantage. [Online] Available from: http://www.tricityretail.com/brochures/wp_customerinsight.pdf
- Merlin Stone, Alison Bond & Bryan Foss, (2004). CONSUMER INSIGHT: How to use data and market research to get closer to your customer. Chapter 1 [Online] Available from: http://www.bryanfoss.com/book%20chapters/ci_ch1_intro%20to%20consumer%20insight.pdf
(Also available in Google books)

References for the YouTube videos

1. “Raw Pressery -Pomegranate Juice Digital Video.” YouTube, uploaded by Food Stylist Chef Payal Gupta, 7 February 2018, <https://www.youtube.com/watch?v=euUqNKaHD5U>
2. “Ultimate Natural Mineral Water Commercial.” YouTube, uploaded by Fedek Group, 17 May 2018, <https://www.youtube.com/watch?v=Lxol7zpvLI>
3. “noosa | Full on tasty yoghurt.” YouTube, uploaded by [Noosa Yoghurt](#), 24 February, 2020, <https://www.youtube.com/watch?v=OzRAuEtHOag>
4. “Evian: Baby & Me.” YouTube, uploaded by [WeLiveWorkCreate](#), 19 April 2013, <https://www.youtube.com/watch?v=r5AOySz388Q>
5. “Nike Find Your Greatness - Great Ads.” YouTube, uploaded by Great Ads, 6 March 2016, <https://www.youtube.com/watch?v=YkNMuIA1SEI>
6. “LG Ultra Large TV Series.” YouTube, uploaded by LG Global, 25 October 2021, <https://www.youtube.com/watch?v=H6D6CYueCCI>