

MARKET INSIGHTS

DESIRES. INSIGHTS. STRATEGY. TACTICS. PLANS

EVERYBODY FEELS UNDERABLE TO BE LISTENED TO.

"LIFE STAGE EFFECT."
for research.

- how to help people get comfortable
- STREET INTERCEPTS...
- INTERVIEW IS PARTIALLY A SEDUCTION.



INTUITION IS IMPORTANT.

PICK OUT PIECES THAT MAKE SENSE.

JUST BEFORE YOU TALK ABOUT... LET ME ASK YOU...

chase convo.

- DIADES. two people interview teenagers in diads.

great for deep motivation

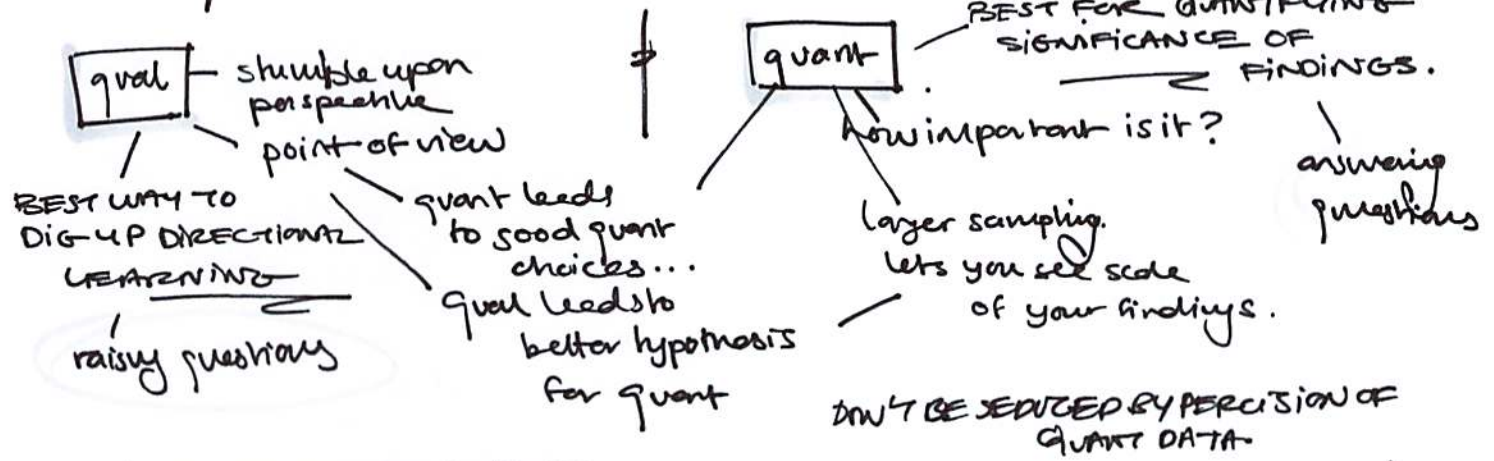
husband & wife
compose & contrast.

balancing qual & quant.
which to do which balancing one and the other.

sometimes you throw massive amounts of sample until you find people.

- CPI: cost per interview
- recruiting cost

professional recruiters.



- CULTURE OF CLIENT
 - do you need cover?
 - do you need inspiration.

eg. Japan & diapers
cultural perspectives
Pg 6

- Global quant specialist
- diverse team for qualitative

FOR GLOBAL STUDY

TRANSCENDING
global group... middle class?
languages?
& translations?

work will BE DISTORTED IN WAYS YOU CANNOT PREDICT.

Due April 2nd.

Residency 4. research report due April 2nd.

social marketing // what in book is of use to you
alternative model of marketing
1 page or less
marketing & coercion
education
propaganda

MARKET RESEARCH QUESTIONS

- DEFINE THE CATEGORY
- DEFINE THE PROBLEM/SOLN
- IMPORTANT OBJECTIVES.
 - FINANCIAL
 - SOCIAL
 - STRUCTURAL
- WHAT ARE TARGETING (SEGMENTATION)

'exponential increase in data available but data about what?'

- EVERYTHING IN FINANCIAL SYSTEMS IS ABOUT MANAGING RISK.
- RESEARCH MITIGATES RISK IN UV OF OPPORTUNITIES.


TACTICAL

- touchpoints. (channels = retail touchpoints).
- do we try & then do... rollout

WHY SEGMENT MARKET?

- CLEAR DIVISION
- ALIGN SCARCE MARKET SEGMENTS.
- LIMITED COMPETITION.
- FIND MOST PROFITABLE.

HOW.

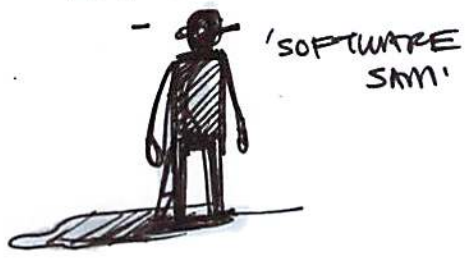
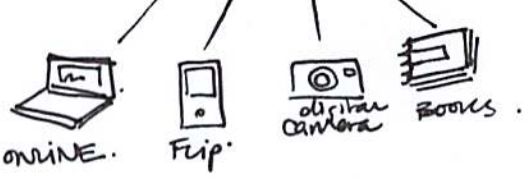
- GEOGRAPHIC
- DEMOGRAPHIC
- PSYCHOGRAPHIC 
- ATTITUDE/BEHAVIOR.
- MEANING.

Behavioral attitudes.





- how you think and what you do.

~~BRING~~ DO QUANTITATIVE BEFORE DOING QUANTITATIVE

You can do more with digital ethnography.



BRING PEOPLE TO LIFE.

- Questions or statements?
- eg. am i leader     follower
- designing questions... to get answers you want to get.

we saw _____ .
tell story from the nature of the manner.