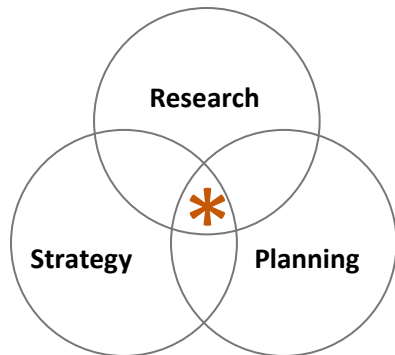


Category Understanding and New Product Innovation

A Fortune 500 client was seeking comprehensive insight into all aspects of usage, brand perception, and existing interaction with its CPG product among a narrow adult demographic. Specifically, the client wished to understand pleasure as it relates to the category, consumers' lives, and their generation as a whole to guide new product innovations, research, and design.



Tools Used:

Intercept Interviewing

Online Ethnography

Dinner Groups

Focus Groups

Strategy Consulting

Workshops

Design Driven Deliverables

Approach

W5 conducted deep-dive, nation-wide, qualitative ethnographic research over three months, observing and interviewing the demographic in nine diverse cities. Combining on-street observation and intercepts with demographic-specific events, dinner discussions, and traditional focus group discussions, W5 collected rich data regarding the consumers' functional, cultural, and emotional experiences as they relate to the product in general, and pleasure in particular. This intensive, in-person qualitative research was supplemented with online ethnography in demographic-specific chat rooms, online forums, and blogs. In addition, W5 collected in-context artifacts representing all generational and cultural touch points.

Results

In addition to a series of executive presentations representing all findings and insights, W5 developed a multimedia installation immersion room to re-create the consumer experience. Post presentation, W5 conducted follow-up workshops with key stakeholders from the client's team to guide all future product development.