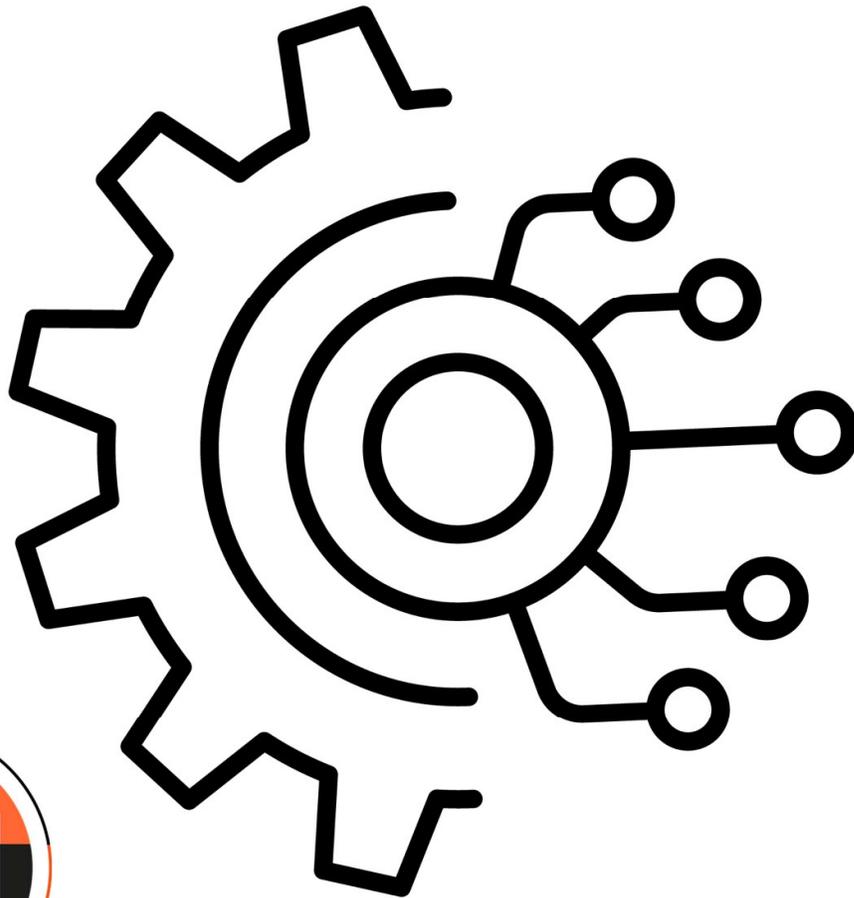




Advanced Insights and Analytics Council
Unleashing Multiplicative
Power from Traditional
Research Techniques

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Introduction

Times are tough in the market research industry, the adoption of AI continues at an unprecedented rate which offers speed and cost efficiency. Large language models and AI can augment but not replace traditional research approaches. For smart clients and established organisations, classic market research remains essential. The key is not abandoning what's tried and tested but rather thinking more creatively about how we can maximise the value of traditional approaches (and augment via AI where possible). By reimagining and combining these methods, we can uncover richer insights and deliver exponentially more impactful results for today's complex business challenges.

Within the realms of traditional research some clients are reluctant to experiment outside of their tried and tested methodologies. They often know what they want methodologically speaking before commissioning a project; a monadic concept test or a K-means segmentation, for example. Having worked in the industry for a combined 40 years we are continually surprised by how difficult it can be as consultants to pitch new methods without being able to prove the value ahead of time.

Having worked at agencies where methodologies were king and we stuck religiously to the template and pattern that had worked well so many times before, it was a relief for us, as consultants to step out of the confines of templates and repeatable solutions and really think about what works for an individual client and their individual business challenges.

We've discovered that combining traditional market research methods can result in a whole new perspective, linking science and art to ensure solid and actionable business outcomes alongside robust and reliable data collection.

For now, let's call it MARKET RESEARCH² where we combine trusted methodologies to multiply their power. This is not just about adding capabilities, but yielding insights that are exponentially more valuable than those from single method research techniques.

Why Combining Traditional Research Techniques Matters

1. **Speed:** Multiplicative approaches yield richer insights faster than linear methods by working in parallel rather than in series.
2. **Depth:** The interplay between methodologies uncovers hidden patterns and opportunities that you would have never found with independent samples.
3. **Predictive Power:** Combined insights offer stronger predictive capabilities than isolated data points.
4. **Actionability:** Multiplied insights provide clearer, more compelling directions for strategy.
5. **Value:** The option to often run two approaches within the same research study can save costs versus multiple waves of research.

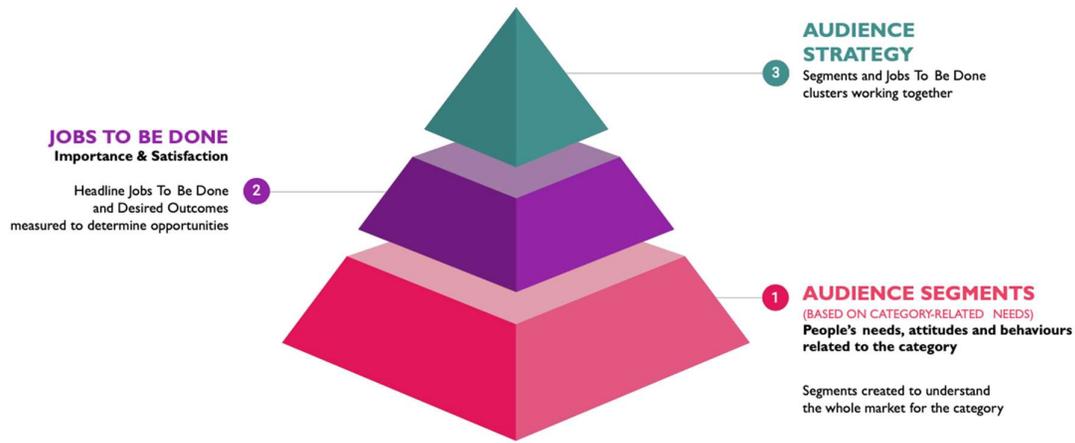
In this paper we'd like to review a MARKET RESEARCH² project which we believe created competitive differences for our client. It isn't about reinventing the wheel. It's about combining existing frameworks in innovative ways to create a high-speed insight engine.

As part of the [Audience Strategies Group](#) we worked with private equity company [The Craftory](#) and collaborated [with Simon David Miller](#) to develop a methodology so strong that it would become a competitive advantage for their portfolio of brands. The Craftory is a \$550M global investment house focused exclusively on responsible CPG brands. Deep insight into their brands' audiences allows them to identify the current and future state of the category, therefore driving marketing and innovation efforts. Wrapped up into one halo project to determine an audience and product strategy.

The two key traditional market research approaches we use are:

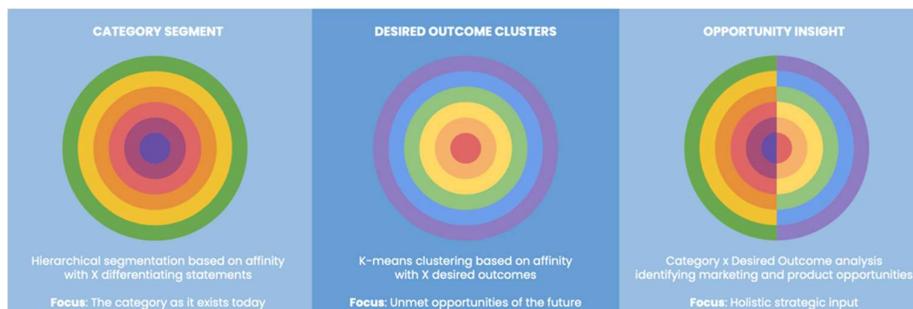
- **Consumer Segmentation:** A fundamental marketing tool for understanding distinct audience segments based on their deep underlying needs
- **Jobs-to-be-Done:** A well-established framework for innovation in a solution-agnostic way

Our Unique approach Combines two powerful research techniques



The approach

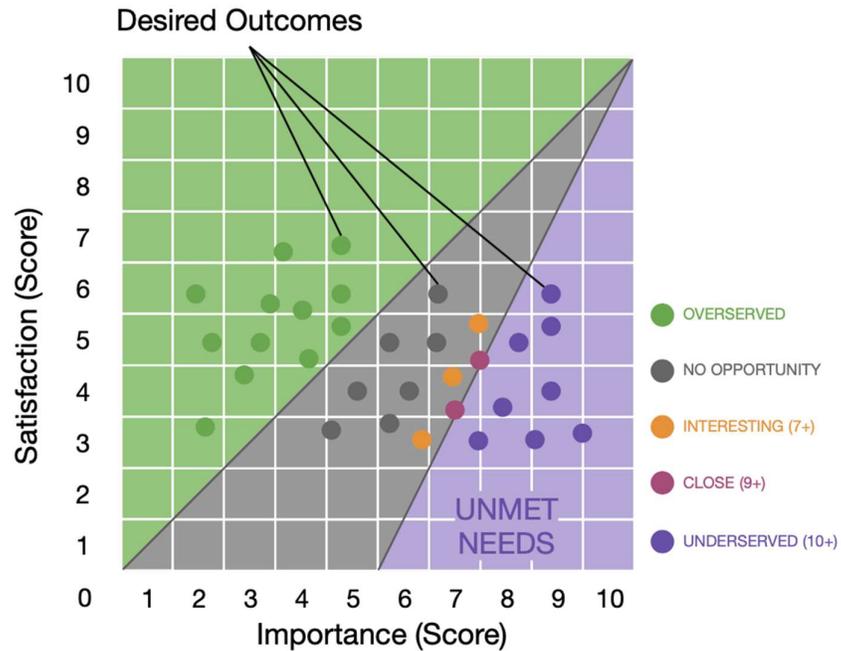
The Craftory wanted to inform brand positioning, product development and innovation planning. They also needed to understand their market and their potential market. Instead of running two different research projects with two different samples we combined these methodologies in the following way:



We used a proprietary methodology for our category based needs segmentation which we combined with Tony Ullwick's jobs to be done theory which determines desired outcomes and calculates opportunities via their importance versus consumer satisfaction.

- For every desired outcome we ask two questions:
Importance and **satisfaction**
- **Opportunity** is essentially the difference between the two, defining unmet needs

$$\mathbf{OPP} = \mathbf{IMP} + \max(\mathbf{IMP} - \mathbf{SAT}, 0)$$



We created an equation which demonstrates how two proven methodologies create outcomes far greater than the sum of their parts.

**Consumer Segmentation × Clustered JTBD Opportunities
 = Multidimensional Need-State Mapping**

Breakthrough benefits

The combined efforts of these approaches led to a category understanding of consumer needs alongside the innovation opportunities to create sweet spots for The Craftory's brands to develop into. It's future-focused; not just describing the present, but forecasting future market dynamics. By exploring the relationship between needs segments and innovation opportunity clusters, we can explore the overall opportunity and how best to engage / innovate for each target segment. We identified both current (Now) and emerging (Next) audiences

Reflecting on the insights we might never have found without these two methodologies running together in the same study, we observe:

- A niche innovation, intended to only engage with a single existing segment of current buyers, actually had a far wider appeal to a far wider range of need-based segments, and could actually be used for brand acquisition if deployed in the right way identifying an emerging (Next) audience
- We found that whilst we were losing out to the incumbent brand with mass distribution, actually our brand had a better fit to consumer needs in 5 out of the 8 category consumer needs segments. If our innovation could unlock distribution in mass, we would be on a path to growth.
- We found that consumers with heightened eco-conscious needs were *already* moving away from mainstream CPG brands, so our innovations and brand positioning that talked to sustainability benefits in mass likely needed to appeal to consumers' secondary needs, whilst also reflecting their primary needs (quality / cost effectiveness / social desirability etc.) thus identifying a crucial emerging (Next) audience.

At the heart of the output is the following grid which looks for opportunities for the brands:

Category segments x desired outcome clusters

Note: Dummy Data Only displayed

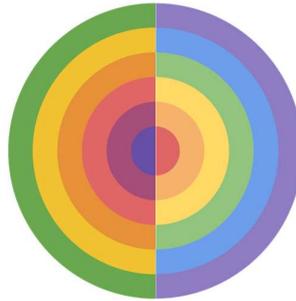
Job Opportunity Cluster ↓	TOTAL SAMPLE	ECO DEVOTED	QUALITY FIRST	FRAGRANCE SEEKERS	INNOVATORS	ANTI ECO	LOGICAL	NOT ENGAGED
FRESH SMELLS	5%	4%	4%	4%	15%	7%	6%	2%
RETAIN QUALITY	10%	20%	5%	7%	6%	4%	9%	8%
REGULAR PERFORMANCE	10%	7%	8%	11%	14%	14%	7%	14%
ECO FRIENDLY	6%	15%	4%	4%	9%	4%	6%	4%
SUSTAINABLE	6%	12%	6%	5%	4%	1%	5%	8%
Total size of Opportunity clusters	●	●	●	●	●	●	●	●

KEY: Shaded cells represent an over-index between that segment and cluster. Greyed out text represents an under-index

As an example, without producing this grid we would never have spotted that our ECO DEVOTED segment actually has very distinct needs around quality. Or that the category INNOVATORS who drive category premium switching had clear and achievable needs around product fragrance. Finally in delivering to the combined needs around ECO FRIENDLY and SUSTAINABLE, we could capture a large amount of valuable consumers outside the ECO DEVOTED segment.

"This multi-dimensional methodology unlocks a deep understanding of consumer needs both in terms of how a category is today and how it could be tomorrow, driving immediate and long-term decision-making. With one detailed dataset and a matrix of analyses, we ensure all departments are working from the exact same consumer view, driving both high-level brand, product and marketing strategy and detailed brand, product and communication design."

Simon Miller, The Craftory



MARKET RESEARCH² is more than a set of methodologies, it's the mindset of multiplicative thinking. As we continue to innovate, we'll discover even more powerful combinations, ensuring we're always exponentially ahead in understanding audiences.

Other examples we have worked with:

1. Brand Equity Research × Online Brand Demand =
Dynamic Market Assessment
2. AI Hypotheses × Quantified Consumer Segmentation =
Predictive Consumer Modeling
3. Ethnographic Research × Behavioral Data Analytics =
Holistic Consumer Journey Mapping
4. Brand Tracker Studies × Real-Time Advanced Online Text Analysis =
Sentiment-Driven Equity Modelling
5. Conjoint Analysis × Behavioral Economics Testing =
Real-World Motivational Trade-Off Modelling
6. Customer Path-to-Purchase Studies × Sales Funnel Analytics =
Optimised Lead Conversion

By embracing MARKET RESEARCH², we're not just keeping pace with the market, we're exponentially accelerating our insights, providing our clients with unparalleled strategic advantages in an ever-evolving business landscape.

The power to revolutionise our approach lay not in discarding trusted methods, but in reimagining how they interact. We challenge you to look at your go-to techniques with fresh eyes. The possibilities are boundless.

By embracing the MARKET RESEARCH² mindset, you're not just improving your insights - you're exponentially amplifying your impact. Take a moment to think about your most reliable tools, then dare to multiply them. The next game-changing insight might not be hiding in a new methodology or in a large language model; it could be waiting to emerge from the powerful synergies between your existing expertise.