Mobile putting the love and commitment back into the New Product Innovation and MR relationship

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Existing NPD & market research relationship

“The research takes too long!”

“How can they charge that for something they do time and time again”

“The research process impedes our development”

Disconnect often reaching a point where market research is optional or even dropped from the New Product Development process

“They can’t expect us to turn around a project in less than a week!”
Traditional market research is arguably too slow and too expensive to seamlessly sit within an organisation’s deadline driven Stage Gate Process.

New mobile research can disrupt the cost and speed of delivery of NPD market research – ensuring market research facilitates and accelerates the process as opposed to being perceived as compromising NPD budget and implementation timelines.
This Paper...

Show case studies into the latest mobile market research & insights generation tools to better the stage gate NPD research process

i. Ideation & concept development

ii. Concept testing & refinement

iii. Augmented product test

iv. Post launch impact evaluation

Impact of applying Mobile Research Technology to the NPD process
IDEATION AND SCOPING
IDEATION CAN OCCUR IN TWO MAIN WAYS

Accumulated Learnings or Disruptive Innovation

- Opportunities through ongoing consumer research
  - Often Quantitative
- Opportunities through disruptive ideation research
  - Often Qualitative
Ideation Case Study 1: Longitudinal mobile research community

Task at hand
Understand **out of home food consumption** across key growth markets

Provide a competitive measure of consumption highlighting **what** is purchased **when**, from **whom** and **why**.

Identify **delight points, pain points and gaps** in our client’s offer. Do likewise from a competitor perspective.

Inform product and offer innovations to **drive growth and protect current revenue streams**
CLIENT BRANDED COMMUNITY – ONE CENTRAL PLATFORM MULTIPLE COUNTRIES.

CONSUMERS RECRUITED OFF EXISTING BRAND ASSETS
Out Of Home Food & Meal Consumption Diaries: Project Scope

2,030 Community members
70,695 Purchase occasions captured
62 Individual Engagement tasks
≈24,000 Unstructured data points
≈40,000 Images received from community

Facilitated a deep understanding of consumption behaviours and motivations and identified a number of white space opportunities
CONTEXTUALISING OPPORTUNITIES THROUGH CONSUMER GENERATED IMAGES
Ideation case study 2: Celebrity watching & vicarious consumption

Task at hand
Insight into how vicarious consumption manifests, in particular among millennials to feed into a NPD workshop specifically for the millennial segment

Methodology
One week on-going qual interaction where we explored which celebs are followed, what social media platform and why

Outcomes
NPD Workshop outcomes:
• Celebrity aggregator app
• Content Subscriptions

This is crazy, seeing this and remembering she’s THE SAME AGE AS ME blows my mind.... I guess I wish it was me to an extent... but seeing posts like that I just kinda think like is that really necessary? She’s 18..... and she has multiple cars, does she really need a Ferrari?

I love Rihanna because she can rock any style she feels. She looks so good in any style
CONCEPT TESTING AND FINE TUNING
NEW INSIGHTS
TECHNIQUE
CONCEPT TEST
CASE STUDY 1:
RAPITEST
MOBILE SURVEY

**Ecuador** multiple concept test n=962 completes in 6 hours – incentives $125

**Mexico** concept test n=462 completes in 2.5 hours – incentives $250
AUGMENTED PRODUCT TEST
Augmented Product Test finalising go to market offer Case Study 1: Multi level RapiTest Mobile Survey

Task at hand
Gather insights into product likes, dislikes and intended repurchase within select test markets around Bangkok

Methodology
Conduct concept test, then use geolocation to push a separate product test survey to consumers within the area of the test stores

Outcomes
Gather feedback around real product trial without needing to deploy F2F teams – huge cost and time savings
Market Research Innovations will also significantly optimise and reduce required investment for Post Launch Evaluation Research.

**Task at hand**
Measure impact of launch and go to market strategy

**Methodology**
- 5-7 minute mobile RapiTest survey
- Project timeline – 4 days
- Anticipated Budget – USD $3,000

**Outcomes**
- Innovation process and product impact evaluation
- Tactical recommendations to further drive sales
- Future considerations
IMPACT OF MOBILE ON NPD RESEARCH
IMPACT OF APPLYING MOBILE RESEARCH TECHNOLOGY TO THE NPD PROCESS

Hugely reduce the investment involved in NPD research – mobile techniques can often cost a third of traditional techniques.

Turn research around far quicker than usual – dipstick measures into performance can often by turned around within 24 hours of the concept being ready.

Minimising business risk and optimising the chance for success without compromising internal KPIs.

Embracing consumer-focused platforms brings research closer to how consumers behave – ultimately improving the quality of insights.

Cheaper, better, faster and more engaging.
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