

# Project Goals

## **Project Objective**

To generate strong consumer insights that can be used as a springboard to generate new product ideas for our oral care business that will increase sales and financial margins and bring new consumers into our portfolio.

## **Key objectives**

1. To get a better understanding of the motivations and habits within the total oral care category among consumers in Germany, France, UK and Netherlands
2. Discover consumer based 'leads' to be developed into insight platforms that will act as a springboard for global innovations and communication ideas for oral care.

# Insightment™ program

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one

Kick off and desk research



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# one

## Kick off and desk research



### Objectives

A Kick off desk research session was conducted to determine:

- What knowledge is already available?
- What areas of knowledge are eligible to be explored further?
- Where the real 'gaps' lie in existing knowledge?

### Input

Existing qualitative & quantitative information has been searched.

### Execution

The project team read through over 30 studies in a 2-day workshop in order to answer the following questions

- Did you confirm what you already knew?
- What is new to you?
- What is surprising to you?

### Output

The output resulted in a rich document full of consumer understanding, clearly stated knowledge gaps and some immediate top of mind ideas.

The output has been used to bring focus to the observations

# two Training

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# two Training



## Objectives

To prepare the team to carry out the consumer immersion

## Topics covered

- Introduction into the role and value of consumer immersion
- The key principles: do's and don'ts when interacting & observing consumers
- Getting familiar with the process

## Execution

What did the team do during the training?

- Training (theory)
- Out of home trial observations (practice)
- Mini Insight Generation Session

## Output

During the mini insight generation session 5 useful insights were identified and used as input to the main session

# three Observations

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# three Observations



## Objectives

The objective was to generate observations in four countries

- Germany
- UK
- France
- Netherlands

## Input

The following tools were supplied to each team member for use during the observations

- Checklist of topics to discuss
- Observation diaries
- Photo and video cameras

## Execution

Team members paired up and visited households. Each visit lasted 2 to 4 hours

- familiarisation with the consumer and explanation of the setting
- letting the consumer do his/her own thing in and around the house
- observing oral care routine
- Interview at the end of the session

## Output

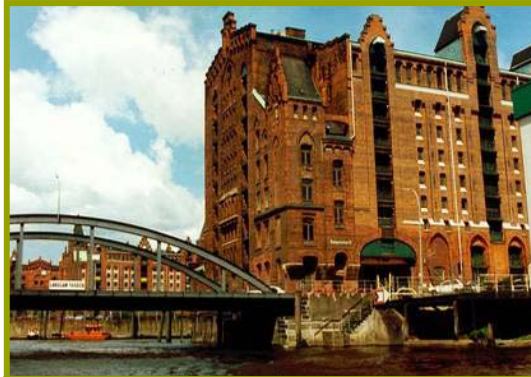
All observations were individually recorded

After each visit all team members selected their top 10 observations per household

These observations were the starting point of the Insightment™ workshop

# three Observations

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Hamburg, Germany  
(GER)



Paris, France  
(FR)



London, United Kingdom  
(UK)



Utrecht, Netherlands  
(NL)

Use interesting photos of the relevant city to illustrate them

You should, if possible, tag your observations according to where they come from and whether the consumer was a user of the client's product or not.

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# three Observations

Example of how to include observations

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# three The full list of observations



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- My dentist has told me that people don't know the right way to brush their teeth
- I think brushing your teeth is too much hassle, if you do everything you are supposed to do (brush, floss, mouthwash, etc) there are just too many things to carry into the bathroom
- He said, "you can't see plaque on your teeth so how do you know if you have brushed them well?"
- She said, "I don't know how much pressure I should apply when I brush my teeth. I don't want to damage them"
- I don't like the way toothpaste becomes foamy with electric toothbrushes
- She said "Brushing my tongue makes me feel like being sick"
- Recharging my electric toothbrush is a real hassle as there is no plug in the bathroom
- She said, "I suspect I should be brushing my kids teeth for longer but it is really boring for them and they wiggle around too much"
- Reaching both sides of my teeth can be difficult
- Lots of people said "cleaning your teeth is really boring"
- I noticed that she walked around all the time while she was brushing she was doing lots of other tasks at the same time
- Mum said "My kids never want to brush their teeth but I can't really blame them it's not much fun for them"
- He said "food and drinks taste so bad after brushing your teeth, it always ruins my next cup of coffee!"

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# three

## The full list of observations

- My dentist has told me that people don't know the right way to brush their teeth
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- She said, "I suspect I should be brushing my kids teeth for longer but it is really boring for them and they wriggle around too much"
- Reaching both sides of my teeth can be difficult



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- He said, "you cant see plaque on your teeth so how do you know if you have brushed them well?"
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# four Insightment™ Workshop

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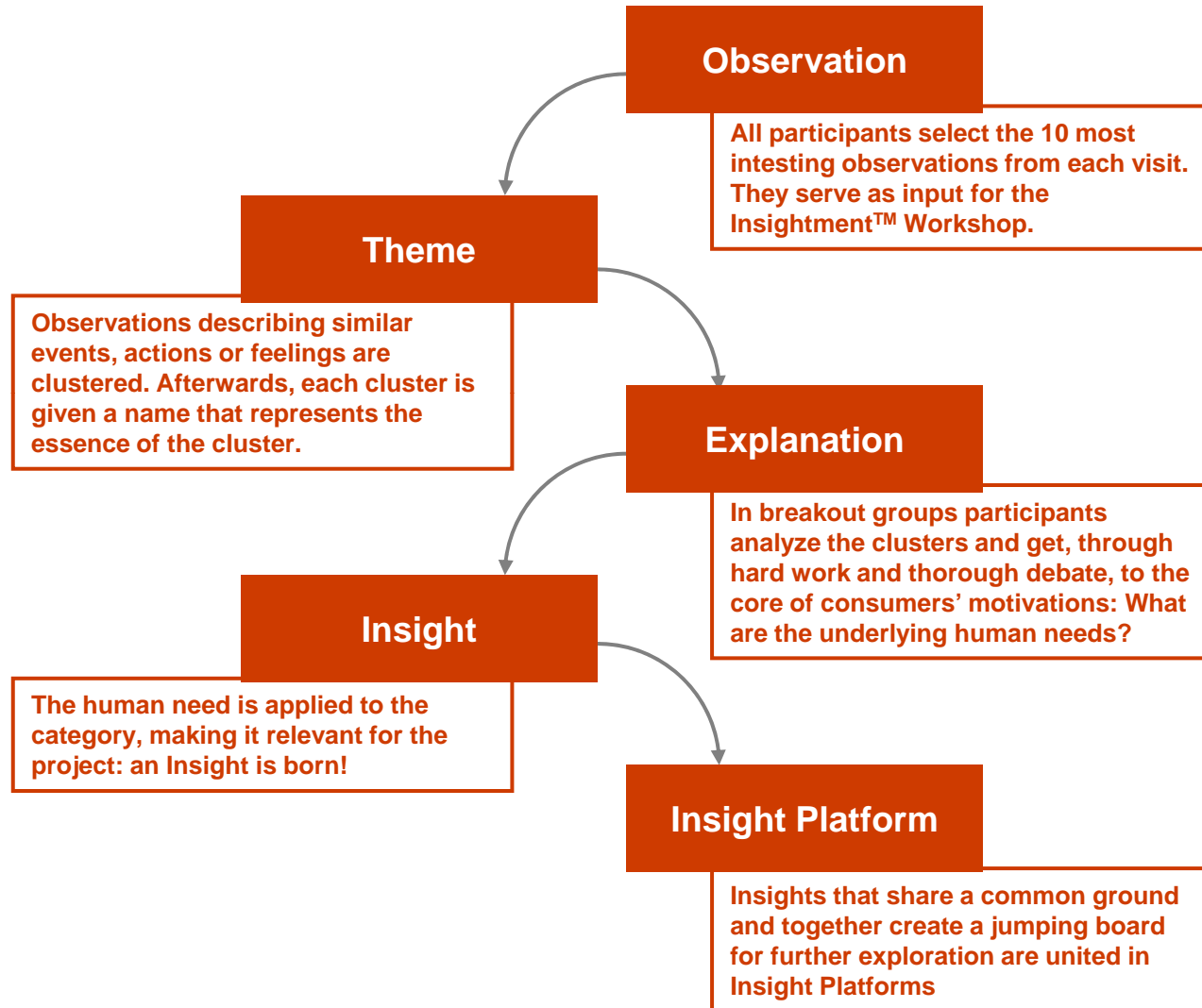
# four Insightment™ Workshop



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# four Workshop process



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# four An Insight is clear!

**Our definition of a consumer insight is**

*“A consumer insight gets to the heart of people's thoughts and behaviors to inspire business opportunity”*



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# four

The Research International  
insight trinity

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1	Consumer Truth
	“ I ... ”

2	Consumer Need / Want
	“ Because ... ”

3	Friction
	“ But ... ”

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# four

The insight trinity, an example

1

## Consumer Truth

I know I need to drink 1.5 litres of water a day...

2

## Consumer Need / Want

...because it's good for my general health and my skin...

3

## Friction

...but sometimes I'm just not that thirsty."

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Insight Platforms

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## Insight platform 1

“Am I doing it right?”

### Description

*This insight platform is about how people recognise the importance of good dental hygiene but worry that their approach may not be the right one*

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Am I doing it right?



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## “Am I doing it right?”

### Insight 1a:

I sometimes worry that I don't clean my teeth properly. It would be great if there was an easy way to check that I was doing it correctly

#### Explanation

Everyone recognises the importance of brushing their teeth well because it ensures long term health and wellbeing. The problem is there is no tangible evidence to demonstrate whether you are doing it right or not – consumers want reassurance every day not just when they visit their dentist for a check up.

### Insight 1b:

I am worried that I don't look after my teeth adequately because I stop brushing sooner than I should because it is so boring

#### Explanation

Brushing your teeth is a routine everyday activity but one that many people find boring. As a result they either distract themselves by doing other things or just don't brush for long enough.

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## “Am I doing it right?”

### Insight 1a

I sometimes worry that I don't clean my teeth properly. It would be great if there was an easy way to check that I was doing it correctly

### Supporting observations

My dentist has told me that people don't know the right way to brush their teeth

He said, “you cant see plaque on your teeth so how do you know if you have brushed them well?”

She said, “I don't know how much pressure I should apply when I brush my teeth. I don't want to damage them”

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“Am I doing it right?”

### Insight 1b

I am worried that I don't look after my teeth adequately because I stop brushing sooner than I should because it is so boring

### Supporting observations

Lots of people said “cleaning your teeth is really boring”

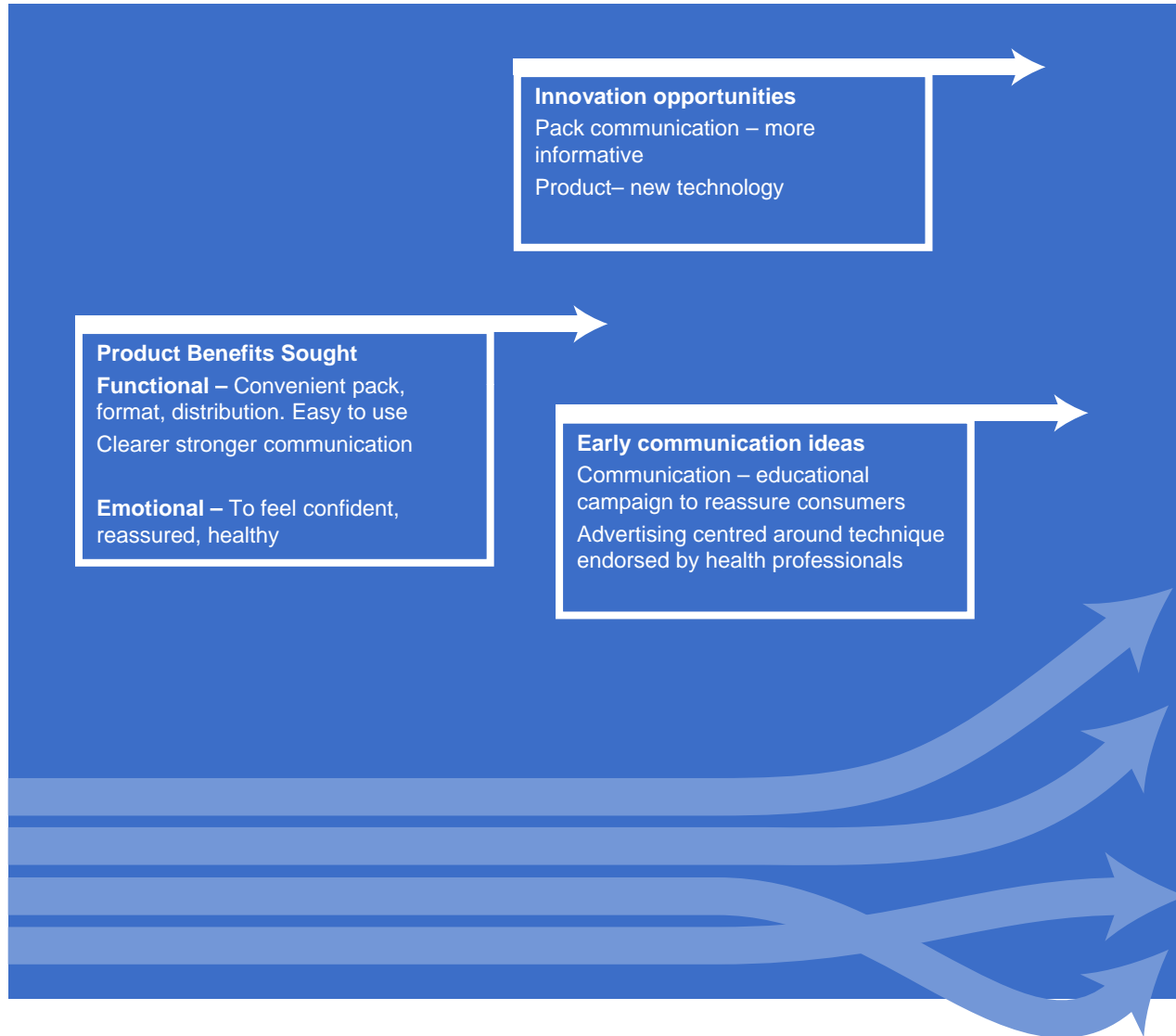
I noticed she walked around doing other things whilst brushing her teeth. She kept stopping and starting, I am not sure she brushed for that long in reality.

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## Am I doing it right? What next for this insight platform?



Include ideas on what a client might do with this insight platform here – these are some examples

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