



insightfarm

Consumer Insight  
to Grow Your Business

START GROWING NOW

**Making Insights Sticky in Slippery Times**

April 2, 2019



*“I want you to say – ‘That’s amazing!’ ”*



*“InsightFarm is a Collaborative.”*

# Sticky Insights in Slippery Times



*insightfarm*





McK









Colourbox



*Interview the Floaters*

*Testimonial Videos*

*Illustration*

**RFP+**

*Infographics*

*Value Add Analyses*

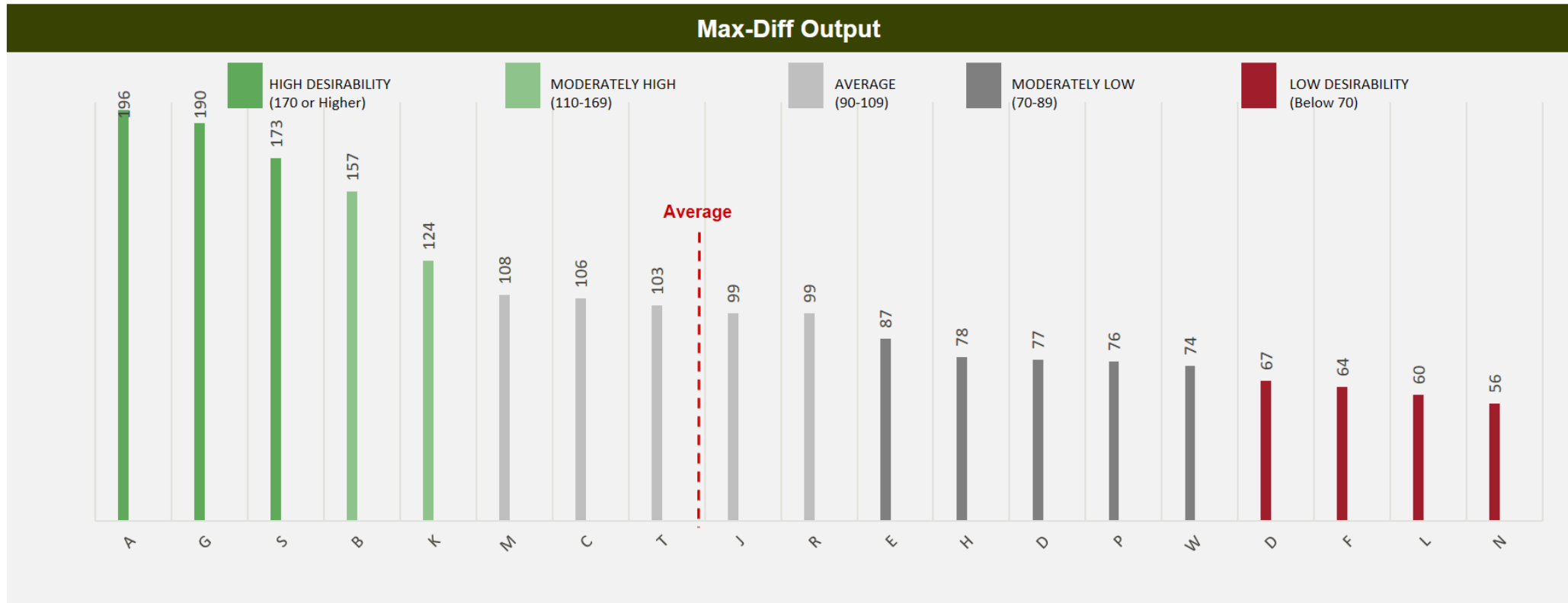




Example Output

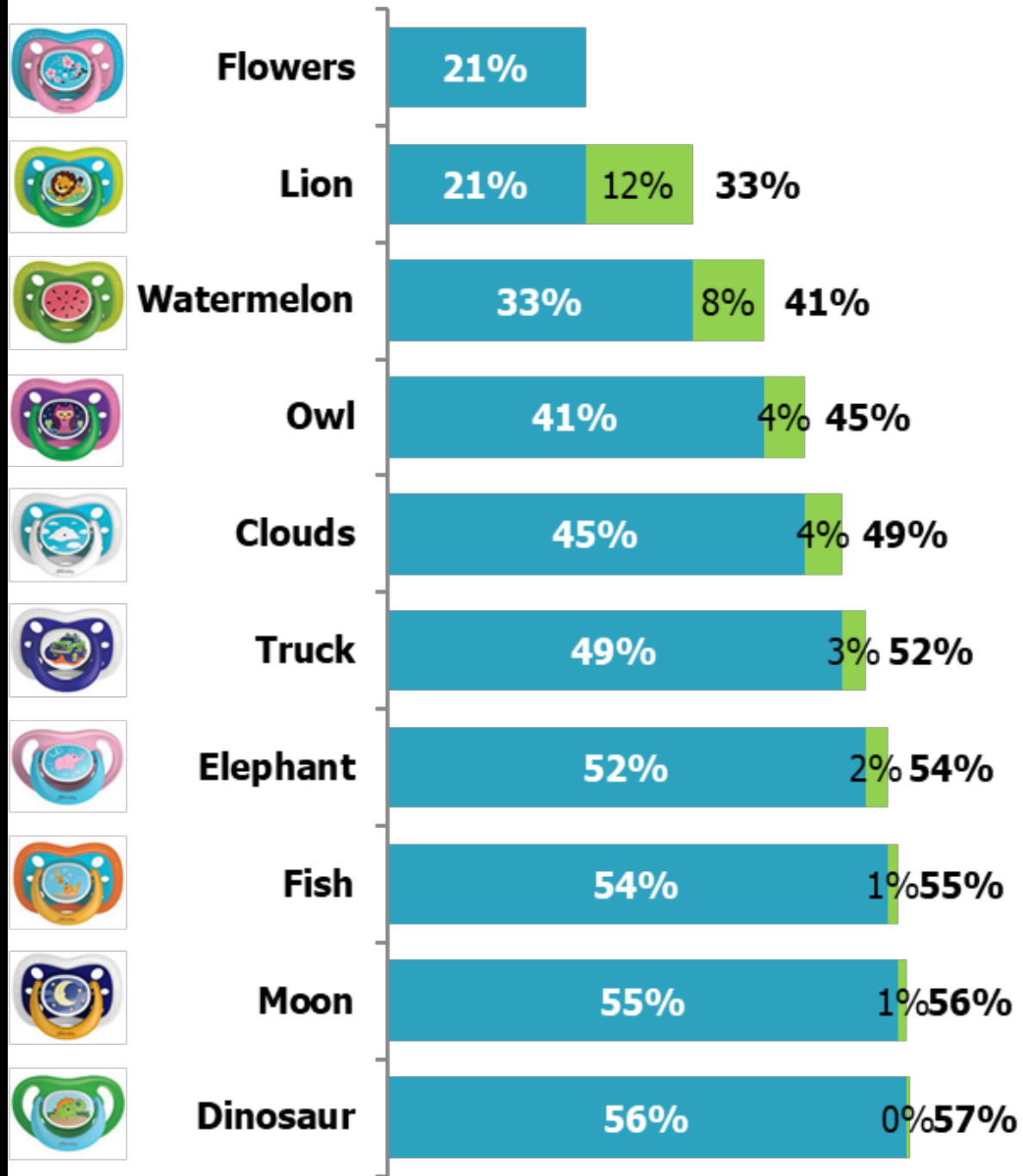
# Maximum-Difference Choice Exercise

Test items may be compared to determine which have potential to leverage PI up or down based on Impact.



# MAXDIFF

Behaviorally based ● easy and fun for respondents ● better discrimination than scalar data ● no scalar bias





**RFP+**

From the director of THE THIN BLUE LINE and A BRIEF HISTORY OF TIME

# Fast, Cheap & Out of Control

a film by Errol Morris



**"One of the 10 Best Films of the Year"**

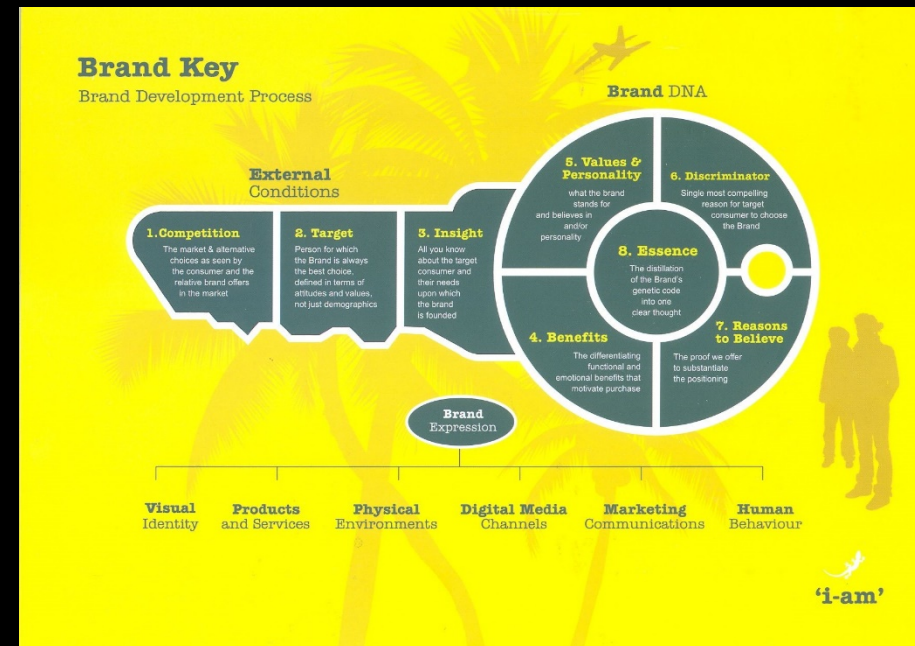
Esperanto, SOKEL & IBERIC - Jay Carr, The BOSTON GAZETTE - Mark Taper, THE CHICAGO TRIBUNE







Not client information. Random image from the internet.



Not client information. Random image from the internet.



Not client information. Random image from the internet.

*Customer Acquisition*

*Innovator or Fast Follower*

*Loyalty*

*Share or  
Category  
Growth*

*Ticket/Check*

*Mature or  
Start-up*

*Traffic  
Count*

*Awareness*

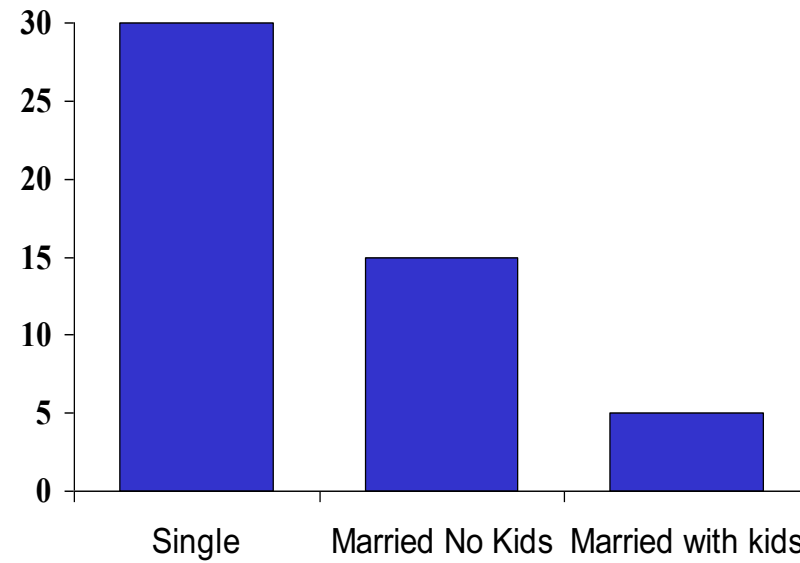






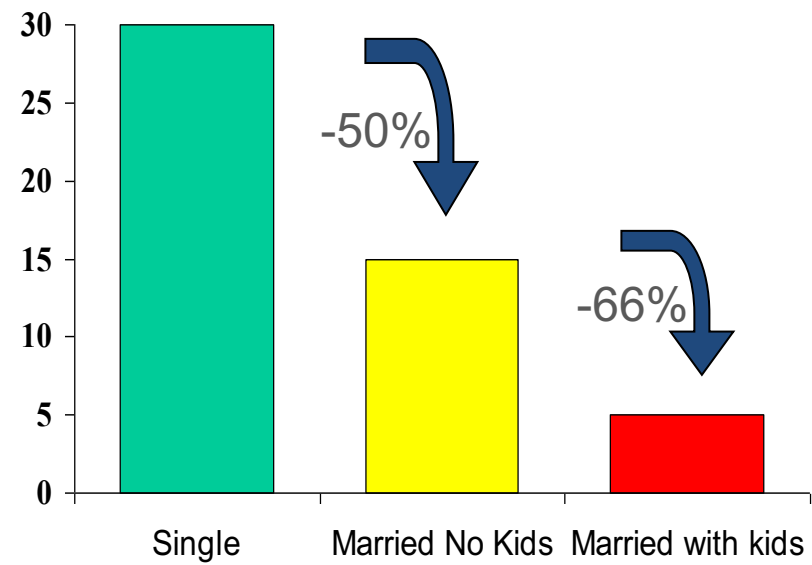


### “Frequency of Dining Out Declines as People Change Life Stage”

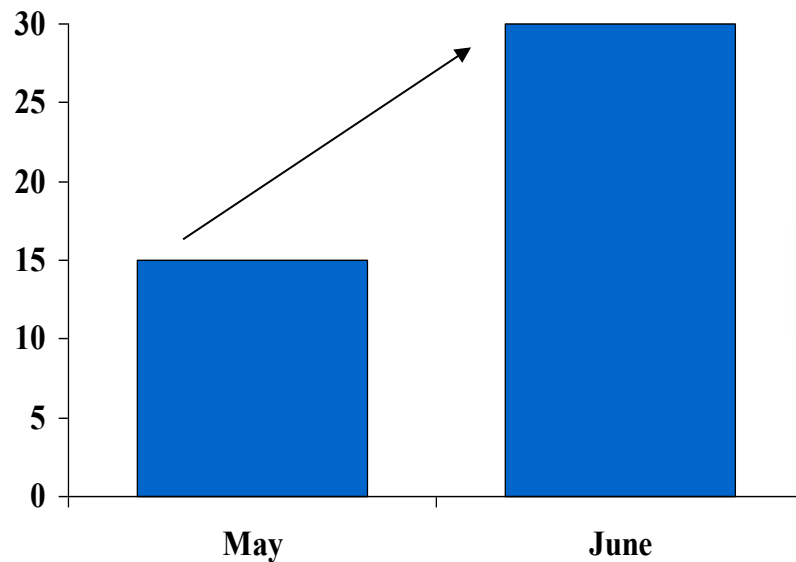




## “Marriage and Kids are Killing Our Business



Consumer Complaint Calls are up 100%.



Expected Monthly Call Volume 10 - 20 calls.

Verbatim Comments:

“I am so disappointed that you changed this product.”

“This new formula smells like a cheap perfume.”

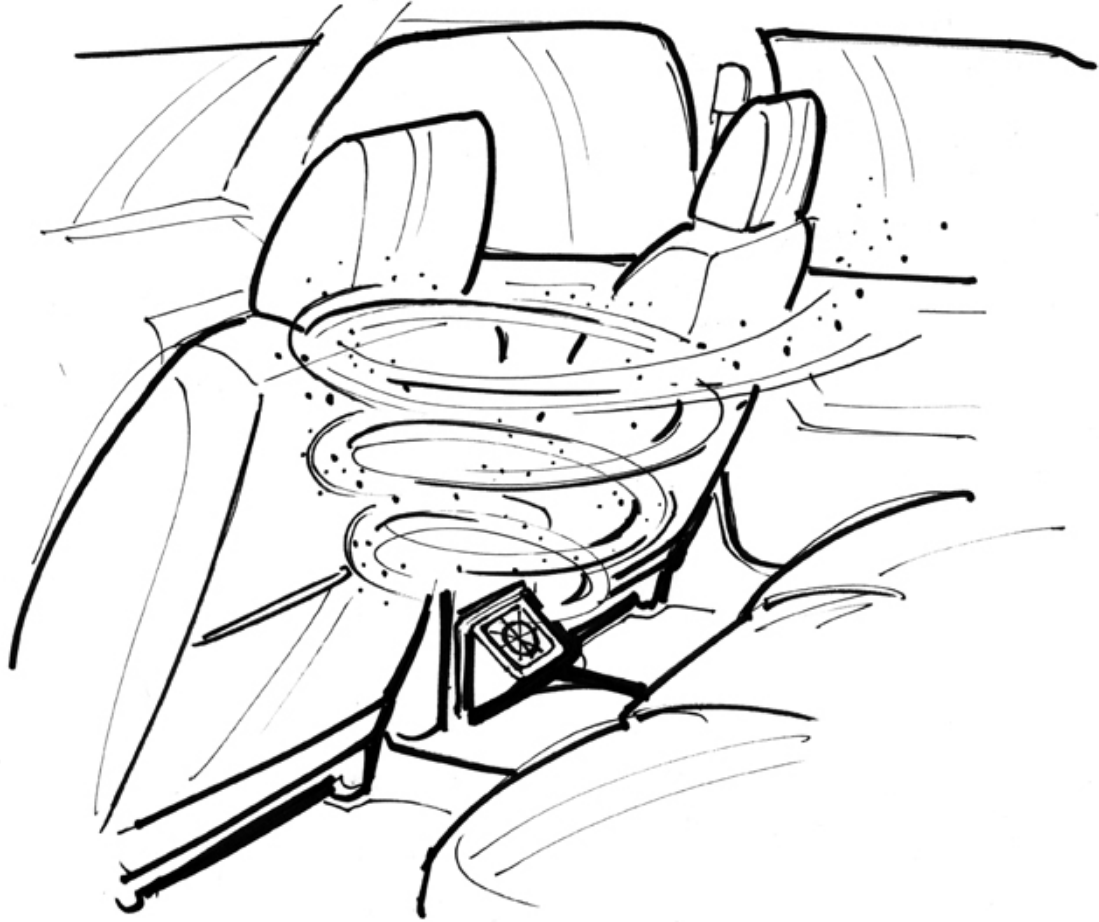
“I can’t rinse the soap from my skin.”

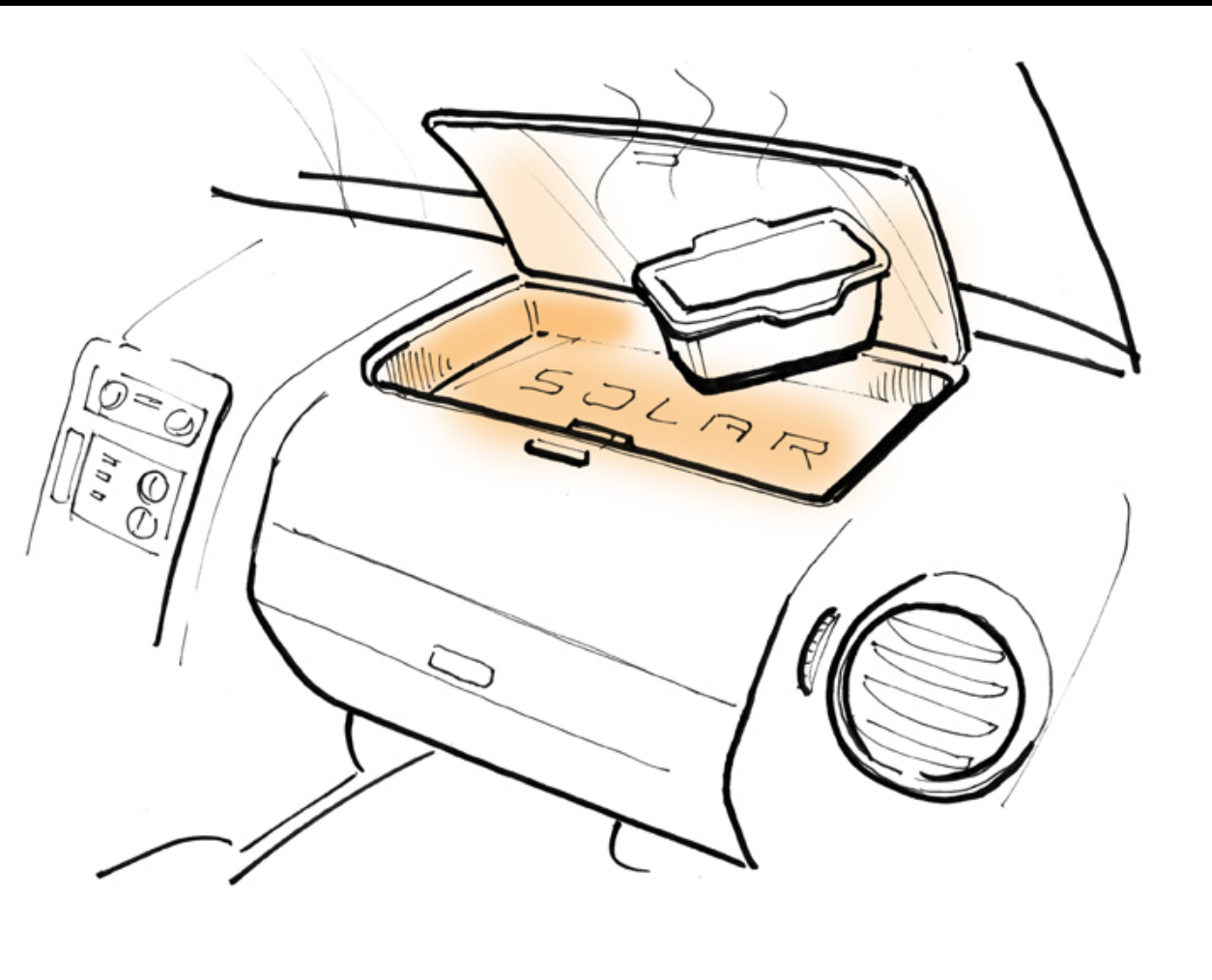
“It’s so slippery and slimy, I feel like I’ll fall in the tub.”

“Where can I find the old soap. I don’t want to buy this new one.”











REP+





# Current Output

*PRODUCT INVENTORY*

Day to Day Behaviors, Reports, Periodic Interventions, Responses,  
Consumer Experiences, Ah-Ha's, Big Events, etc.

What is the product that comes from this group?

**Fulfill Needs/Requests**

**Leadership & Influence**

**Chart New Territory**

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# Who to Influence

– IDENTIFYING TARGETS

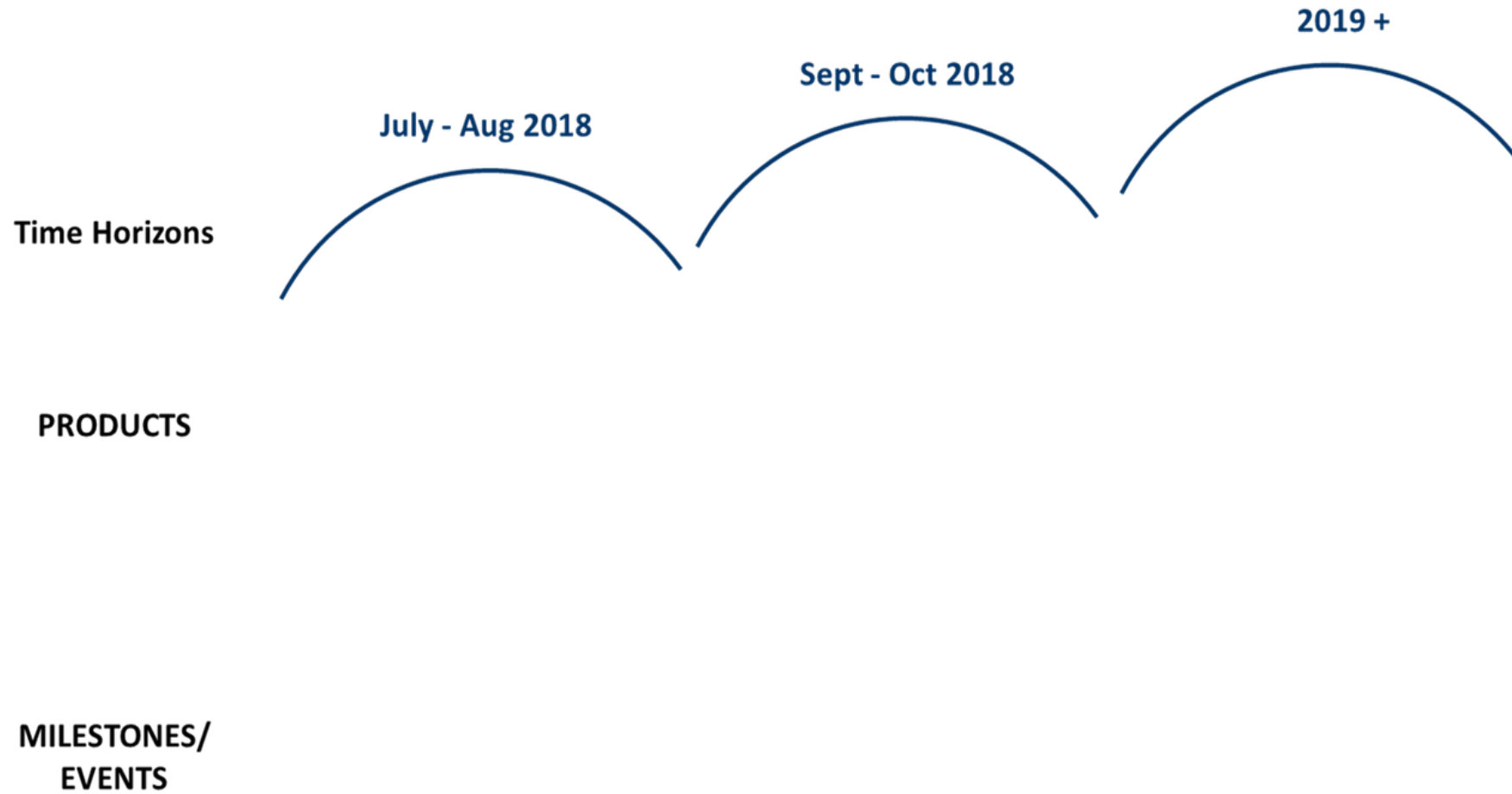
**Target Group,  
Individual or Event**

**Why this is important?  
What is the influence?  
How does this help us  
have higher impact?**



# Visible Events/Launches

*Ideal Vision*  
– LAUNCH SCHEDULE



# Beyond Measure:

## Dynamic Insight for Uncertain Times

A supplement to Quirk's Marketing Research Review

# SURVEY

magazine

## BEYOND MEASURE:

DYNAMIC INSIGHT  
FOR UNCERTAIN TIMES

Keeping Research  
**HUMAN**

Researchers Give Back

The Notion of  
Emotion

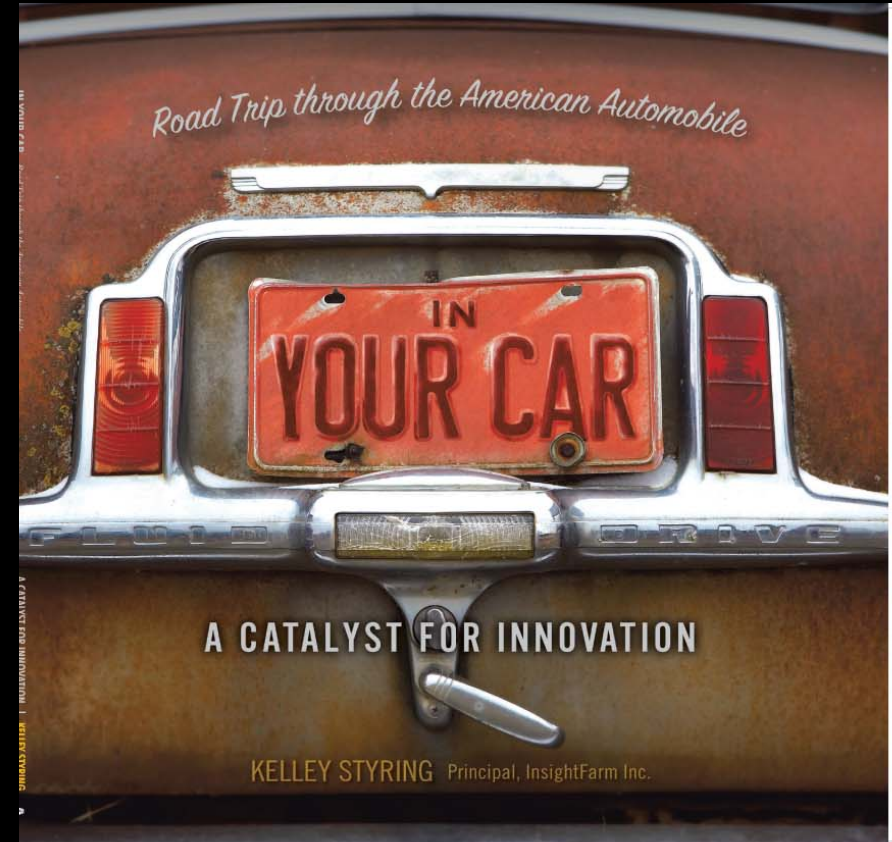
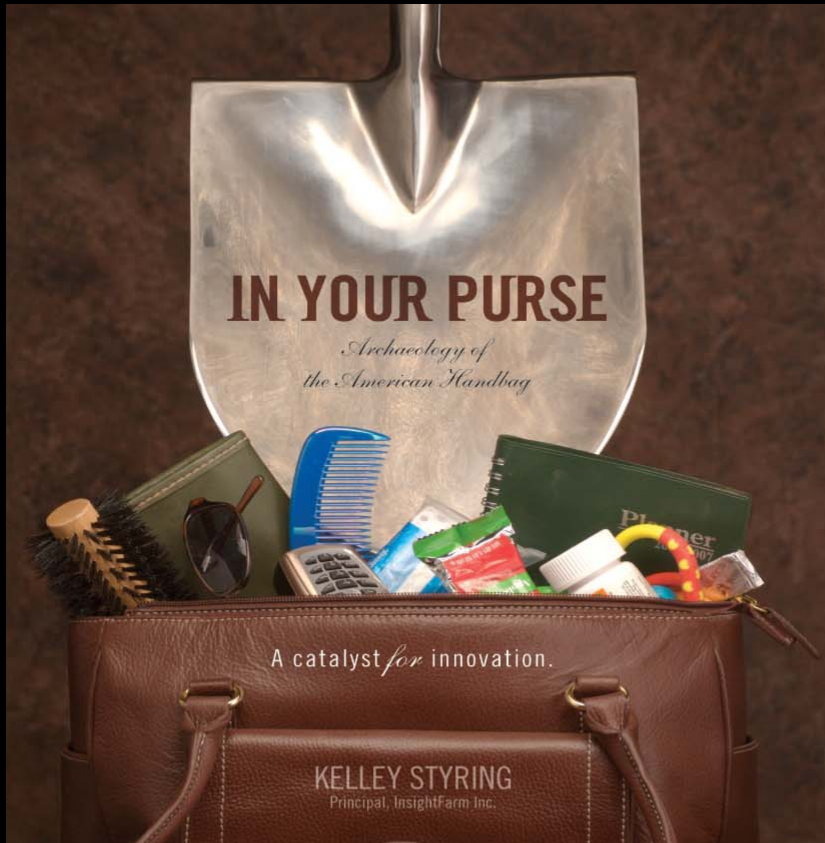
Today's Hybrid Research  
Mix It Up

April 2018  
surveymagazine.org

Kelley Dwyer  
insightfarm



# Book Signing: 11:30 – 1:00



## Bookstore Booth



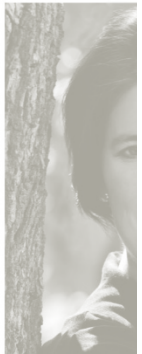


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Consumer Insight to  
Grow Your Business



**KELLE**  
Consum

"I'm a savvy  
who pract  
consum



**KELLEY STYRING**  
Consumer Strategist

"I'm a savvy business person  
who practices the craft of  
consumer research."

InsightFarm is a Market  
Research and Consumer  
Strategy Consulting Firm  
Dedicated to Driving  
Business Growth through  
Consumer Insight.

**Behind the Insights**

Kelley Styring helps clients find new opportunities for growth. Previously, Kelley managed market research for Procter & Gamble, served as Director of Consumer Strategy and Insights for Frito-Lay, and designed products for NASA and Black & Decker.

**Qualitative Moderator, Quantitative Researcher, Concept Writer, Keynote Speaker, Author, Workshop Facilitator, Room Shaker, Idea Generator, Winemaker at Styring Vineyards**

Kelley has been featured in USA Today, Good Morning America, Fox News, BrandWeek, Advertising Age, Reuters, Fortune Magazine, PBS, CBS, Adam Carolla's CarCast, and ABC Radio.

MBA, University of South Carolina  
BS Industrial Design,  
University of the Arts Philadelphia

Current client roster includes leaders in the food, beverage, apparel, paper goods, fitness, media, baby care and communications industries.

**WORKSHOPS**

*Insight to Action*

Capturing the power of market research and motivating organizations to act.

*Concepts that Work*

Learn how to write product concepts that communicate ideas and engage consumers.

*Practical Persuasion*

A one-day, highly customized workshop based on fundamentals of Organizational Behavior.

*Innovation Ideation*

Custom workshops are developed based on the principle of Focused Divergence.

*Innovative Vendor Summit*

InsightFarm collects standardized information on capabilities from hundreds of market research vendors.

**BOOKS PUBLISHED**

*In Your Purse:*

*Archaeology of  
the American  
Handbag*



*In Your Car:*

*Road Trip  
through the  
American  
Automobile*

**OPS**

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**PUBLISHED**

