



Quest for the First Moment of Truth

IN A PANDEMIC





REAL Insight helps
leading brands
make the
right decisions,
earlier.

Who is REAL Insight?

- Specific expertise in First Moment of Truth (FMoT)
- In-context qual and quali-quant solutions
- Team of 15 based in beautiful NE Minneapolis
- At it for over 30 years



This is where
we spent
most of
our time

Partners with General Mills for over 20 years

Late 90's

Collaborative work created new desire across the organization for in-context research and the initial **In-Context Experimentation** team

In-Context Experimentation (ICE)

Team of internal consultants helping cross-functional brand teams execute learning in the “real world” in locales where consumers are purchasing and consuming their products.

Our relationship has looked different over the years:

- sometimes a primary supplier
- sometimes a collaborative subcontractor
- sometimes a supplier for overflow projects
- always an extension of their team



Primary method for FMoT was in-store intercepts



- Category mission and mindset
- Shelf Presence
- Concept Understanding
- Concept Appeal
- Package Communication
- Perception compared to competition
- Anticipated occasion / job to be done
- Price/Value

Enter Pandemic



Respondents

Their buying environment

Two Methods Emerged

Virtual: respondent on laptop, Asynchronous moderation

- Deliver greater authenticity of people
- Lean into intentional priming and simplicity for mindset and environment
- Utilize our proven FMoT interview flow to capture purchase, shelf breakthrough, System 1, and deeper qualitative feedback

Mobile: respondent in-store, Live, Remote moderation

- Utilize our proven FMoT interview flow to capture purchase, shelf breakthrough, System 1, and deeper qualitative feedback at the shelf
- Leveraging real store environment + intentional priming for mission
- Interviews available for live or on-demand client viewing



General Mills was looking for solutions to the same challenge

Existing virtual FMoT solutions were coming up short

- Not enough qualitative to answer the why and how to optimize
- Not actionable enough
- Less custom and partner-oriented...too off-the-shelf



WIN-WIN

REAL Insight needed to continue to test, optimize, and validate our new methods.

ICE provided the ability to gather honest feedback from brand teams to evolve the offering & pricing and generate awareness and RTB.

Pilot Championed



Project

Package optimization for new grocery concept

Methodology

Virtual AND Mobile

Research Questions

Assess 2 designs on shelf breakthrough, concept understanding and appeal, and benefit communication

Virtual

35 completes split across designs; recruited by REAL Insight

Mobile

27 completes split across designs; recruited by local qual recruiter

What we learned

Both methods resulted in the same recommendation and were intuitive based on design principles and our expertise.

Each brought strengths, depending on project needs

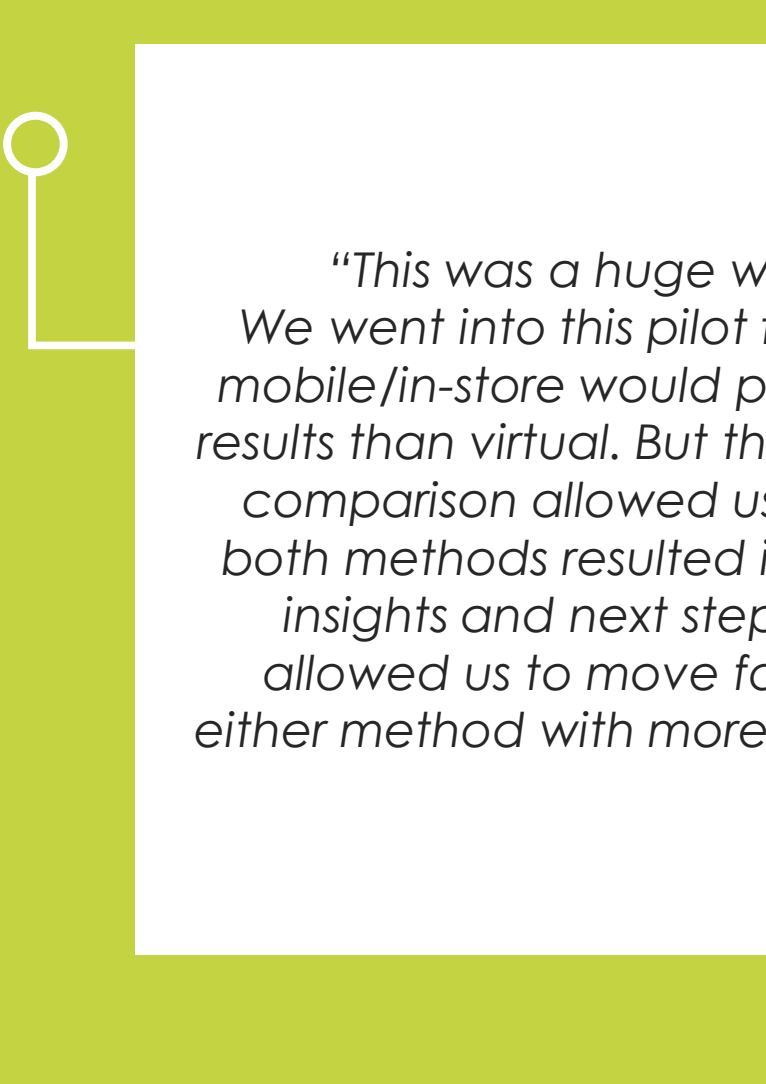
Mobile delivered stronger visceral reactions, more consistent with our typical approach

It is a lot to ask non-panel recruits to come to an in-store environment during a pandemic

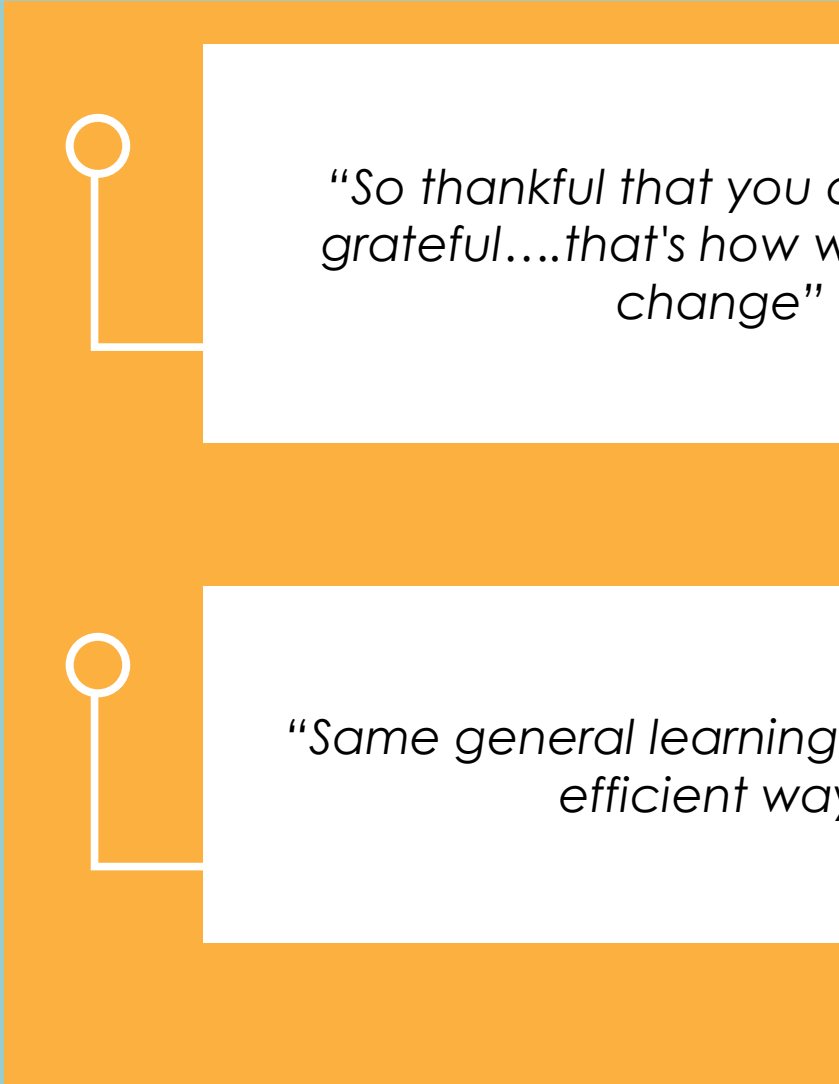
Virtual presented more logistical simplicity, comprehensive coverage and cost benefits

There was some environmentally-driven implications for a virtual shelf set related to the top and bottom shelves

What the feedback has been



"This was a huge win for us! We went into this pilot thinking that mobile/in-store would provide better results than virtual. But the side-by-side comparison allowed us to see that both methods resulted in very similar insights and next steps. So, that allowed us to move forward with either method with more confidence."



"So thankful that you did this, very grateful....that's how we can drive change"

"Same general learning in a safe and efficient way"

What will things look like *post-pandemic?*

More solutions to find the ideal fit for every FMoT project.

When you need to conduct research in a retailer that doesn't easily allow in-person research or only have 2D prototypes.

Virtual

When you need to make the research accessible to a large team or to deliver a compelling video deliverable.

Mobile

When you need to capture habituated behavior in the purest way possible.

Intercept



Luke Cahill
Lcahill@real-insight.us

THANK YOU!

