

QUIRKS 2021

Market Research Conference

Key takeaways, themes and research trends from the 2021 Quirks Market Research Conference Chicago.

Agile Research Needs Agile Thinking

Don't do agile, be agile! Agile research methods like design sprints continue to remain relevant, however many organizations continue to struggle to maintain momentum post-ideation.

Agile is a mindset and teams must think agile first and then the behaviors will follow.

TRY THESE TOOLS

- Identify Outcomes Upfront
- Timing & Output are Flexible
- Work to 'Good Enough'
- Work in Short, Iterative Sprints

Jobs to Be Done Remains Relevant

CPG organizations continue to leverage the Jobs to Be Done framework to enable successful innovation efforts.

TRY THESE TOOLS

- Integrate Jobs to Be Done Thinking into Yearly Learning Plans
- Leverage Jobs to be Done for Front-End Innovation & Pipeline Creation

HORMEL FOODS CASE STUDY

Goal: Develop a sustainable pipeline for new product development

- 3-Day Online Community
- Identify Deli Motivations, Perceptions and Pain Points
- Develop a Jobs to Be Done Road Map
- Quantitative Sizing & Prioritizing

Continuous Research Helps Maintain a Consumer- "Pulse"

Amid the pandemic, many organizations have shifted to continuous or cyclical research to maintain a sense of what's happening in consumer's lives and in the market.

JOHNSONVILLE CASE STUDY

Goal: Understand what quality means and how it should be measured to better deliver to consumers (Sales, Marketing, R&D all have different definitions)

- Combined Qualitative & Quantitative Research (Virtual/Mobile Shopping Mission + Quality Audit)
- Determine Quality Metrics
- Establish Key Metrics Unique to the Brand

This approach now runs monthly and allows teams to assess changes, proactively track campaigns and react faster to supply chain, market issues, etc.

Mixed Methodology Remains Best Practice

Create a holistic research approach by incorporating multiple research phases and mixing qualitative methods.

As demonstrated by case studies by:

- Clorox: Burt's Bees Goes to China
- Hormel Foods
- Whirlpool Corporation
- Ferrara Candy Company
- American Family Insurance Group

BENEFITS OF MIXED METHOD:

- Combining methods allows for inductive and deductive thinking
- Help simplify the complex
- Understand differences between qualitative and quantitative learning
- More complete results leads to better consumer-understanding

Futurist Thinking

In the wake of COVID-19, brands must rely on foresight and trends now more than ever. **It's all about creating a culture of curiosity - it's not about predicting the future but planning for possible futures.**

Mars Wrigley created a Foresight division in order to maintain a pulse on human insights, category/industry trends and competitors.

INCORPORATING TRENDS

- Think exponentially, act incrementally
- Bring the outside world in

Results in...

200% Higher Topline
25% Better Planning
Increased Profitability