

# the value engineers

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value creation through brands and branding



## consumer insight

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Consumer insight: penetrating understanding of consumers which provides hooks or cues that can be exploited to provide competitive advantage for brands.

## **Key points**

1. Know what scale of insight you're looking for – *core insights* will help define and focus your brand, *support insights* will influence your product, packaging, positioning, communication and trade implementation
2. Most insights come from close consumer proximity. Only rarely do they come from “eureka” flashes of inspiration.
3. Most markets have been researched to death - insights often come from observing the same things but from a fresh perspective.
4. Consumers don't always behave the way they say they do (or think they do) – close observation separates perception from reality.
5. New technology is presenting numerous opportunities for getting closer to consumers and unearthing new insights – from in-home videoing to email focus groups
6. Fresh perspectives on consumer behaviour don't have to come from the present – looking backwards at the ways things used to be and forward to future trends can be just as illuminating.
7. Use a range of techniques rather than just one - cross-check for discrepancies or commonalities that may be hiding a deeper truth
8. Don't be afraid to state the bleedin' obvious – the obvious often gets overlooked
9. The real value of insights is in their application - they need to be developed into ideas and concepts before they're tested with consumers
10. Be on the look out for new, more compelling ways to communicate your insights – don't default to a 'research report' that will be filed straight after the debrief!