

The Power of Play! Unlock Prospective Thinking with a PlayFULL Research Technique





*What was your
favorite
childhood toy?*



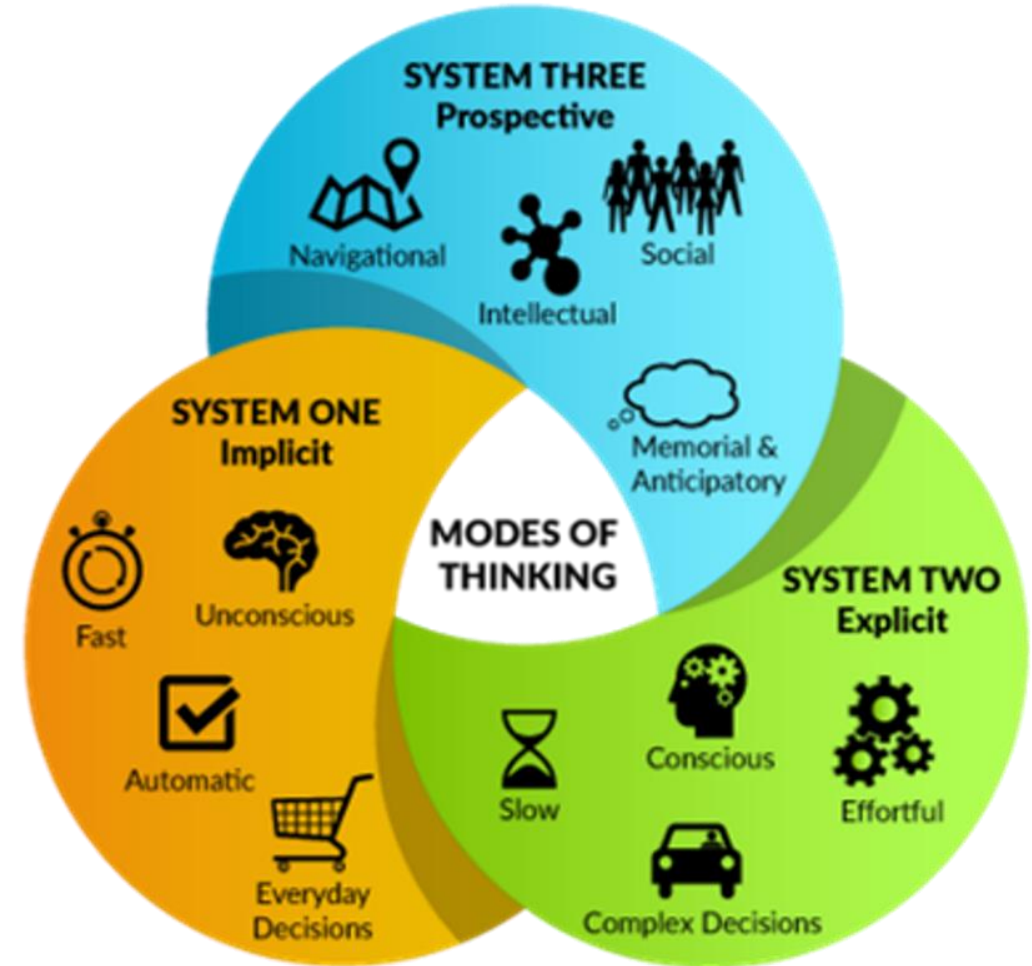
*Did anyone
mention
LEGO® bricks?*



Emily Kent | Kim Spalten | Karen Lynch

Three Modes of Thinking

- System 1, System 2 ...
and System 3
- Gain clarity of insights by controlling & measuring the different modes of thinking.

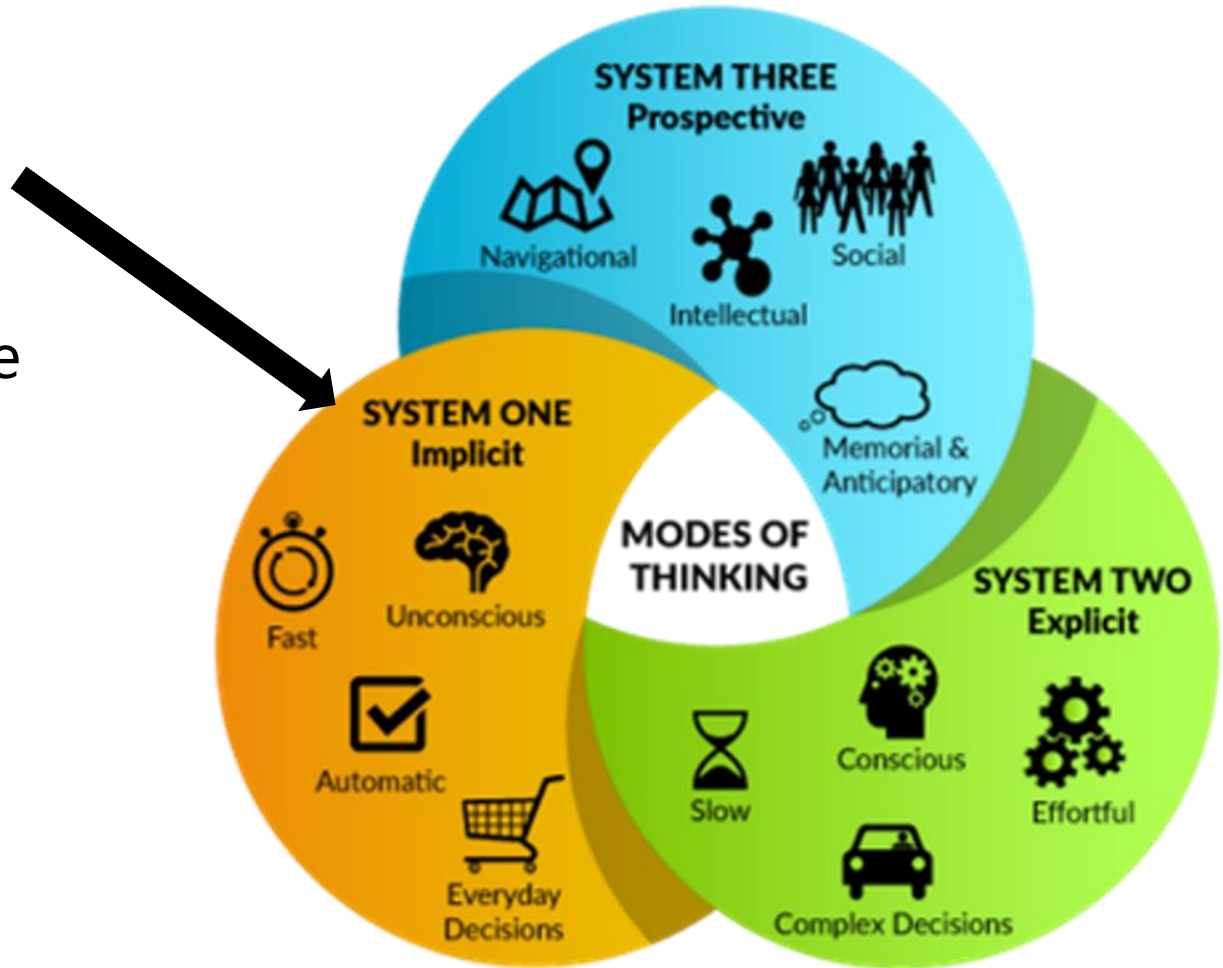


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System 1 Shows Our Intuition



- System 1 Thinking is automatic, fast & often unconscious. It is autonomous & efficient, requiring little energy or attention, but is prone to biases & systematic errors.
- System 1 gives you insights into actions or feelings that happen quickly such as habits, emotions & context biases. They help you set the context & deliver subconscious cues.

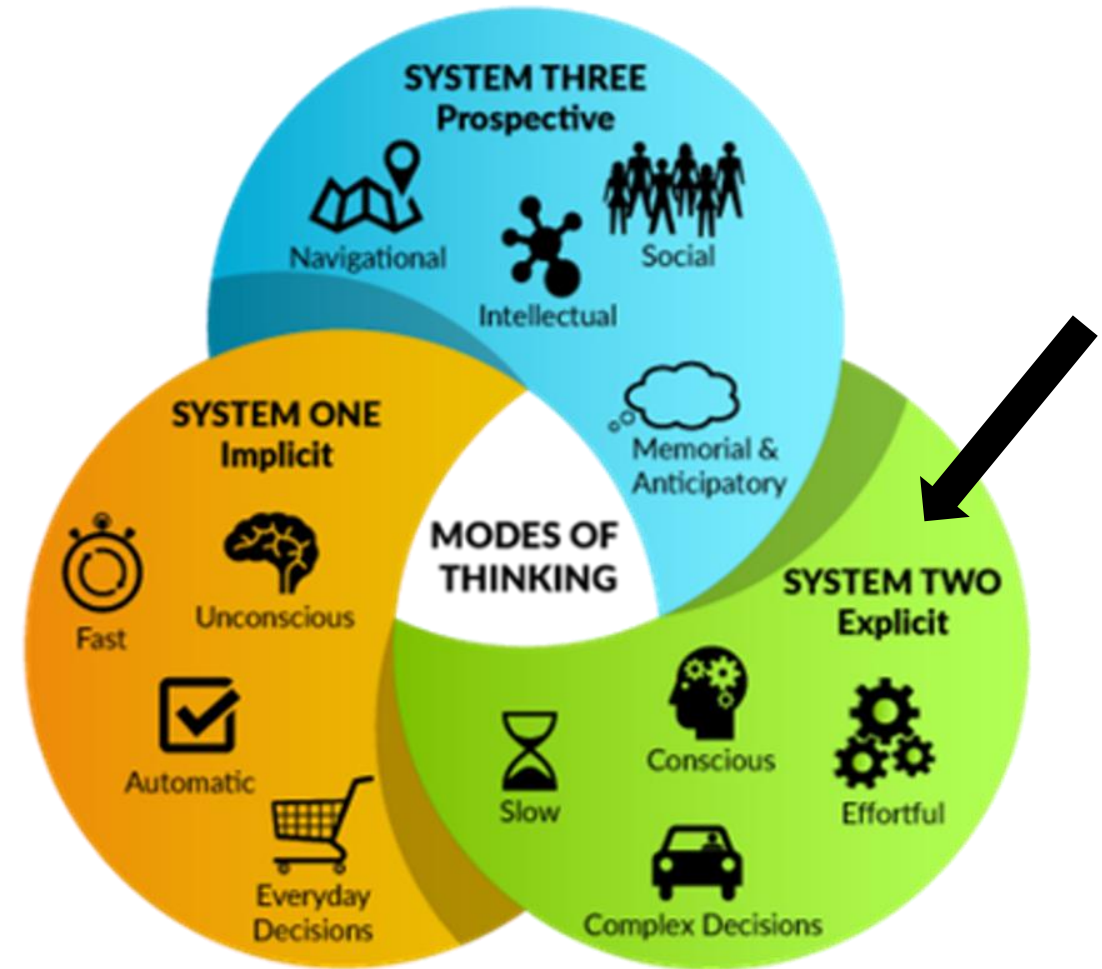


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System 2 Shows Our Process



- System 2 Thinking is effortful, slow & controlled. It requires energy & attention, but, once engaged, it has the ability to filter the intuitions of System 1.
- System 2 gives you insights as consumers explain their choices & behaviors. They open your eyes to the process a person uses to make a decision or complete a task.

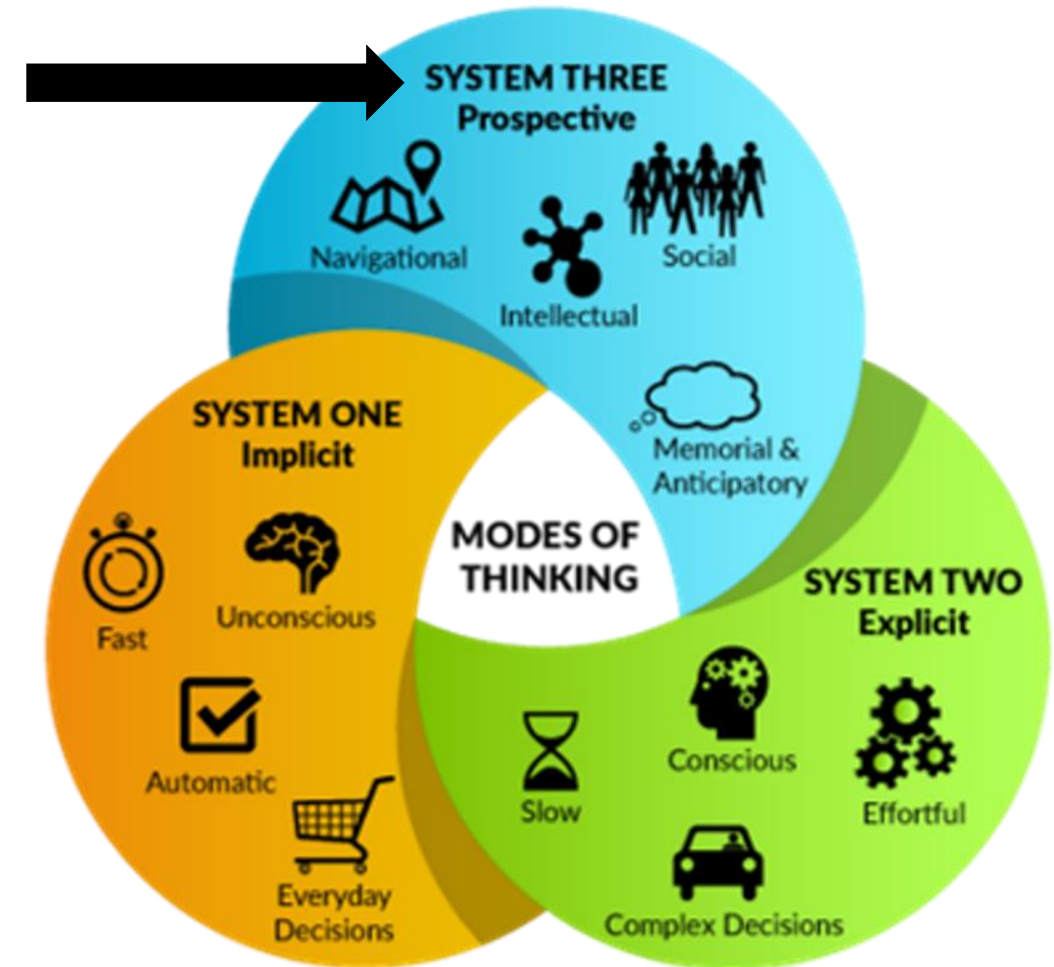


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System 3 Shows Our Future



- System 3 Thinking, or *Prospective* Thinking, is both memorial & anticipatory; it happens when we consider the past & ruminate about the future. It is creative & imaginative & allows us to envision both real & imagined contexts & outcomes (often social, navigational or intellectual).
- System 3 gives you insights about the dreams, aspirations, & visions of what could be or what might be or what should be.



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Consider the future with **PlayFULL** Insights

In a **PlayFULL Insights**® session, participants – the individuals recruited to meet your desired/target specifications & members of your team – **build three-dimensional, metaphorical representations** of thoughts, experiences & emotions with LEGO® bricks.

Participants in **PlayFULL Insights**® sessions engage in the research in unprecedented ways. The psychological safety inherent in this **play-based** method allows for unparalleled sharing.

Additionally, this method:

- **Leverages Authentic Storytelling**
- **Allows Deliberate Reflection**
- **Incorporates Real Time Synthesis**





PlayFULL Insights is grounded in science & theory



- **Play** studies abound, stating that at play, people feel less stress and more energy, take more risks, develop tighter social bonds, act more creativity and experience increased productivity and problem-solving abilities.
- **Flow theory** (Csikszentmihalyi) states that deep learning and high levels of satisfaction occur when one is immersed and their focus is concentrated on a task that is appropriately challenging.
- **Constructivism** (Piaget) states that individual learners construct mental models in order to understand the world around them.
- **Constructionism** (Papert) states that learning happens especially well when people are engaged in constructing a product, something external to themselves.

PlayFULL Insights Differs From Traditional Focus Groups



Individuals are given activities which force them to use prospective thinking



Each build metaphorical models that tell stories



Groups self-facilitate with moderator provided structure



Research teams also build in co-creation sessions or during briefings and behind the mirror

The Unique **PlayFULL** Insights Process Elevates Learning



The moderator poses a carefully crafted question



Individuals build models in response to that question



All share the stories their models tell around the table

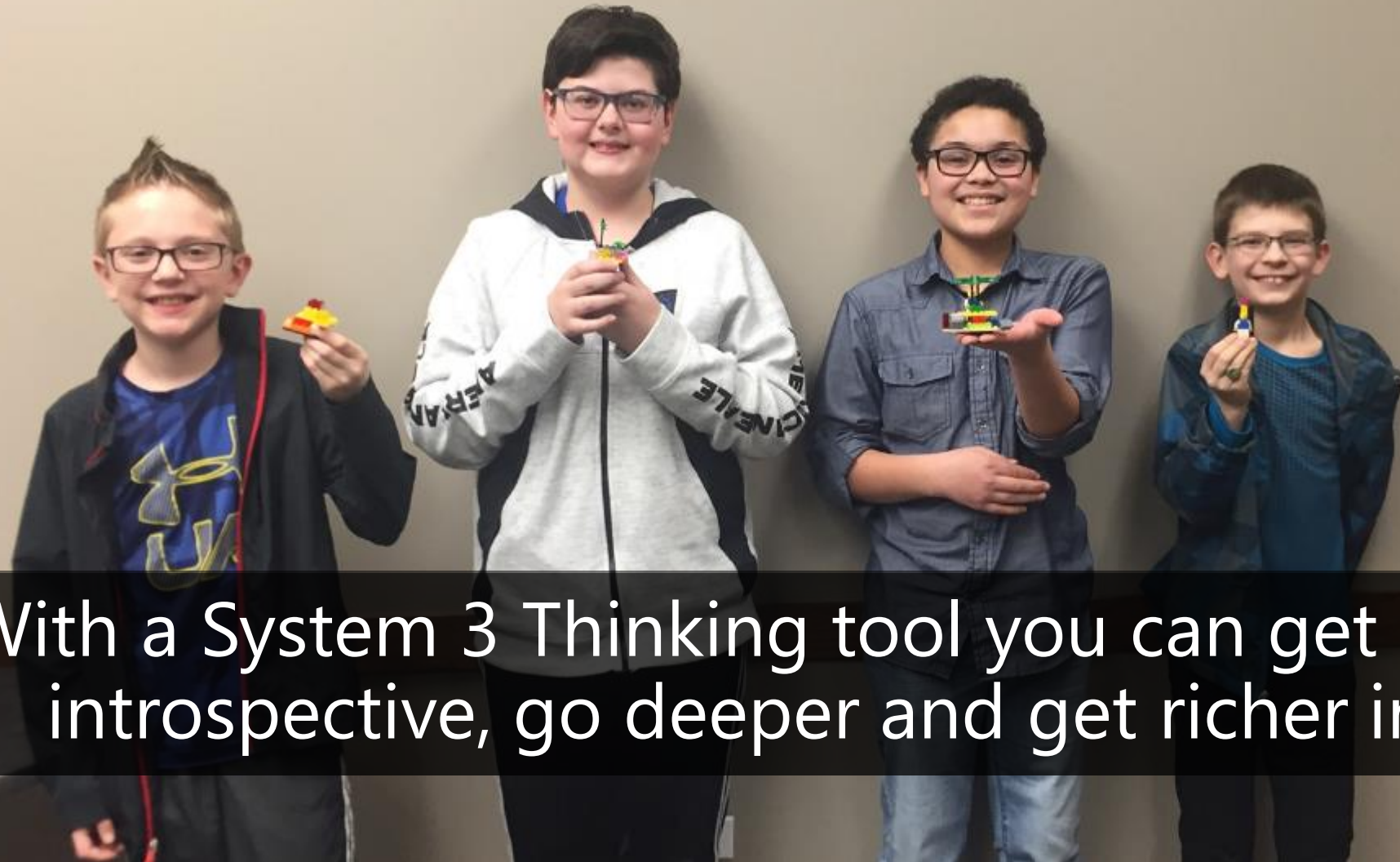


The group synthesizes what they learned, self-facilitating



Everyone reflects on the insights and answers the "so what" to uncover new claims

Getting beyond superficial answers is rare in kids research



With a System 3 Thinking tool you can get kids to be introspective, go deeper and get richer insights.

A Use Case Study for Lunchables

The Objective

- **Challenge:** With kids' brands like Lunchables, the insights team is accustomed to kids' research ... and the superficial answers they typically get doing qual with kids
- **Opportunity:** The Kraft Heinz insights team is changing the way they work with kids to get deeper, richer insights for their brands



The Process



- 4, 90-minute sessions
- 4 kids in each session
- Girls & boys
- Ages 8-12
- Bryles Research in Mokena, IL

Skill-building pre-brief
Model-building debrief
Back-room building

The Outcome

- The method allowed for **introspective thinking**.
- The kids were **100% engaged** with the discussion; they **articulated deep thoughts** and feelings and shared unabashedly and in an **unbiased** way.
- The team walked away with a much **deeper appreciation** of kids along and a **foundational understanding** that will provide guardrails for future brand strategy and development.

These children aren't just growing up, they are growing up "right"



They showed signs of an emotionally intelligent Generation Alpha.

They know they are at their best when they are being kind, helping others, accepting others, showing good sportsmanship, taking care of the earth, **and making smart food choices.**

Empowerment was a key theme that manifested itself differently due to gender differences - even in an era advancing gender neutrality

- Girls, fans of flowers for sure, are focused on achievement and empowerment.



- Boys, fans of video games, do strive to win against others in competition.



Flower Fortress



Life of a Gamer

Female empowerment? It's *real* for pre-teen girls



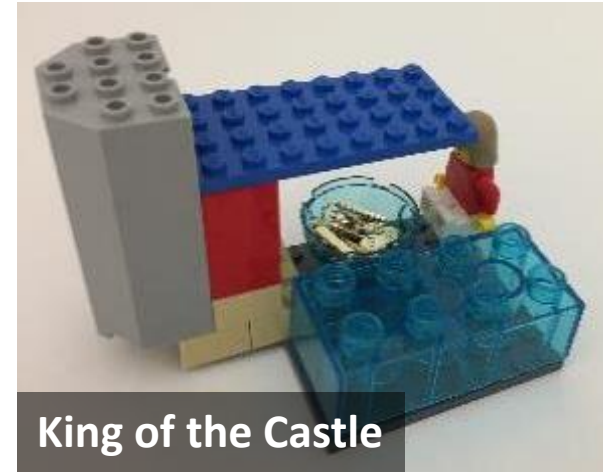
"I did this because she did something that she would never do. She's standing on the tower. The flowers are just because I like flowers. The wings that she feels that she accomplished something that's really good. She feels great, like a hero." ~ girl, 12 years old

The preteen evolution of fun: from innocence to adrenaline



Younger groups focused on fantasy and adventure:

- Playing sports
- Building forts
- Splashing in a pool
- Bouncing in a bounce castles



Older groups focused on “butterflies in the stomach” -- thrilling experiences:

- Gaming, especially winning at gaming for those boys
- Carnivals and roller coasters



Lunchables is a brand built for Kids by Kids!



Innovation fueled by
Kids' IMAGINATIVE thinking

Characters, Jackie & Platy,
CONNECT with what's important
to Kids today

Partnerships that reflect
Kids' definition of FUN





Thank you!