

Joining Forces



Coca-Cola®

x SYLVESTRE & CO



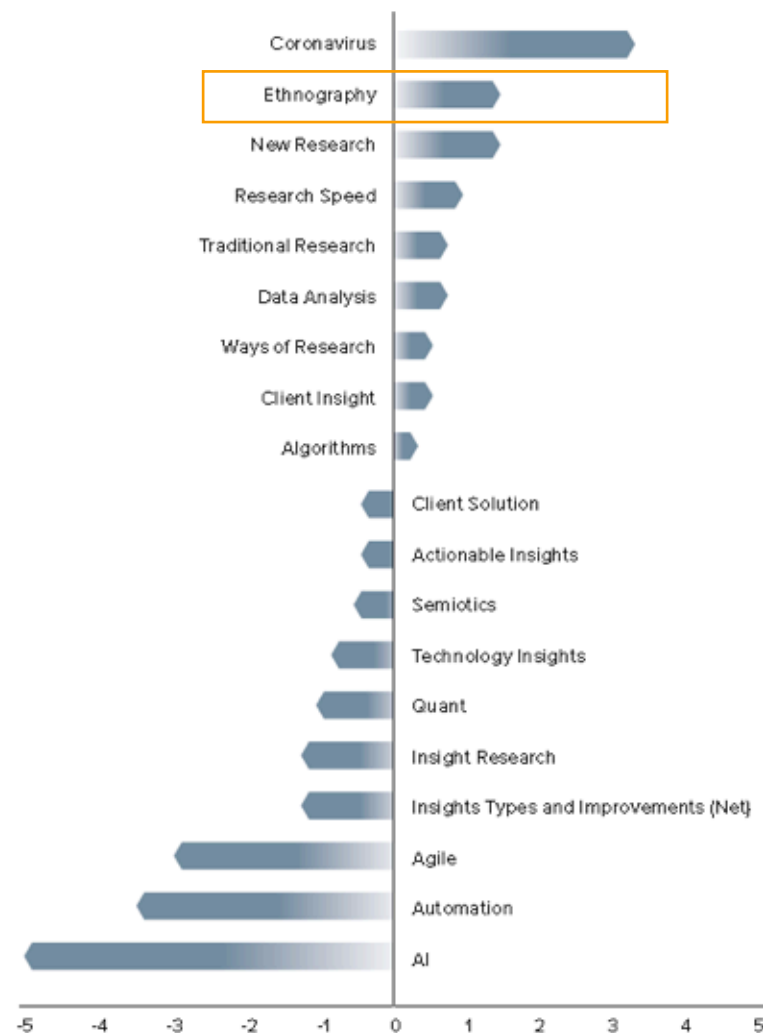
Unfolding 360° Insights With Multi-Faceted Methodologies

A Resurgence of the “WHY” Research

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For years online methods have grown slowly and steadily while in-person has been the leading choice of qualitative methodologies, but COVID-19 abruptly changed that with online focus groups and IDIs now taking the lead

CHANGE IN PROMINENCE OF TERMS/TOPICS AFTER MARCH 11, 2020



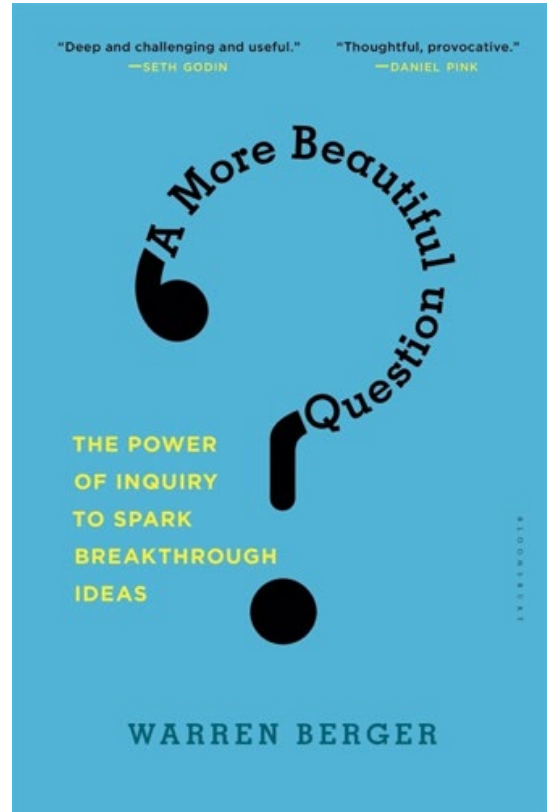
GRIT Report, Business & Innovation Edition 2020

“““

Like everything else in 2020, there was a transition from face-to-face to screen-to-screen. This came with some new opportunities—suddenly, instead of sitting around a table in a room with a one-way mirror, interviewers were transported into peoples' homes



Ask Stronger “WHY” Questions



A More Beautiful Question, The Power of Inquiry to Spark Breakthrough Ideas by Warren Berger

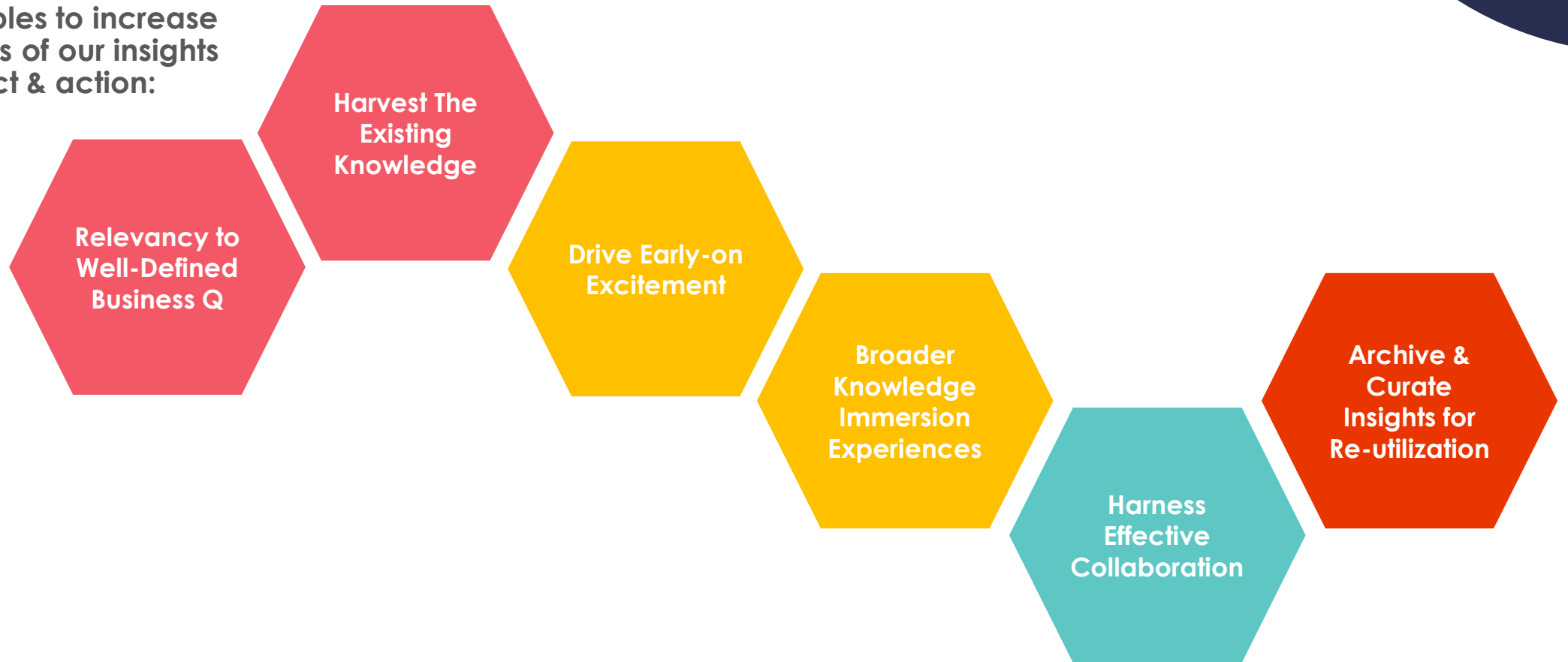
We're constantly wiring ourselves to be better at asking stronger WHY questions by:

- *Taking Steps Back*
- *Noticing what others miss*
- *Challenging assumptions (including our own)*
- *Gaining a deeper understanding of the situation or problem through contextual inquiry*
- *Questioning the questions we're asking or getting asked*
- *Taking ownership of a particular question*



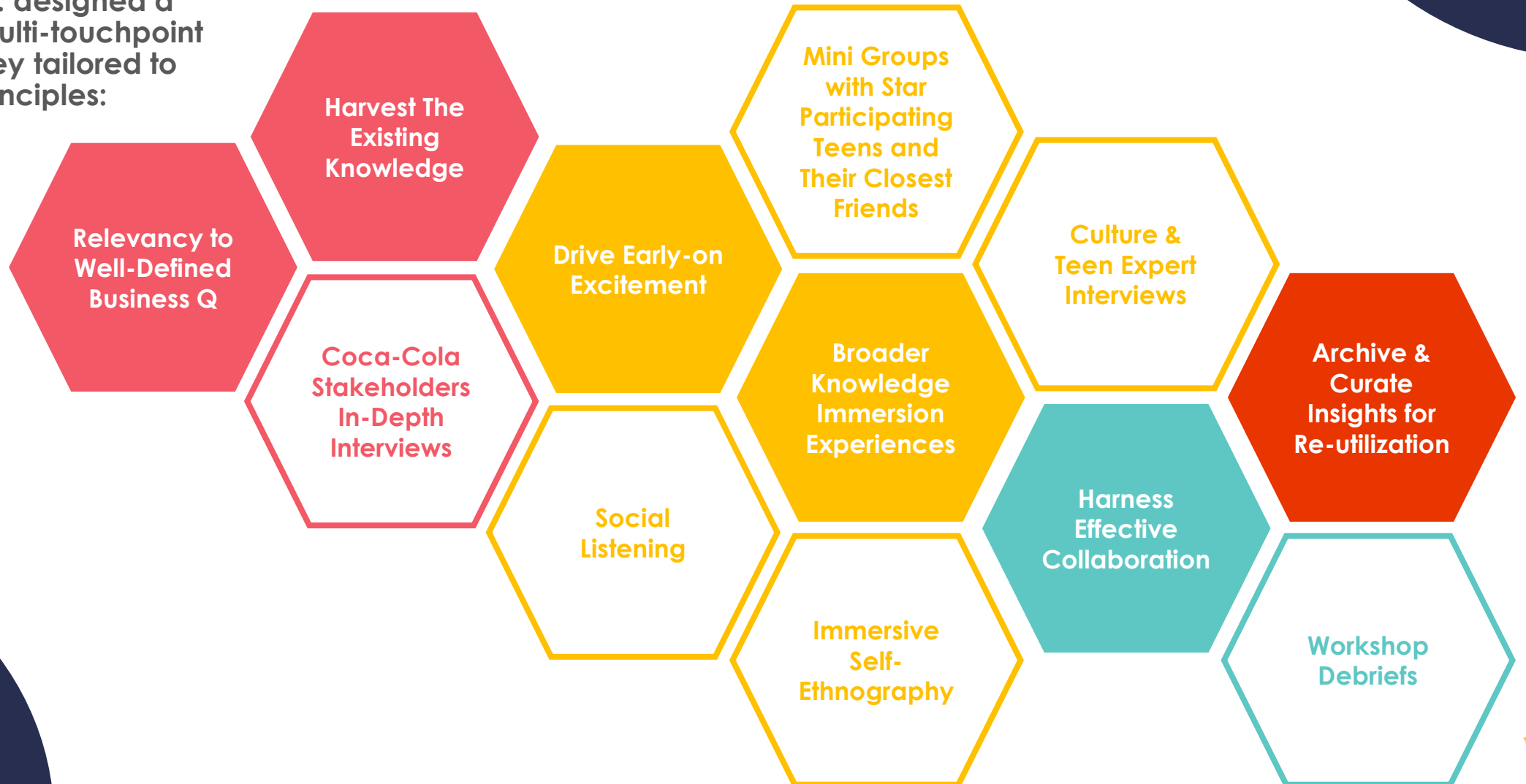
An “Activated” Insight is an Effective Insight

At Coca-Cola, we use the following principles to increase the effectiveness of our insights and drive impact & action:



Empathy is an Immersive Learning Journey

In partnership with Coca-Cola, Sylvestre & Co. designed a multi-stage, multi-touchpoint learning journey tailored to the brand's principles:



Elevating Our Behavioral Understanding

By combining techniques:

Traditional Techniques Transposed to Digital

Uploading hand drawings

Filming their own space,
possessions or actions

Storytelling & collages



Digital-Native Techniques:

Screen recording

Digital means of expression

Mobile beverage journal

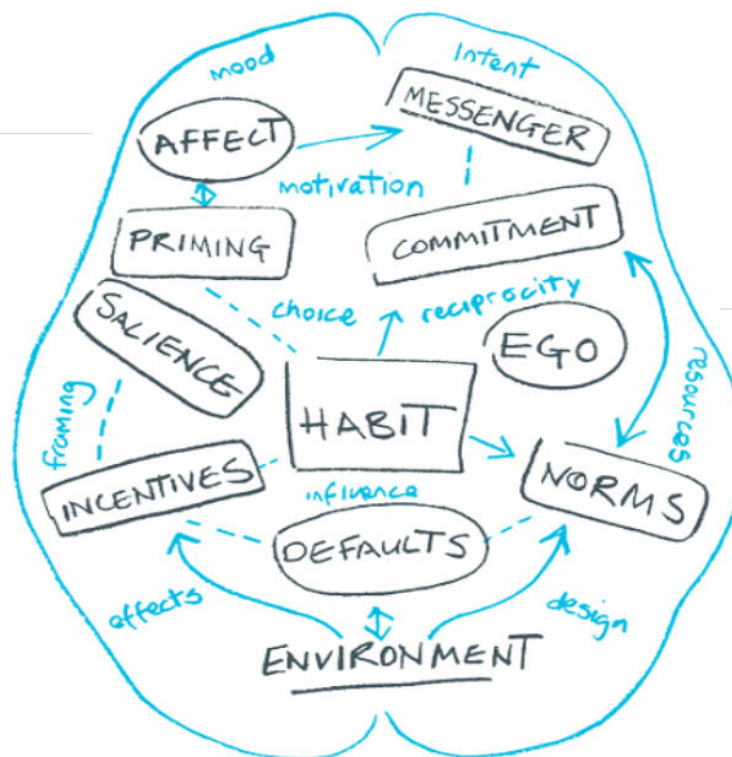


Elevating Our Behavioral Understanding

By bringing in cultural and teen behavioral experts into the process:

Cultural Experts

- Level of attachment to Quebec culture
- Quebec identify definition
- Global vs. local influences



Behavioral Experts

- Teen Psychologists
- Sociologists
- Pediatricians



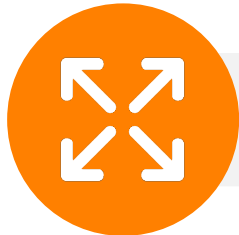
Considerations For Future Research



How can we build a meaningful connection with our research target?



How can we fuel engagement and buy-in?



How can we maximize insights with pre-fieldwork and post-fieldwork?



How can we continue to build on the current momentum?

Thank you for Listening!

Session Speakers



Walid Benchama

Global Director Shopper & Channel Insights



oubenchama@coca-cola.com



Isabelle Landreville

President & Chief Insight Seeker

SYLVESTRE & CO

isabelle@sylvestreco.com

