



Decoding Disruption

Understanding Consumer
Expectations for Brands

20|20

Cynthia Hicks
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Today's Speakers



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Decoding Disruption

- Our objective
- What we heard from consumers
- What we heard from researchers
- The disconnect: Disruption vs disruption
- How to move forward



30+ Years Telling Consumer Stories



4,000+

studies completed each year



4,000

clients worldwide, including 1/3 of the Fortune 500



640,000+

qualified respondents in our nationwide panel



3

Industry-leading platforms

SEPHORA

UBER

SUBWAY

Hilton

Marriott

Yum!

bare

CVS Health

Abbott

Johnson & Johnson

reliant

KAISER PERMANENTE

American Heart Association

Whirlpool

United Way

amazon

LOWE'S

Bank of America

UBS

Spotify

dish NETWORK

TRACFONE

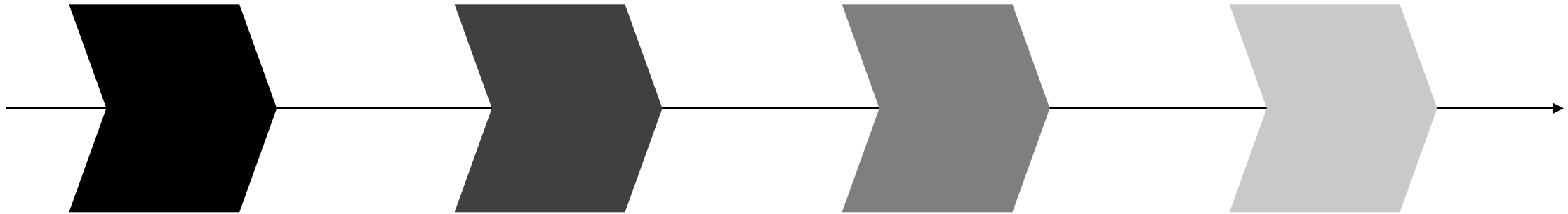
EA ELECTRONIC ARTS

NETFLIX

SHOWTIME

The Life Cycle of a Buzzword

A Not-Very-Scientific Summary



Mysterious

All the cool kids say it but one really knows what it means, so it **MUST** be really smart. Maybe I should start saying it too.

Elicits enthusiastic head nods.

Ubiquitous

Everyone has the hang of it now. I use it without even thinking—it's become a part of me!

Elicits a brief nod and everyone moves on.

Annoying

Oh, no. That again? Again with the meaningless filler? Causes you to tune out when you hear it.

Elicits eye rolls, not nods.

Over

Elicits laughs when featured in comedy sketches of boring business meetings.

See also gamification, social listening, big data, synergy.

So, what's the deal with **disruption** (and why won't it go away?)



Decoding Disruption

Here's What We Did

Consumer
Quantitative Survey



Researcher/Brand
Qualitative Feedback



Secondary
Research

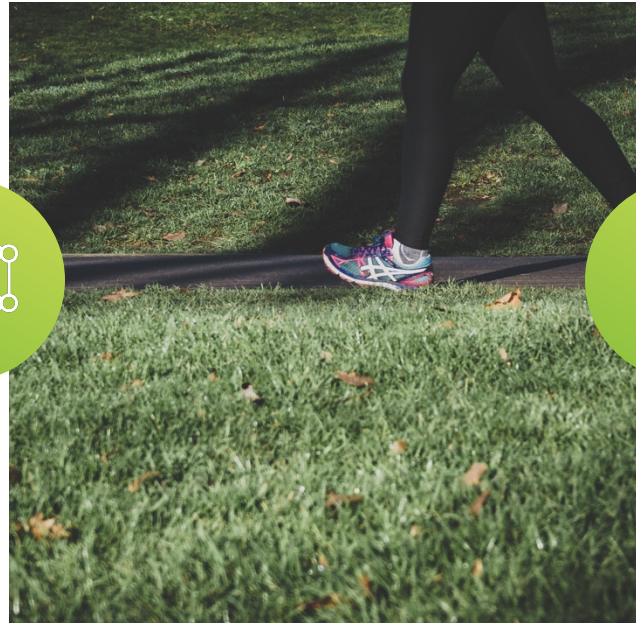


Consumers are Giving Brands Permission to be Disruptive

And they can tell if you're doing it right.



Make It About Me



Walk the Walk



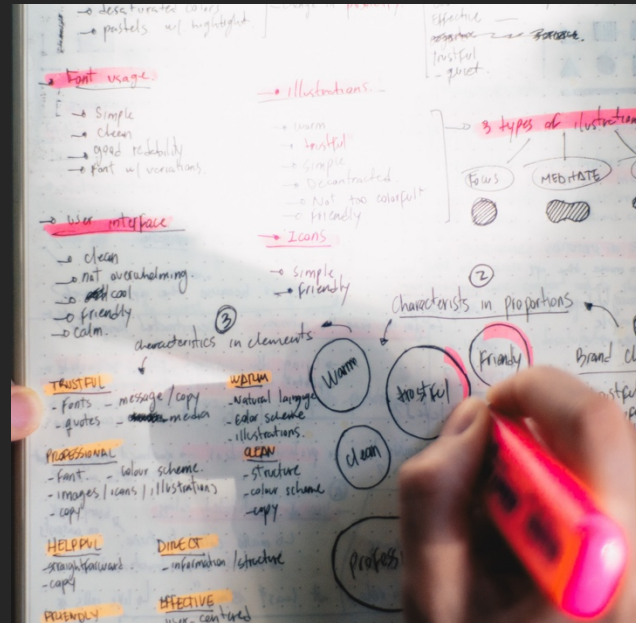
Don't Stop

Researchers Are Talking A Lot About Disruption

But taking action? Not just yet.



Know It When
They See It



Recognize
Characteristics Of
Disruptors



Aren't Sure What
To Do About It



The Disconnect

Researchers and brands talk about disruption in two distinct ways.

Disruption

- Massive Change
- Painful
- Abrupt
- Game-Changing

Disruptive Companies

- Eliminating Friction
- Meeting Unmet Needs
- Recognizing Opportunity

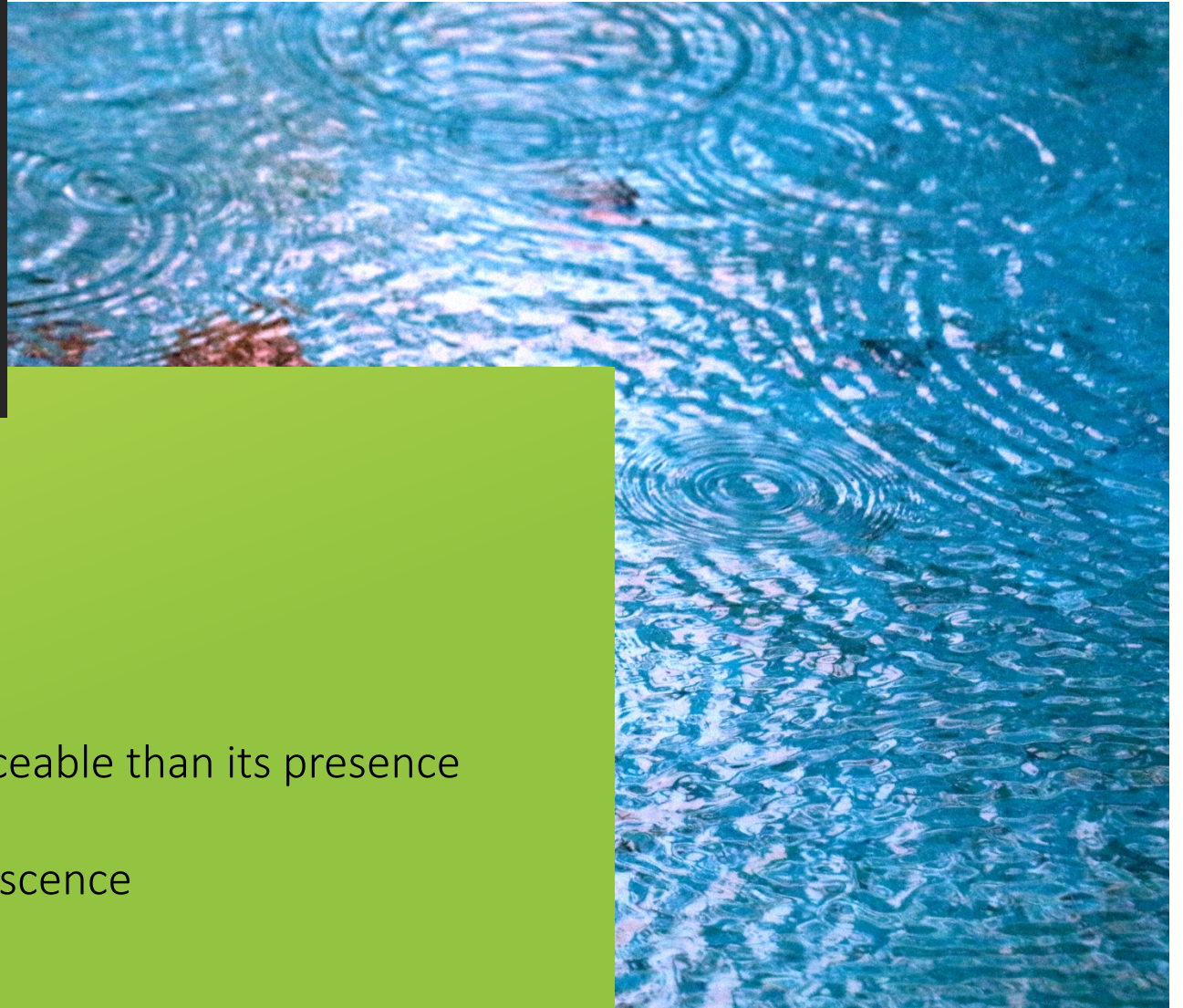


Disruption vs disruption



*"Disruption requires **creativity**. It also requires identifying an actual problem that needs changing. It's also somewhat **inspiring** because they not only want to create a different brand/product/experience, they want to force other companies to do it differently."*

So what does
disruption look like?



Ripples, not tidal waves

Subtle and shifting

Its absence can be more noticeable than its presence

The alternative can be obsolescence

What Was The Disruption?

What expectations shifted?



"Disruption means consumers like me will have more options tailored to our preferences."

What Do the Ripples Look Like?

Serving the “Segment of One”



Streaming Content
Netflix, Spotify and Friends



Subscription Boxes
StitchFix, Blue Apron,
Dollar Shave Club



Mass-Custom Fashion
Adidas, Ministry of Supply

So What Now?

START



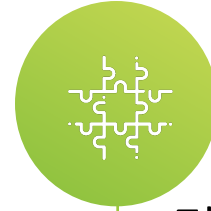
Early Warning Radar

How can you identify change that's relevant to you?



Don't Stop

How can you iterate and stay in step with the constant evolution in expectations?



Eliminate Friction

What are you doing to take on more for the consumer and uncomplicate their relationship with your brand?

How to Capitalize on disruption Today

Ride the Ripples

What is changing in macro consumer expectations?



Serve the Segment of One

What can you do to make consumers feel like you see them as individuals, not "customer profiles"?



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Thank
You



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A glowing lightbulb is centered in the frame, emitting a bright green light. Inside the bulb, the text '20|20' is displayed in a dark green font. The bulb is surrounded by four other lightbulbs, which are dimmer and appear as faint green shapes. The background is a solid, vibrant green.

20|20

Research, Uncomplicated.

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