

Insighting for **INNOVATION**

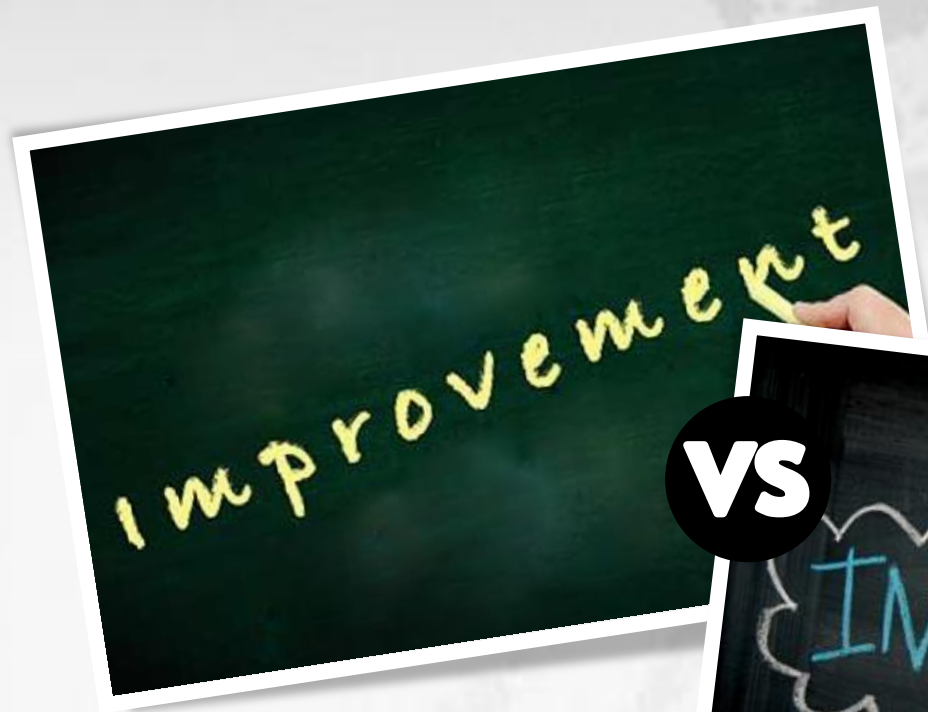
March 6, 2014

3RD WOMENS BUSINESS SUMMIT

Women Mentoring Women: Enabling Women, Enabling Success, Enabling the Future

Manila Mandarin Hotel





VS



IMPROVEMENT

is appreciated but...



Both are signs of progress/
improvement
But offering something
different can impress more



INNOVATION

WOWs

■ ROLE OF INNOVATION THEN AND NOW

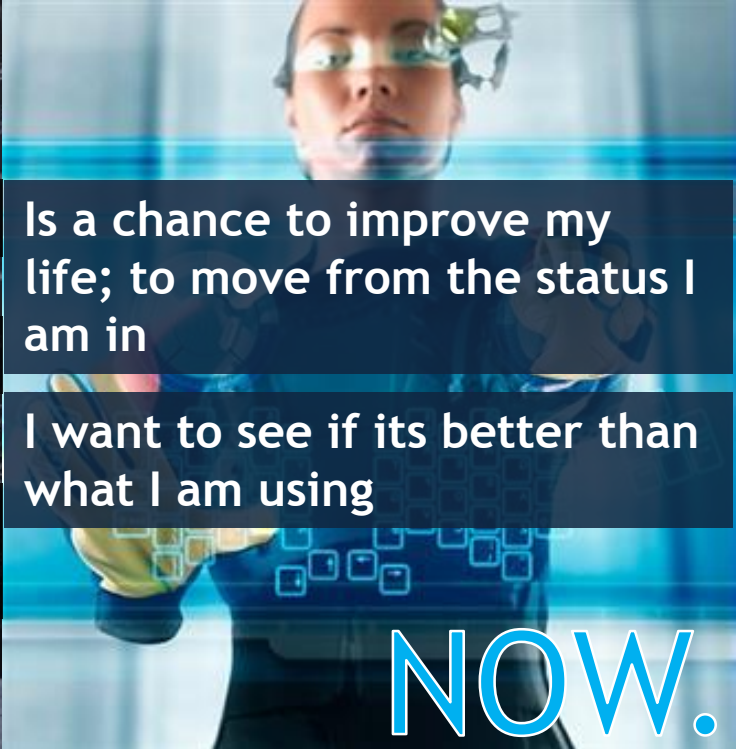


THEN...

It is an aspiration

Image building (“sosyal”)

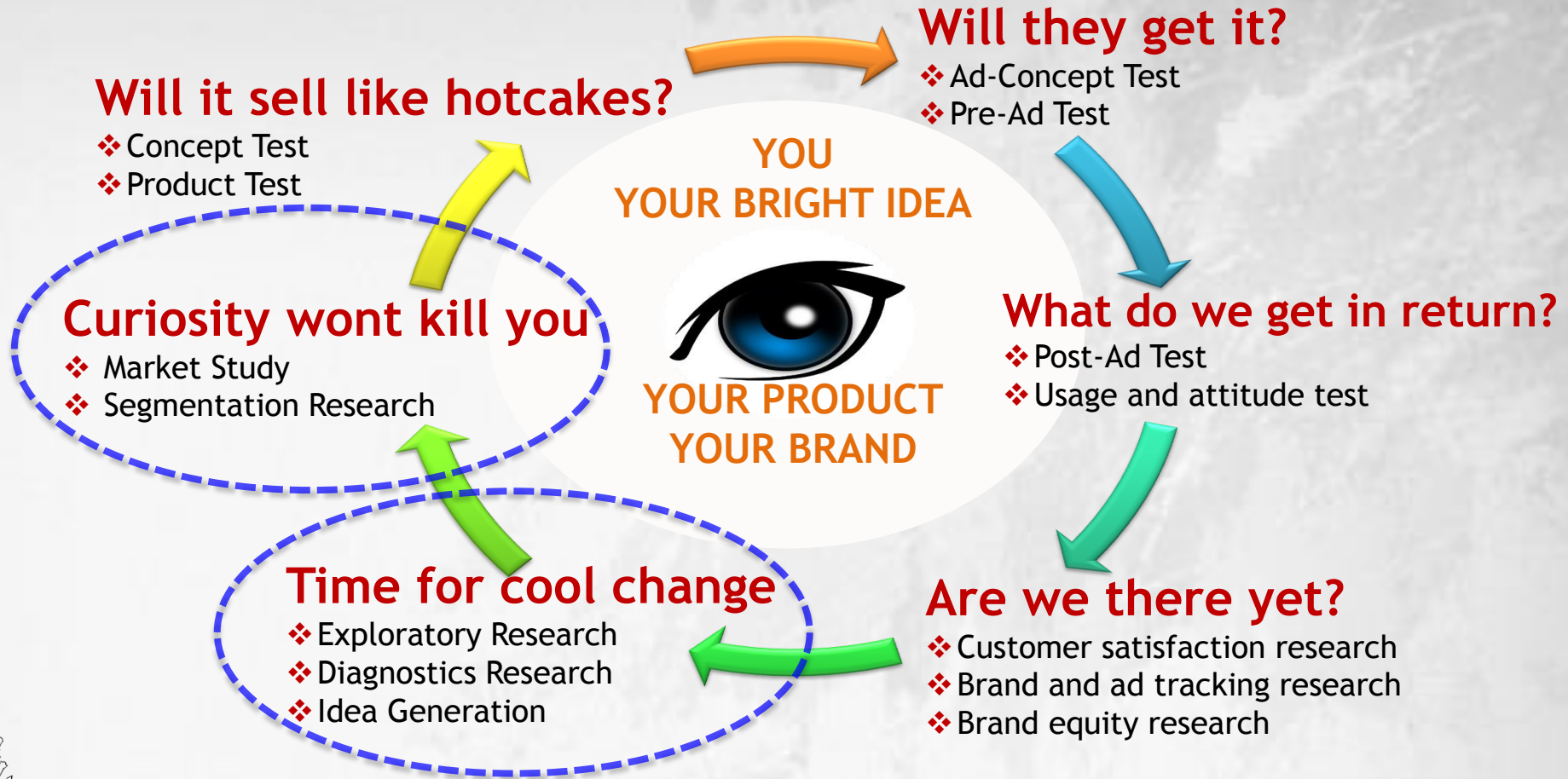
Will wait a bit before adopting



Is a chance to improve my life; to move from the status I am in

I want to see if its better than what I am using

NOW.



Ideation consists of 2 steps:



FINDING

an inspiration



BUILDING

on the inspiration



FINDING

an inspiration



Readings:

- ❖ Other Big Brands (open category)
- ❖ Similar or adjacent categories
- ❖ Local vs. Global Trends



Sources:

- ❖ Internet readings (trends experts) Usage and Attitude Study
- ❖ Problem Detection - Solution Study
- ❖ Customer Satisfaction Survey



Some of the experts:

- > **Singles is the new black**
 - > **Young Ladies will Lead the Way**
 - > **Appscriptions**
 - > **Demanding Brands**
 - > **Customer Effort Score drives loyalty**
 - > **Voice of the Customer Programs**
-



Faith Popcorn
TrendWatching.com

HOW TO GO ABOUT CONSUMER LED INSIGHTING

STEP 1 PROFILE YOUR TARGET MARKET



- What Keeps Them Busy?
- What Makes Them Happy?
- What Makes Them Sad?
- What They Talk About?
- What They Spend On?
- How Many Worlds Do They Engage in?



- What are their mottos in life?
- What Are Their Values?
- What Conflicts do They Experience?
- How Do They Handle Stress?
- Definition of Select Themes



- What Do They Think of the Category?
- What are the Alternatives?
- Roles of the Categories?
- What are the Gaps?



- What Do Consumers Think of My Brand vs Other Brands?
- Why are They Not Buying My Brand?
- Will they consider My brand in the future? What are the requirements?

HOW TO GO ABOUT CONSUMER LED INSIGHTING

STEP 2 CLUSTERING OF OBSERVATIONS INTO THEMES

The obvious is easy
The linking is the
exciting exercise

STEP 2 CLUSTERING OF OBSERVATIONS INTO THEMES

THEME 1: Sleep is a magic pill

- Get only a few hours of sleep in a day; by choice.
- When have a bad they, they sleep to end the day.

THEME 2: Comfort is key

- When I feel bad, I eat sweets
- I buy clothes that allow me free movement. I love wearing maong and a loose shirt.
- When I spend time with my family, I can be just me.



STEP 2 CLUSTERING OF OBSERVATIONS INTO THEMES



THEME 3: Quarter Life Crisis is real

- They don't know what they really want to do
- Can accept any work because need to support themselves and buy material needs and wants
- Change jobs when there is better opportunity
- Will enroll in post graduate when confused about where to go next

THEME 4: Being health conscious is about diet for the right weight and physique

- Wanting to lose weight to fit nicely into clothes
- Physique is important because of the selfie trend

STEP 2 CLUSTERING OF OBSERVATIONS INTO THEMES

THEME 5: Healthy living is about balance; not about moderation

- Eat now then diet tomorrow
- Chicharon + Coke Zero
- Milk Tea is healthy

THEME 6: ‘Tiis’ mentality when sick

- Will wait for a few days before taking anything
- Will take vitamins as first line of defense



HOW TO GO ABOUT CONSUMER LED INSIGHTING

STEP 2 CLUSTERING OF OBSERVATIONS INTO THEMES

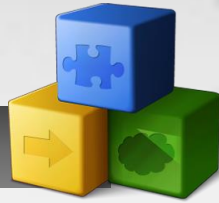
Review list of values

**Many times, values can be the same but
The definition can change over time**

Ex. Dimensions of Healthy (Natural, Balance, Multiple Goodness)

BUILDING

on the inspiration



Process the Data to identify Gaps on Products/ Services

- Observations
- Insights

1

**CREATE.
CHANGE.**

Formulate Improvements

- 3 Options
- Differing Points of View (Critics Corner)

2



Innovate

- Next generation Service
- The Impossible

3





Individual Processing and Consider an Ideation Workshop/

- Multi-disciplinary groups
- Identifying consumer conflicts/gaps
- Formulating improvements in touchpoints
- Crafting new products/services/businesses
- Creating new ways to do current process



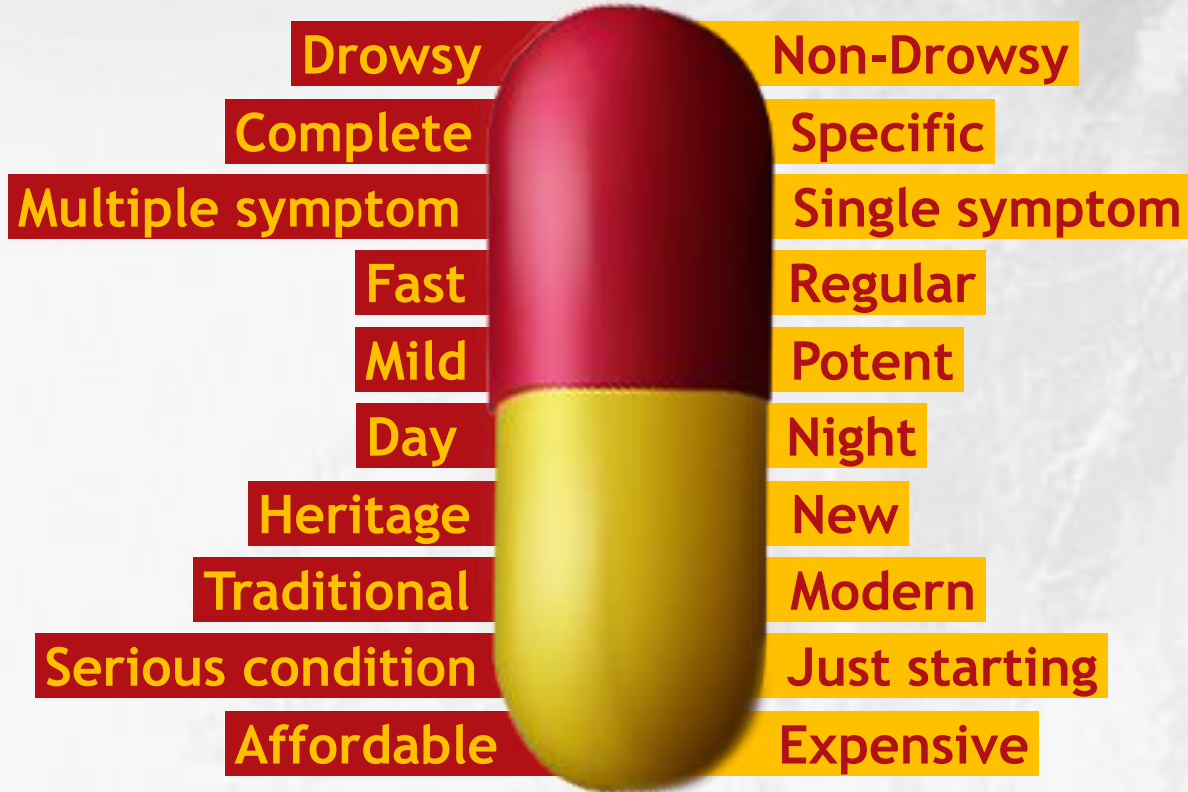


Some Green Housing Techniques

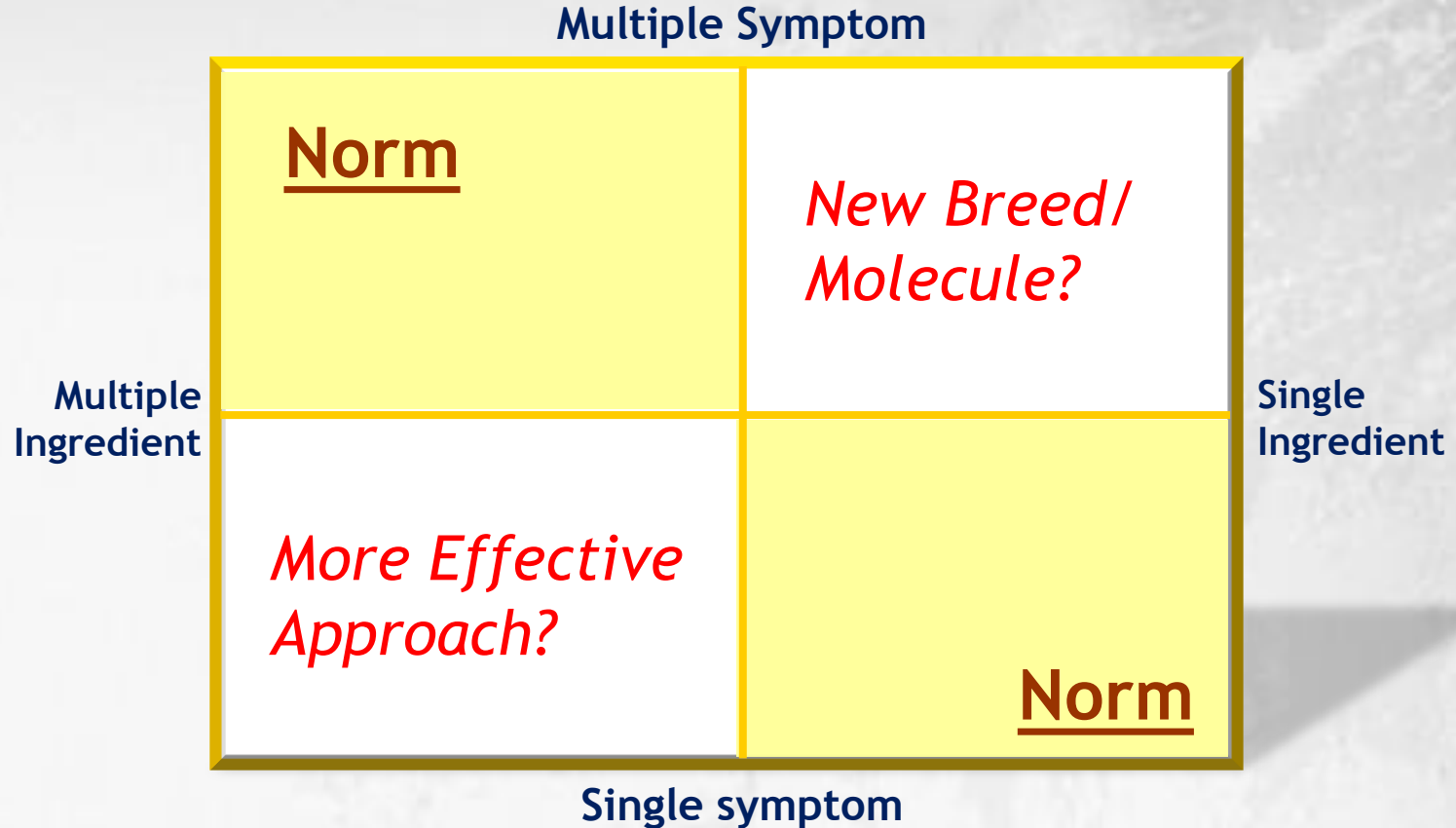


- Learning from Parallel Worlds
- Paradox analysis
- Provocation
- Silly sentences

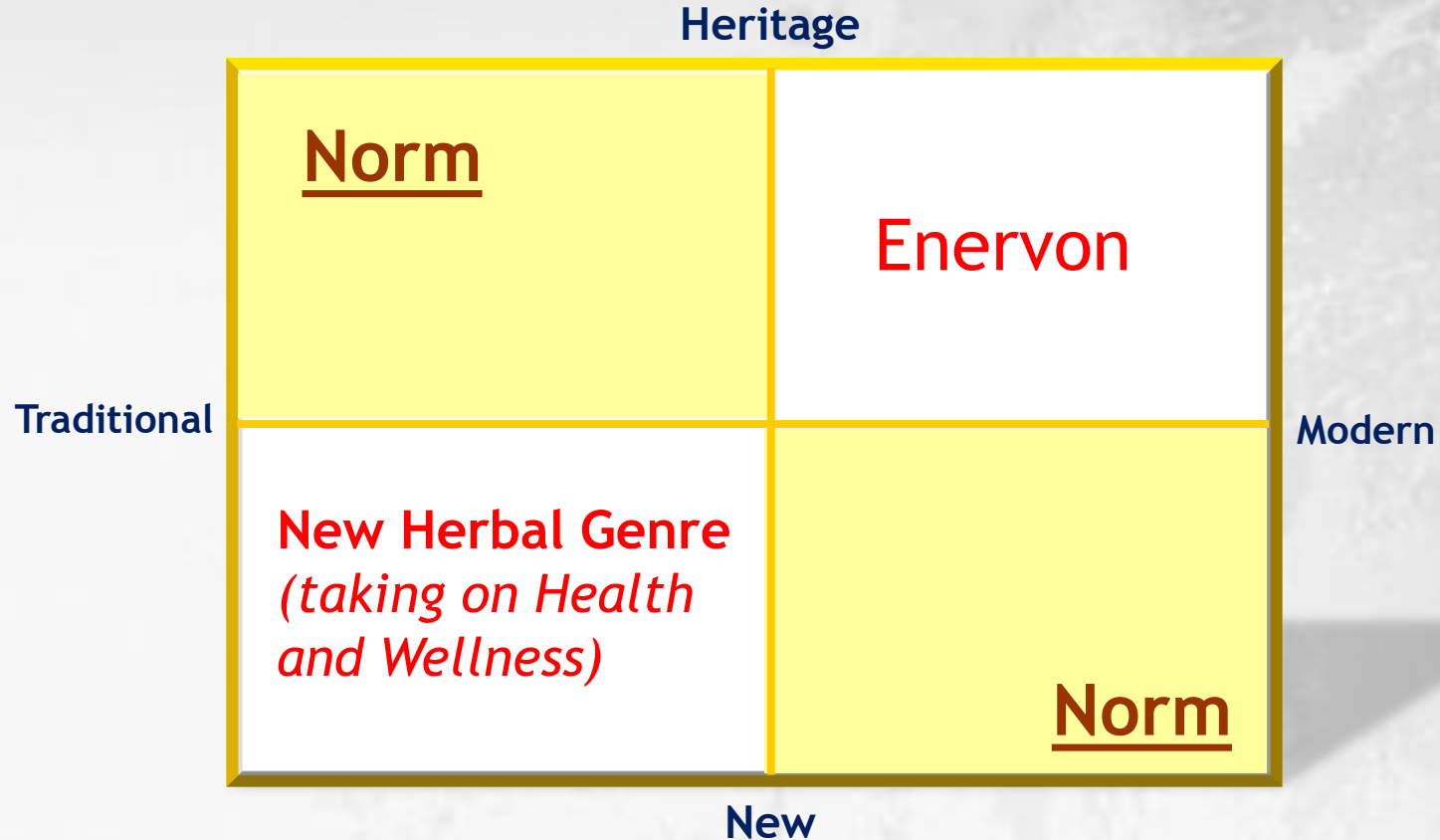
- MEDICINE ASSOCIATION -



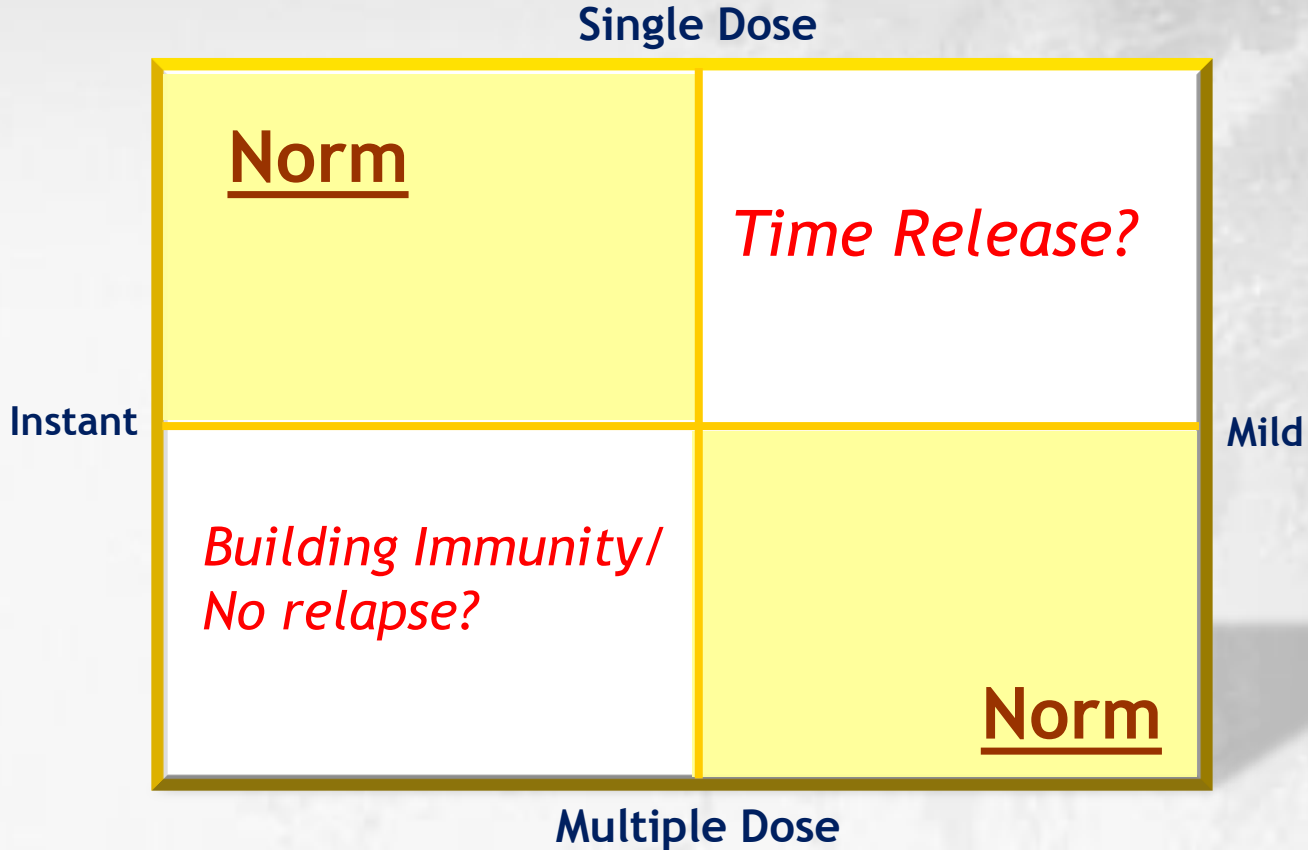
PARADOX



PARADOX



PARADOX



PARADOX

Serious Condition

	<i>Niche</i> <i>For those with</i> <i>Contra-</i> <i>indications?</i>	<u>Norm</u>
Mild		Potent
	<u>Norm</u>	<i>New variant</i> <i>Immediate</i> <i>Relief</i>

Just Starting

CHANGE
is always **COOL!**



LOOK for the
INSIGHT-DRIVEN
CHANGE



IMPROVE
or **INNOVATE**

THANK YOU FOR LISTENING.

