SNAPSHOT

UNTAPPED INNOVATION

Summer 2022

welcome to our summer showcase of the best of our blog and news from untapped

Social Listening – How do you hear what's not being said?

David Oglivy, research and marketing guru from the 1960s wrote: *The problem with market research is that people don't think how they feel, they don't say what they think, and they don't do what they say.*

At Untapped, we often talk about how the most powerful insights often come from what your user is NOT saying to you directly. These unarticulated insights are much closer to the true motivations and drivers that govern your user's actions and decisions.

In qualitative research, we use 2 main tools for this:

1) Observation **What are your users actually doing as opposed to say that they are doing?**

**2) Projection techniques** **That take users beyond the category/task/product to release deeper feelings and thoughts.** Tools like video-enabled research panels (e.g. Indeemo or Further) let you build these approaches into your research to uncover more meaningful and powerful insights

Social Listening

In the past few years, social listening has played an increasing role to augment qualitative research to hear authentic consumer voices. An additional advantage is the sheer scale of data meaning you can pick up on emerging language, trends and sentiment around a category, product or service.

But unlike in qualitative research, where you can prompt and ask questions, listening to social data relies on what consumer are spontaneously posting. That's all good if your target consumer is very active on social media and/or is really passionate about your category (enough to post about it). But what happens if your target is somewhat disengaged and may not be posting directly about the specific topic you want to explore?

Is social listening still a useful insight tool in these cases? At Untapped, we recently encountered this challenge. We knew that our target consumer was experiencing and
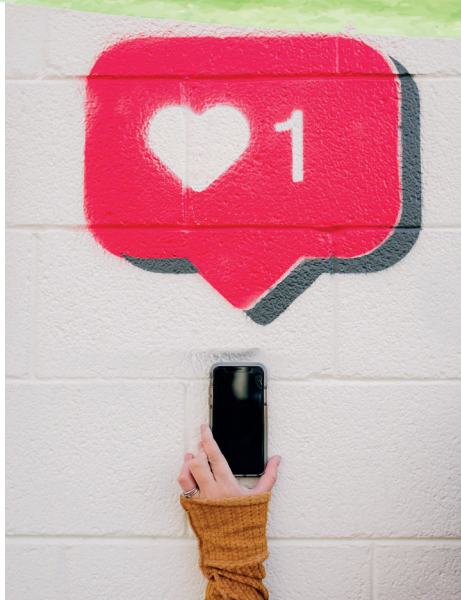
managing around pain points within the category. But we also knew that they are de-motivated about the category and therefore won't be the loudest voices "shouting" on social media. We wanted to find out if we could still get insights around our target user using the social media tool.

Working with our expert associates (PSA consultants), we were able to crawl, mine and analyse deeper content that shone a light on these "disenchanted" consumers and learnt 3 valuable tips along the way.

Listen for "indirect" conversations associated with the topic.
Start by listening to direct conversations about the pain points related to the product or category. But then go deeper – make a list of "associated" topics that may be discussed indirectly, together with compensatory behaviours that will provide a clue that you are listening to those who are quietly dealing with frustrations. The consumer who's disenchanted with hair colouring for example may not directly post about fade and hair condition, but instead may comment that they are washing hair less frequently (to prevent fade), doing more root touch-up, wearing hats in the sun or using additional conditioning products.

Dig into product reviews
Disenchanted consumers may not be engaged enough to post spontaneously on your topic/category, but may feel more motivated to review a product. Hidden pain points crop up all over product reviews (good and bad), so dig beyond the star

rating to analyse what they're telling you about your category in their reviews.

De-code imagery
Image analytics have come a long way and it's now possible to decode images, photos, memes, emojis. Look for images related to your product or key brands or the benefit (e.g. beautiful hair colour) and dig into the emotion and sentiment as well as the image content to uncover those deeper feelings related to the product as well as category standards of excellence.

We would always recommend qualitative research as the primary tool for unearthing these unarticulated insights. But carefully designed social listening research using the tips above, can add to the picture of what consumers are thinking and feeling beyond just what they say directly.

And to really power up the insights, we use qualitative and social data in combination with cultural and semiotic analysis to reveal the category trends and cultural forces that will be quietly influencing even your most disengaged consumer.

Together these tools can help you to get closer to what consumers really think, feel and do. *Suzanne Allers*

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5 Observations from The Quirks Event

Untapped partner, Sally Kemkers attended The Quirks Event in London May 2022. It was her first face to face conference of the season with plenty of familiar and new faces to see.

Here are Sally's five over-arching themes that struck her across the variety of capabilities on show, relevant for both clients and suppliers.

1 **More than ever, research capabilities are promising agile, flexible and fast.**
Clients are demanding this and increasing numbers of suppliers offer "always on" capabilities across the insight industry. The latest GRIT report (Greenbook Research Industry Trends, 2022 Insights Practise) reports "Agile" methodologies newly ranked 2nd in 2022 behind "Story-Telling and Data Visualisation" which has been ranked 1st over the past few years. As AI enabled text analytics and method automation help suppliers build agile solutions and the pandemic has accelerated the migration of in-person to online methods, it's not a surprise that agile is rising in importance. Suppliers like Fastuna and Cambri shared case studies of their agile survey solutions and Bilendi & respondi talked about collecting in-the-moment insights via WhatsApp and Facebook Messenger.

2 **DIY is offered across all agile qual, quant and social insight tools.**
Linked to flexibility, this concept intrigued me, since while clients are saying they look for tools with a DIY option, many opt for a serviced solution due to a lack of time and people in their insight teams. However, the better tools were so intuitive to set up and pull actionable, visualised insight and data off the dashboard, that repeat users are moving to DIY after a few uses. Suppliers should be aware of the expectation that their methods should be flexible enough to span DIY to full service.

3 **"Democratising insight" across organisations was another big theme.**
Many clients showcased how they are creating internal hubs or hives to house, organise and share out their data and insight. Kantar talked about a move from "knowledge is power" to "knowledge is action" and this driving the growing number of internal insight "mission control" hubs. However, a barrier to democratising insight can be low levels of pull from across big organisation. It feels like hard work to push it to the right people and is backed up by Kantar's Insights 2030 Report that interviewed 1000s of businesses and found 65.7% of companies are putting Insight at the centre, contrasting with a survey quoted by Fuel Cycle saying only 11% of top firms are satisfied with the Insights process today. Examples of internal Insight hub creation included:
• *Stravito* partnering with Burberry to build their Insight Engagement Hub. Head of insight at Burberry, Ross Dempsey shared how they have created a newsroom style regular digest and integrated communication to the organisation with Yammer, their internal WhatsApp functionality.
• *Lucy's* AI powered knowledge management assistant helps clients access their most up to date insights and data.

4 **Companies are achieving efficiency by bringing one-stop-shop capability in-house.**
As technology is enabling an ever increasing array of methods to collect data and insight, there were several examples of clients collaborating with a single supplier to drive scale, cost efficiency and benefit from standardised techniques and KPIs:
• *Kantar Marketplace* offer self serve to fully managed access to an 88 million strong global panel for instant idea, ad screening including facial coding and agile studies. Case studies were shared where they partnered with Reckitt and Heineken.
• *Toluna* shared a case study of how they have worked with Asahi to design a bespoke evaluation method across their NPD cycle from idea screening to claims to pack testing. This includes bolting on quick questions to get fast answers to specific business problems.

5 **There's a continued evolution from traditional question / survey based qual and quant research to unsolicited observational methods.**
Such methods are driven by tech innovation and touted as being the answer to avoiding question bias. To note, there is still plenty of innovation happening in question based qual and quant research. Social analytics is becoming more mainstream, being used for unearthing target sentiment, segmentating users, predicting trends and identifying whitespace opportunities. At Quirks, Trendscope from Black Swan shared case studies with Twitter and PepsiCo and describe themselves as the "World's first social prediction tool".

Untapped Innovation work with a variety of partners, including many present at Quirks, to curate and blend impactful research approaches to get deep, robust and actional insight. This enables Untapped to help clients develop transformative products and ideas by unearthing and connecting deep human, future and product insights. Do get in touch if you have an innovation question you'd like help with.
*Sally Kemkers*

Meet STEM Untapped Mentor, Katie Hillan

Katie shares her STEM story with Untapped Innovation as a 5th year MSci student. Navigating a change in career mindset early on, Katie looks back and offers her pieces of advice to secondary students considering their next steps into a world of STEM.

Fate allowed me to realise that I didn't want to be a doctor. I grew up and went to school in Glasgow, Scotland. I was always quite a quiet student but I worked hard and for that reason it was never doubted that I would do well. I got good grades and the teachers liked me and throughout the entirety of my school 'career', I did very well. When I got into my final year of school, I decided that I wanted to apply for medicine. I did the entrance exams, applied for four medical schools in Scotland and got rejected from every single one of them. I didn't even get any interviews. At this time, I felt like a complete failure.

Following the advice of one of my teachers, I went on to take a gap year with the intention of reapplying for medicine. During this gap year, I realised that I really didn't want to be a doctor. I was interested in the medicinal side of things but not the idea of spending my day dealing with patients. After looking deeper into what the degree programme of medicine actually contained in comparison to what my chemistry at school had been, the thought of becoming a doctor of medicine was simply a path that I thought I should take rather than one I wanted to.

I'm now enjoying my fifth and final year of my MSci degree. Since chemistry was the subject I liked the most in school, I decided to apply for
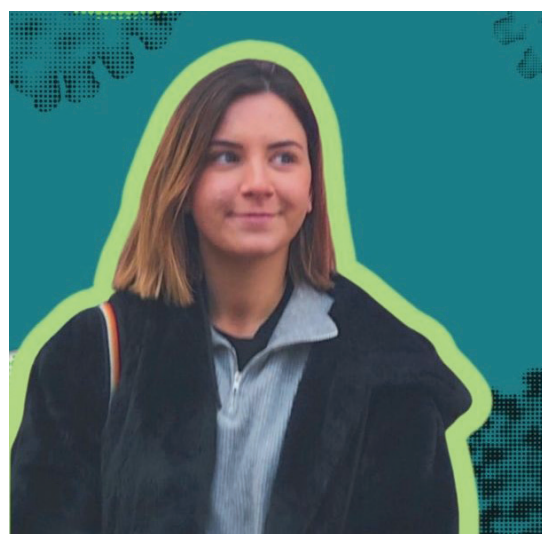
various medicinal chemistry courses and ended up accepting and studying medicinal chemistry at the University of Glasgow. I am now in my fifth and final year of my MSci degree and although this is an achievement in itself, at times I feel like the way I was perceived in school and the way I perceived myself has completely changed. During my degree, I saw myself as someone who scraped by. This wasn't actually the case, I did well in the earlier years of my degree and I also had a really enjoyable university experience. However, that rejection from medicine did shake my confidence. I had never failed at something before. Looking back, I'm really glad that I didn't get into medicine. I would've been good at it but I genuinely don't think I would have enjoyed the course and style of learning anywhere near as much as I have during my chemistry degree. It also taught me that failure isn't necessarily a bad thing.

My placement year at GlaxoSmithKline. I moved to Weybridge, near London, for my placement year at GlaxoSmithKline and worked in the innovation team of their oral healthcare department. However, due to COVID, the majority of my year was spent back at home in Glasgow, working online from the comfort of my own bedroom. Again, I did well during my placement year. Would I have felt much more confident in my abilities going back to university if I'd been doing laboratory research for the entire year and working in an office alongside others? Absolutely.

However, I gained many other skills during my placement. I worked on various projects in oral healthcare, across many different departments. I was treated as a real employee, not a student. People listened to my ideas and took me at my word. This was a really empowering experience. I learnt how to present confidently and consistently (albeit over Zoom), I put myself forward for various projects that I had little to no previous experience with but learnt along the way. I would definitely recommend a placement to anyone considering it. I now have a real feel for what industry is like.

Then we come to now. Sometimes in university, specifically when studying a STEM subject, it can feel as though everything is about grades and job offers and that everyone else knows exactly what they're doing but it's actually not about university at all. Believing in yourself comes from working hard, accepting criticism, reflecting on what your colleagues and supervisors say or think about you and always pushing yourself to learn more.

My final pieces of advice. Believe it when the people around you tell you that you're doing well and work hard to prove them right.
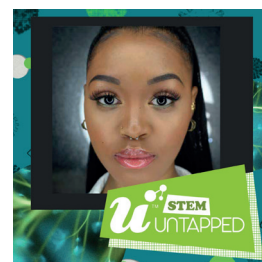
Click here to read Katie's full STEM Untapped blog
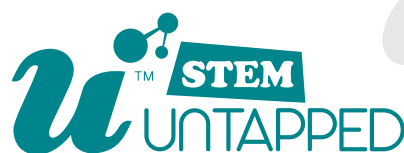
Untapped girls in STEM is the first bottom up approach I have seen in school. This wasn't about telling the girls, this was about involving the girls, giving them that sense of ownership, importance and most of all trusting the girls and letting them get on. No hovering over them but giving them the self belief in their future in STEM. The portfolio they could choose from is inspirational not just due to the exceptional women involved but also the great range of careers covered, this wasn't the usual compartmentalising of jobs we are usually given in school.