

Research ROI

**8 Activation strategies to
move insights into action.**

radius



The Activation Mindset

Advanced technology is transforming the way we conduct research, but to understand how to move the findings into action, we need context. Exploring and distilling data reveals the insights that support growth initiatives and transform findings into actionable plans. The process requires an activation mindset so teams can identify core issues, contextualize the research findings to understand causes and effects, and develop strategic plans that leverage the insights that will help their brand flourish.

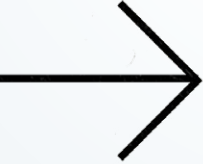
8 areas that impact growth.

Qualitative and quantitative research insights support strategic decisions and illuminate pathways to brand growth. We've identified eight focus areas that are key to sustaining long-term growth objectives.

Keep reading to explore research methods and activation strategies that help brands cultivate an activation mindset.



What are the essentials of an activation mindset?



Our process begins with gaining a deep understanding of research goals to design a program that delivers growth strategies. We commit to following through on our research by ensuring that teams understand and embrace the findings and carry them through to success.

Listen. We meet with and hear directly from your key stakeholders to develop a full view of your objectives.

Lead with activation. From our earliest meetings, our objective is to learn how you'll use the data and develop strategies to ensure effective activation.

Build understanding through storytelling. We distill data insights into tangible stories and visuals.

Guide planning across teams. We build specific outputs to foster activation.

Create a learning environment. Facilitated Looking Glass™ workshops transform insights into action steps across the organization.

Dig into the data with your teams. We design custom data tools your teams can use to get the most from the insights we've uncovered.

Follow through to ensure success. We check in with teams for 3-12 months after research to support teams to follow through successfully with their business partners.

Is this innovative idea a new product line?



Recently, a client came to us with an interesting question:

CASE STUDY Could a children's toy manufacturer with a reputation for product quality succeed at extending its brand into the pet toy and accessory market?

To answer this question, we explored eight brand growth areas to allow the brand team to evaluate their new product line.

Our goal: Create a research program that cultivates an activation mindset to keep teams focused on objectives and help them:

Gather stakeholder input to understand business and research objectives.

Define team goals and get buy-in on stakeholder responsibilities.

Develop key storylines to deepen understanding about specific activation steps to take.

Embed measurement strategies and check-ins to track outcomes and success.

Keep reading to learn about the research approach we proposed to help the brand team bring their new products to market.

Innovation and product development strengthen concepts.

Stakeholder and customer input combined with research insights lead to strong research and development. An Innovation Sprint™ brings the team together to explore and refine ideas about pet toys and accessories to build a clear and expanded view of their new product line. Investing in innovation helps teams:

Work through the Fuzzy Front End with rough ideas to gain a clear view of targets, needs, and points of difference.

Develop and validate product concepts for the new product line through a multi-phased process.

Identify key risks and areas of potential that will be critical for planning the pet toy and accessories launch.



INSIGHTS IN ACTION

A properly designed and executed innovation program helps teams develop concepts and products to better prepare them for the leap they're making to pet toys.



Identifying key targets gives shape to opportunities.

To successfully launch their new product line, our client needs to identify the groups and segments that are most likely to buy their pet toys. Researching segments and drilling down into specific targets creates an opportunity to:

Set clear priorities

based on likely behaviors of pet owners.

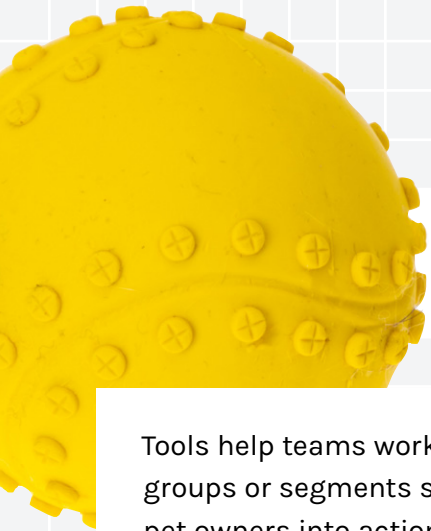
Identify their brand's strongest attributes

to connect with the best growth targets.

Select essential growth strategy KPIs to

track and optimize their approach to targets.





Targeting research leads to **specific action plans.**

Tools help teams work with the data to identify specific groups or segments so they can turn insights about pet owners into action. We bring targets to life through:

Typing tools that clearly identify segments.

Visual personas that create a profile for each segment.

Voice of the Customer references through videos and quotes.

Memorable stories for each target that teams can reference.

Points of differentiation that make each segment clear and actionable.

To ensure teams get the most out of targeting research, we:

- ✓ Provide team-specific outputs, including custom reports with specific action items.
- ✓ Host a Looking Glass™ workshop to guide teams on how to activate the new targets.
- ✓ Link our segmentation data with external databases to create unity across research and validate segments.
- ✓ Establish KPIs with specific teams and schedule check-ins over the following 12 months to make sure they are on track for growth.

INSIGHTS IN ACTION

A clear view of segments and targets helps teams across the organization understand the needs of specific pet owner groups to develop the right approach to appeal to them.



A clear view of the **market landscape** sets priorities.

Understanding how the new line of pet toys fits into the competitive market is a top goal for the brand team. Market Landscape research delivers important information to help the team:



Recognize customers' most important needs for pet toys to create demand.

Understand brand perceptions to manage supply-side expectations.

Refine offer for the most ideal pet toy segments and targets.

Find growth areas and identify white space in the pet category.

Gain alignment and create action steps for cross-functional teams.

Walking stakeholders through the research findings builds comprehension and informs planning. Looking Glass™ workshops uncover market nuances and create training and action plans so teams can integrate foundational work for clearer decision-making.

INSIGHTS IN ACTION

With clear direction on their new customers, customer needs, and white space where they can have the most impact, stakeholders can make informed action plans to enter the market successfully.



Strategic storytelling supports **brand building.**

The addition of a pet toys and accessories line will have implications for the brand. Adding a brand tracking component to the research will help the team enter the market with a clear brand vision.

A clear brand story for the new pet toys line delivers a narrative with:

Qualitative insights with empathy-building ethnography to understand pet owner sentiment.

Quantitative research that validates opportunities with a holistic view of customer and category drivers.

Storylines informed by research that help stakeholders internalize and embrace the vision.

Data-driven baselines to track activation progress in the short and long term.



A Brand Tracking plan lays a **foundation** for measuring long-term growth.



Launching a new line of pet toys is exciting, but we need to ensure teams take a long view of tracking their ongoing activity. In workshops, we'll explore brand tracking findings and help teams to build activation strategies that:

- ✓ Expand on existing brand tracking and initiate tracking for new brand extensions.
- ✓ Create activation strategies for each functional team involved in brand building.
- ✓ Develop team-specific brand tracking reports that outline findings and implications.
- ✓ Include data visualizations and reference tools to inform smarter brand decisions.
- ✓ Implement comparison tools for tracking long term results, with scheduled progress check-ins.
- ✓ Examine your competition's approach and how customers view it.

INSIGHTS IN ACTION

Tracking tools validate activation strategy. They provide insights on customer awareness about the new product line's perceived attributes and benefits versus those of the competition.



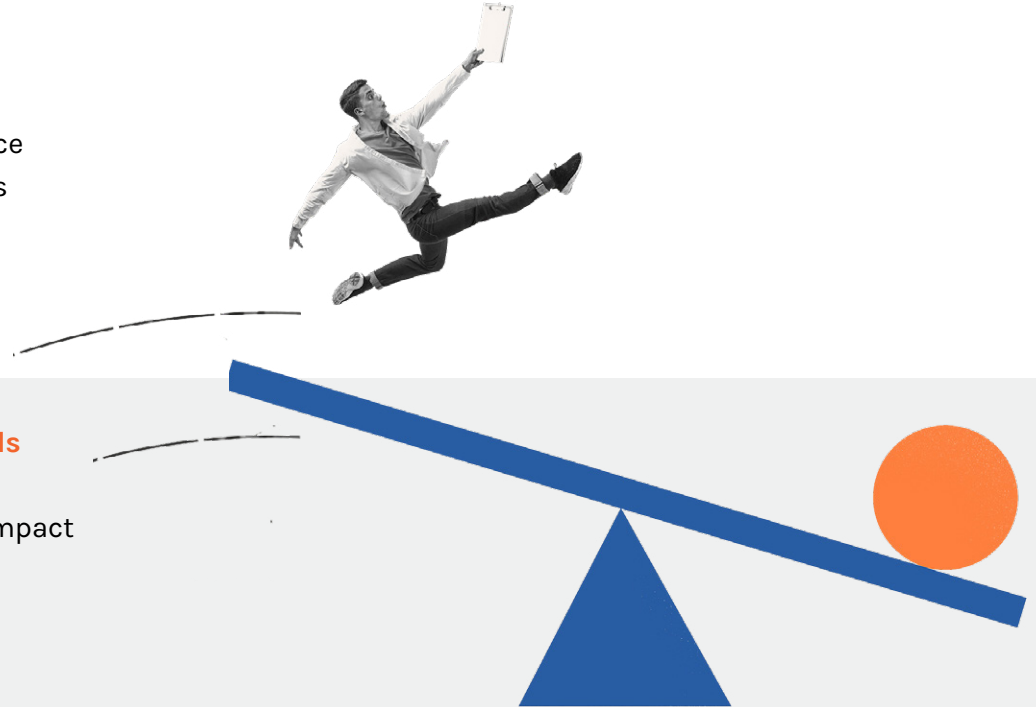
Optimization research refines the offering.

Optimization studies identify the highs and lows in the pet toy space to ensure the products have the right features and the price points are appealing.

To make important decisions, the team needs:

Research data from potential customers to optimize pet toy features and pricing.

Customized simulation tools to show stakeholders how pricing and features might impact growth opportunities.



Optimization tools **allow teams to explore options.**

The rich data uncovered through optimization research can be leveraged to create the best product offering. Adding this layer of discovery enhances activation strategy by:

- ✓ Giving the team an opportunity to experiment with “What If” scenarios through simulation tools.
- ✓ Generating new products and/or positioning ideas and identifying possible competitive implications.
- ✓ Activating and socializing the findings and establishing KPIs to track progress.

Best practice: We recommend data integration strategies to extend the power and usefulness of the research insights by merging them with other data sources such as customer data, an internal knowledge base, third-party data and industry data.



INSIGHTS IN ACTION

Having access to industry-specific data, customer insights, and advanced modeling tools is essential to activating product features, packaging, and pricing.



Frame a **communication strategy** that engages customers.

The toy company needs to shift their approach to messaging significantly to appeal to pet owners. Communications research provides insights the team can use to create specific activation plans.

Test and refine messaging to determine the best communications options.

Understand core rational and emotional benefits for the messaging platform.

Convert benefits into compelling, empathic messages.

Optimize positioning strategy to attract different targets.





Communications research ensures you **enter the market with a unified voice.**

Developing a company-wide approach to communications built on a deep understanding of customer needs takes time. We help teams develop, refine, and deploy messaging through:

- ✓ Stakeholder interviews and ideation workshops to build a knowledge base.
- ✓ Online bulletin boards and Maximum Differentiation choice modeling to test and refine messaging.
- ✓ Real-Time Concept Optimization to further refine and optimize with customers.
- ✓ Identification of succinct, differentiated target cohort(s) to create a powerful positioning and messaging.

Best practice: During workshops, we help internal teams in marketing and communications review messaging recommendations and establish the best ways to evaluate, test, and optimize messaging.

INSIGHTS IN ACTION

Researching and refining communications aligns teams on a single-minded messaging strategy as they move forward with implementation, paving the way for a unified approach to connecting with pet owners.



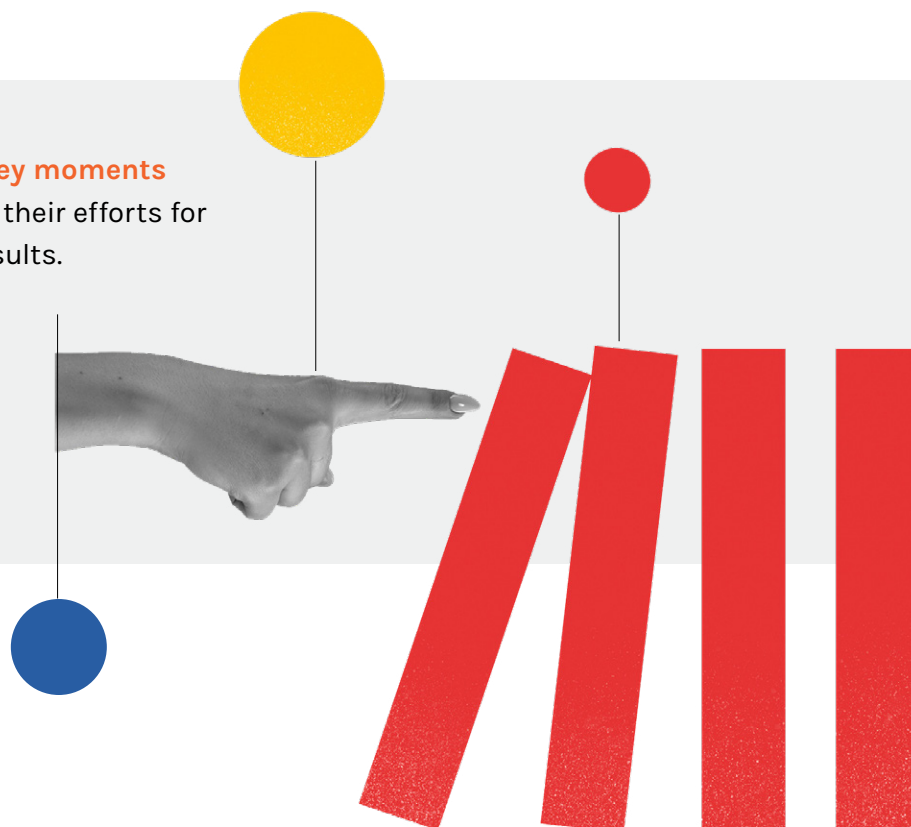
Insights inform and optimize the **customer journey**.

A powerful story about touchpoints, messages, and purchasing channels creates a framework for successful entry into the pet toy market. Research insights help the team:

Explore the customer journey from consideration to post-purchase.

Understand the triggers that move pet owners to interact positively and continually with the brand.

Focus on key moments to optimize their efforts for the best results.





Take action on the moments that matter in your customer's journey.

When Customer Journey research is combined with a Looking Glass™ workshop, teams can develop the research implications together. The insights deliver a clear path to action so they can:

- ✓ Explore Customer Journey personas to identify when customers are in the research, evaluation, purchase, or usage phase.
- ✓ Take action during key touchpoints, triggers, and moments of truth and the moments that matter for the brand where and when they occur.
- ✓ Uncover preferred purchase channel dynamics and identify every opportunity to map relevant messages to the right channel.

Best practice: Linking Customer Journey data to other insights provides truly holistic understanding. Our activation planning includes sessions to connect findings with segmentation data to build a deeper understanding of the journey preferred by specific segments.

The Holistic Journey addresses the four stages of the Customer Journey.



INSIGHTS IN ACTION

With a map that delivers clear direction on customer needs and wants as well as moments when they're most likely to act, teams can build plans where they're likely to have the most impact.



Build a **customer experience (CX)** approach with measurement in mind.

While the toy company has delighted customers for years, pet owners are a new breed to consider. To discover more about how this new customer experience differs from their primary audience, the toy company can explore CX priorities, so they can:

Recognize critical moments in a customer's relationship with the new brand extension.

Identify customer usage experience needs and know when and how to deliver what they want.

Pinpoint the brand's success at meeting specific needs of their new audience.



Acting on customer feedback leads to CX success.

Teams throughout the organization need to learn about the new pet toy product line. A change management strategy requires:

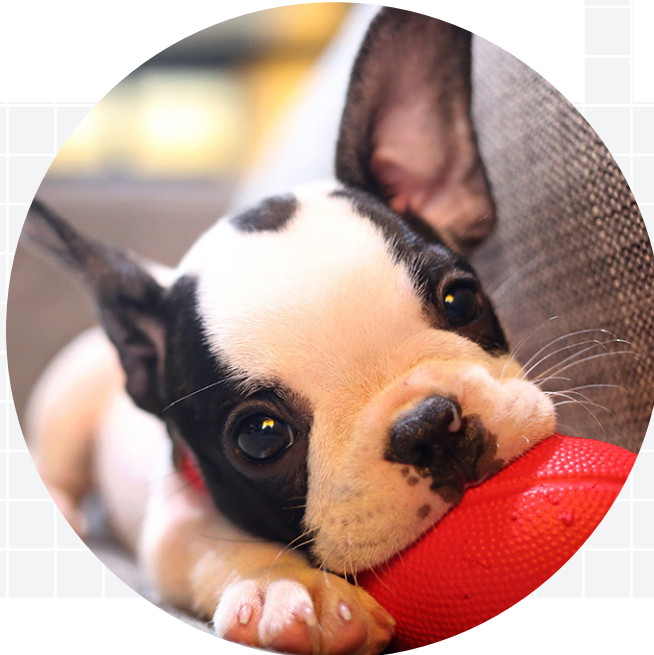
Visualizations and support materials based on research so stakeholders can internalize updates.

Internal workshops to build awareness and support throughout the organization.

Strategies for measuring CX to keep teams on track with critical goals.

Workshops and team sessions explore the best ways to act on findings regarding performance, consumer attitudes, loyalty, and relevant KPIs.

- ✓ Communications teams map positioning and messaging to every touchpoint.
- ✓ R&D and product teams use experiential feedback for product and brand evolutions.
- ✓ Teams turn a CX study into a powerful tracking tool and schedule ongoing sessions to ensure success.



INSIGHTS IN ACTION

Story-based research and data visualizations delivered in group workshops encourage learning and help stakeholders feel ownership in developing an optimal customer experience approach.

...And they told
us to never
work with kids
or animals.



In this case, the old Hollywood adage “never work with kids or pets” didn’t hold true. The toy company commissioned us to conduct research to support the launch of their new product line, and they successfully made the transition to manufacturing toys for kids and pets.

We deployed a combination of immersive techniques and customer workshops to gain foundational insights from passionate pet owners. To gain insights on customer needs, barriers, and opportunities, we launched a segmentation study involving 800 pet owners using a choice-based approach.

The study revealed that product quality was a significant purchasing motivation, and three customer segments were identified, indicating strong engagement opportunities when the whole family engages in play time with pets.

We worked with teams throughout the organization to help them integrate specific research insights and implications into their overall strategy, and hosted workshops for stakeholder groups to guide their action plans based on the findings.

The customer-focused approach contributed rich insights to support their new product line.

Our mission is turning your insights into action that drives brand growth.



Our insights activation hub features blogs from our team and a client roundtable discussion on best practices and the vital role activation plays in primary research.

[View now](#)



The Brand Growth Navigator is the framework we use to point clients in the right strategic direction. We partner with your brand team to determine which strategic issues need to be addressed for long-term growth.

[Learn more](#)



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Guiding your brand on its growth journey.

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