ON-LINE RESEARCH EVENT: L'EVOLUZIONE CONTINUA

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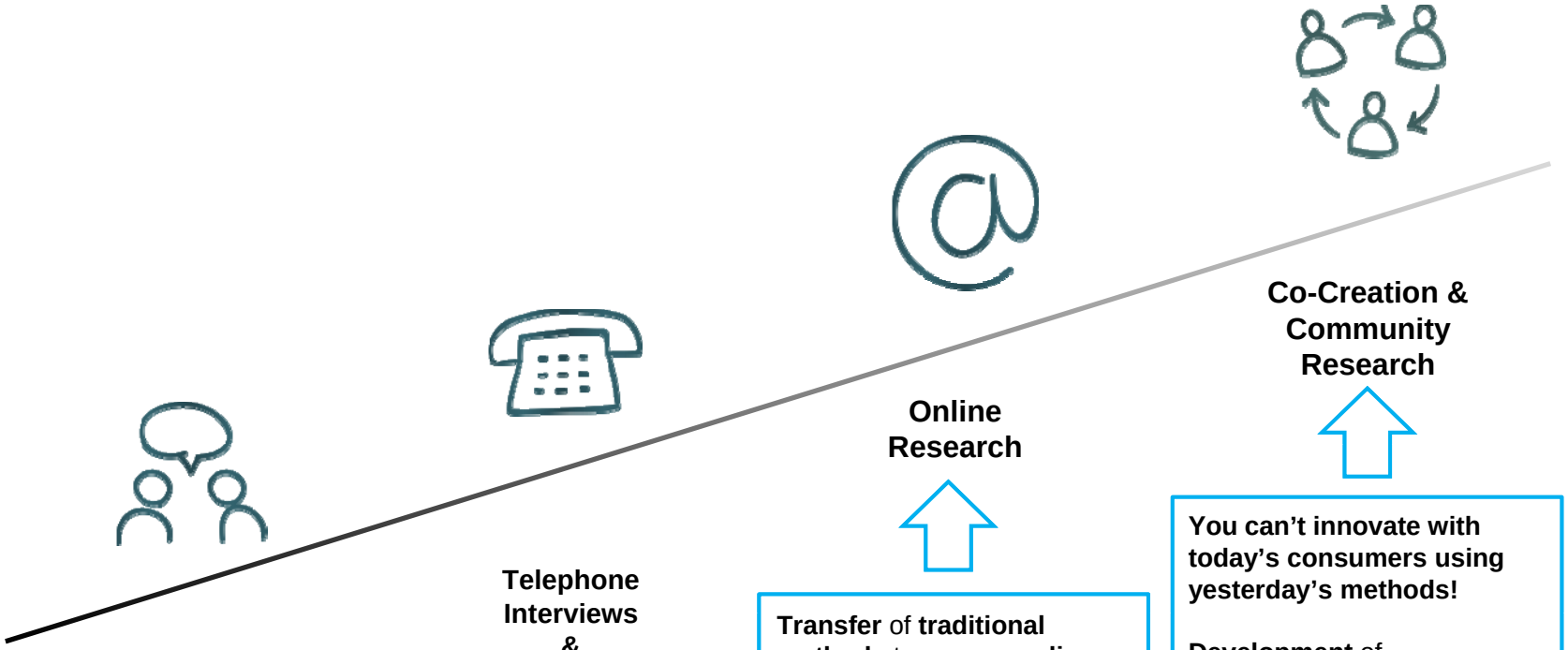
HYVE

Listening to Social Media from a B2B2C perspective

By

Michael Bartl – CEO Hyve

Major Drivers and Trends Changing the Innovation Game



Face-to-face Interviews

Telephone Interviews & Paper Pencil Questionnaires

Online Research

Transfer of **traditional methods** to a **new medium** in a **faster** and **more efficient** way concerning **costs, speed, reach**, and at the same time ensure **information quality** with the help of **online panels.**

- Online Surveys Concept Test
- Virtual Conjoint Analysis
- Virtual Interviewing Software
- etc.

Co-Creation & Community Research

You can't innovate with today's consumers using yesterday's methods!

Development of **contemporary** and **modern methods** and **tools** to utilize the power of consumer communities beyond advantages of online execution.

- Netnography
- Crowdsourcing
- Co-Creation Studies
- Lead User

Case 1
Food Market Perspectives
What's next in Citrus Beverages?

Netnography-Objectives

What's next in Citrus Beverages?

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symrise
always inspiring more...

- Partners in delivering relevant Taste Solutions to Consumers
- Citrus is one of Symrise's most important business areas

Research Questions:

- How do consumers **perceive Citrus** in beverages?
  (Natural or artificial? Sour or Sweet? Healthy?)
- What are **emotions and associations of consumers** when talking about citrus beverages?
  (happiness, freshness, healthiness, ...) Does citrus taste influence the **consumer's mood**?
- What are the **terms used** by consumers when describing citrus taste?
- How do consumers discuss **packaging and looks** of citrus beverages?
- What **types of beverages** are linked to citrus taste in the consumers minds?
- Are there **special occasions / consumption situations / contexts**
  in which consumers relate stronger / less to citrus taste beverages?

Social Media Sources

Overview of identified English-speaking Social Media Sources

Photos & comments on flickr give insights that go “beyond words”

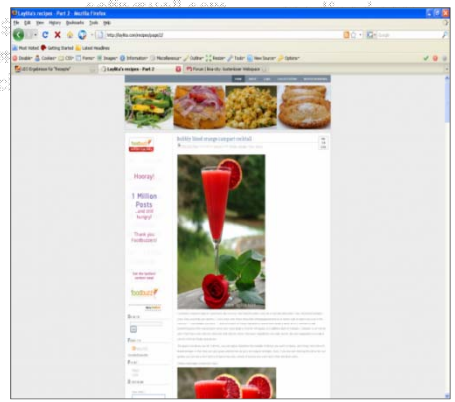
www.flickr.com

Members: ~ 7 million
Pictures: several million
Threads: 54,126

English-speaking foto-community: Shared pictures, reviews and comments on everything from holiday pictures to photographic art and the documentation of food & drink recipes

In Food Blogs valuable experiences, recipes and tips are shared

Numerous Blogs all about the love for food and traditional grand-ma style related dishes. Pusheing the exchange of recipes and tipps on the blog.



Consumer Insights

I ♥ Home-Made

As my mother and grandma did when I was a child, I love to treat my family with home-made iced tea or lemonades on weekends in summer. I think it‘s cheaper and better to make these drinks myself. Also I know what‘s in there and I can just adjust my recipe to my favorite ingredients like honey, lime and mint. I think it’s quick and easy to make beverages at home, but my sister for example hates squeezing lemons.

Consumer Insights

I ♥ Home-Made

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Discussed DIY-Recipes…

…your favorite drink is too expensive … sugar can be replaced

Vietnamese Soda-Lime Squash

…it doesn't beer sugar lemon recipe for South American limeade with whole limes

Hallo Yvonne … eine

Spritz … drops off (often) but doesn't d…

vorbe… n orange juice do. But the stuf…

zu sei… is ridiculous. I don't feel as stu…

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so… make a batch and have it ready to…

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…hefkoch.de

http://www.flickr.com

http://www.ch…

WHOLE FRUIT, NATURALNESS….

SHARING LOCAL RECIPES GLOBALLY….

Okay, I drink "vitamin water" a lot because it is not very sweet, tastes somewhat good and has a little bit of fructose which keeps me from falling on my face when my blood

…drops off (often) but doesn't d…

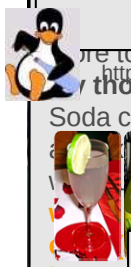
…n orange juice do. But the stuf…

…is ridiculous. I don't feel as stu…

…is available for free, because at l…

much to pay for something so simple.

So I decided to make my own. I will start with lemonade flavor as I know where to get the flavor for that. I also know I can buy fructose powder and add just a little of that (if my limited research is correct fructose is sweeter than other sugars per amount and doesn't kick your ass as much insulin wise). My question is this: maybe, just maybe, the vitamins that are included help me out a bit. So how do I go about adding vitamins to my water? Which vitamins can I crush up and toss in the mix? I figure I will get the taste down and then make it a concentrate so I can just add cold water to it in a clean bottle and go. Any ideas?



3. Serve cold, over ice, with a slice of lemon

Serves 8

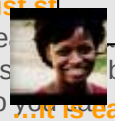
This delicious natural lemonade has no sugar

…artificial sweeteners!

http://www.styleforum.net

http://www.elanaspantry.com

My mom makes the best iced tea. I can only dream...



mmm. i haven't had iced tea in a while. you can't get good sweet tea around where i live. my grandmother made some really good sweet tea with oranges

That tea with oranges sounds really good. Do you have a recipe for that? I had some neighbors that used to make sun tea and let the sun do all of the work. I may be biased, but the best tea that I have tasted has been in the South. It is

BETTER TASTE, CHEAPER, EASY TO MAKE….

SUGAR REDUCTION/REPLACEMENT….

http://laylita.com/recipes/2008/05/30/limonada-lemonade-or-limeade/

Consumer Insights

I ♥ Home-Made

Memories and Perceptions

- **Family and childhood**: Home-made lemonade and Iced Tea remind people of their happy childhood.
- **Taking care**: There is a connection to taking care and doing something good to friends, guests or family. Often it is made for BBQ, children's birthday parties or on a hot summer holiday at home in the garden

Six major motives for DIY preparation of citrus drinks could be derived from consumer dialogues:

1. **Taste**: "home-made tastes best!"
2. **Customization**: Consumers modify recipes regarding carbonated or uncarbonated, the amount of juice, the type and amount of sweetener or adding extra ingredients such as mint.
3. **Natural**: Home-made citrus drinks are perceived as healthier and cheaper than industrial sodas. For DIY drinks it seems to be a plus for consumers to know the ingredients of their drink.
4. **Tolerability**: Health conscious and allergic consumers can use the type of sweetener they prefer and adapt the amount of sugar, honey, stevia or agave syrup to their personal taste
5. **Easyness**: In most recipes, consumers state that lemonades and iced-teas are easy and quick to make.
6. **Value for money**: The simple dislike of supermarket drinks or the wish to copy existing drinks in a cheaper version can be another reason that drives consumers to make their own citrusy drink at home.

Four major groups of preparation methods for citrus drinks were identified from user recipes:

- Simply **poring together water** or **tea**, **fruit juice** and **sugar** in a glass or jug.
- Making a **fruit juice- sugar syrup** that can be **stored in the fridge** and is mixed to taste with some water.
- **Blending whole fruits with water & sugar**, strain the peel & fill into a jug to get a bit bitter lemonade.
- Getting **flavored water** by simply letting fruit **slices&herbs** sit **in water** to let the water absorb the fruit flavor.

Data Analysis and Insights

Making Sense of unstructured Data

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Consumer Insights

Understand and Experience what You Read

Product Concepts

Homemade Lemonade

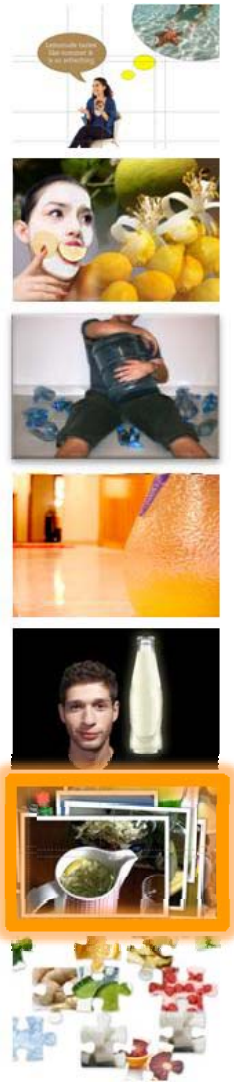
PRODUCT DESCRIPTION:

"Lemonade that taste like homemade"

- ✓ Made of Fruit Juice with a high juice content (12%-15%)
- ✓ 100% Natural
- ✓ Clean Label
- ✓ No preservatives or "E" Numbers
- ✓ No Stabilizers

Taste directions:
-Lemon - Mint
-Black Current - Raspberry
-Cherry - Elderberry

" INDULGENT LIKE HOMEMADE"



Product Concepts

Homemade Lemonade

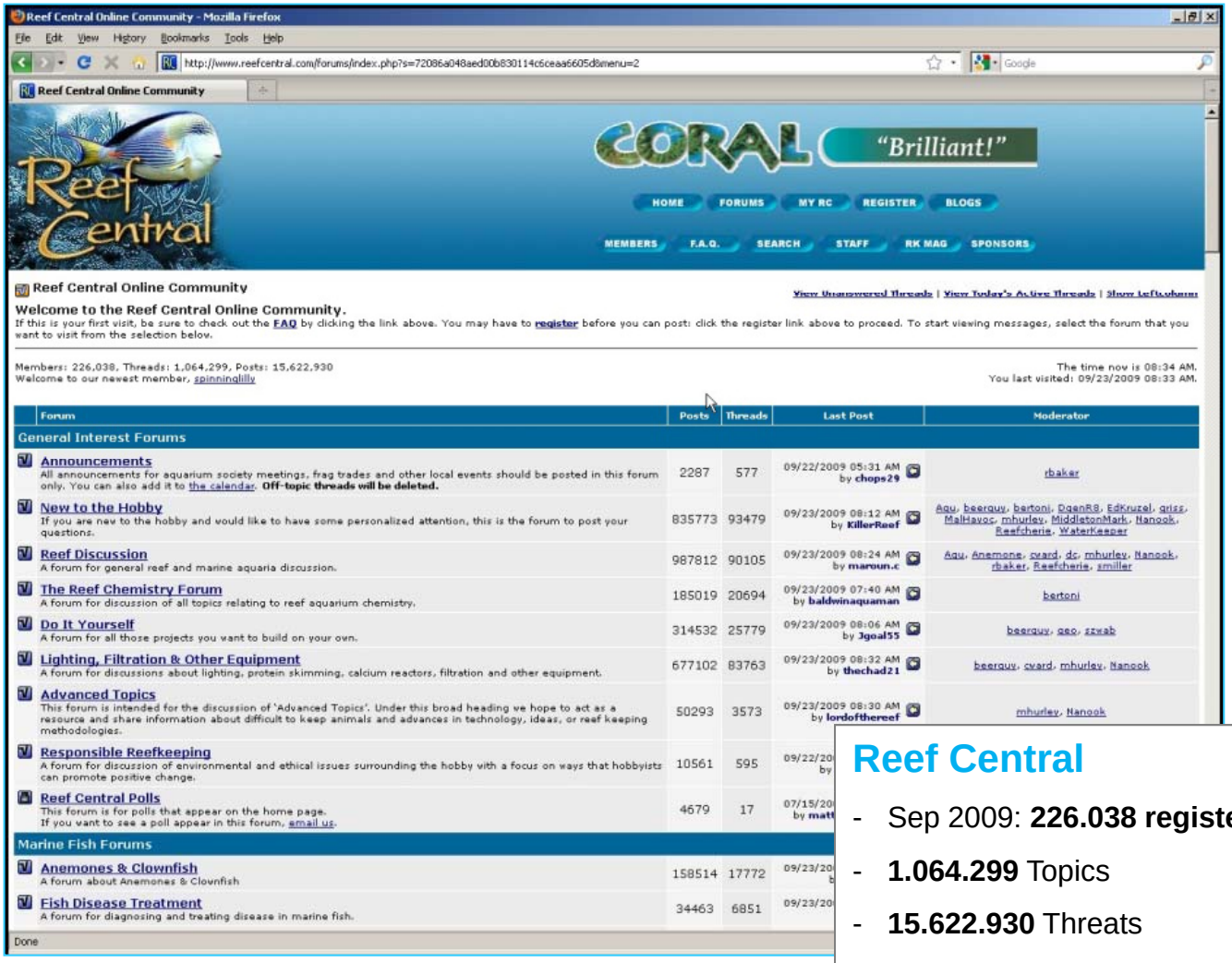
Case 2
Water Treatment

Netnography

The Water Treatment Case

Netnography

The Water Treatment Case

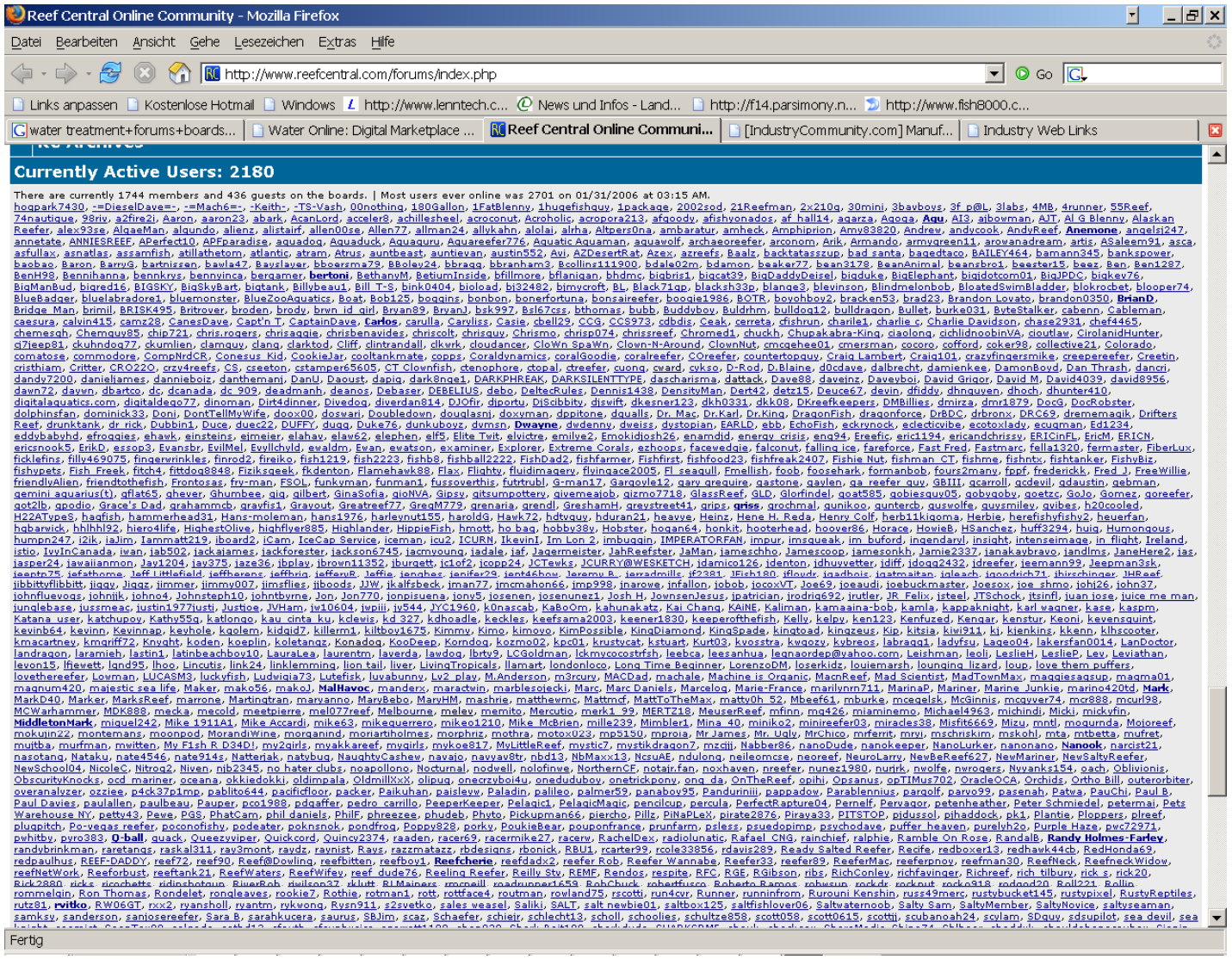


Reef Central

- Sep 2009: **226.038 registered User**
- **1.064.299** Topics
- **15.622.930** Threats
- **http://www.reefcentral.com/forums/index.php**…

Netnography

The Water Treatment Case



Netnography
The Water Treatment Case

All functions e.g. lighting system, filter system, heating systemetc etc. are controlled by TV buttons

“…如果能换个频道就换个背景那就更好了.要是能换频道就能换鱼..... “

“…把你的所有电源开关.灯,过滤.给氧.加热等都接在电视机的频道按钮上.”

“…把你的所有电源开关.灯,过滤.给氧.加热等都接在电视机的频道按钮上. “

“就是电视老土了点,换个29寸纯平的还凑合”

Development of filter system with following materials: acrylic glass 11,5 kg; coral sand 7,5 kg; Activated carbon coal 10 kg; glass sand 10kg, 2 pumps 35w 2000L/H

„过滤材料: 玻璃环 23斤 珊瑚沙 15斤 活性碳 20斤 石英砂20斤
动力 两台35 W的 2000L/H的泵
另: 一个潮吸式过初级过滤
希望大家给我点意见就是过滤材料的摆放顺序!!!!!“

“好啊,真正的生物过滤 “

“我的过滤跟你差不多~~~~但我想再家一层做为滴滤式准备放生化球~~~
但不知拉筋能不能承受得了~~~请问你的拉筋是多少mm “

Netnography

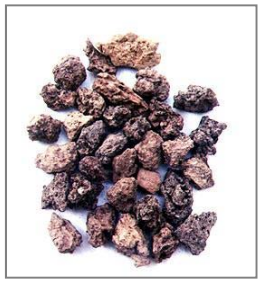
The Water Treatment Case

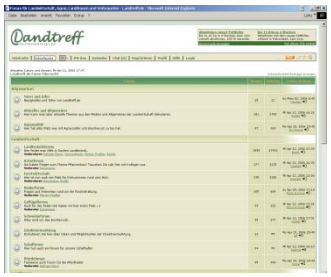
The problems of „Water Treatment“ are reflected in the micro-worlds of aquariums

- water plants and fish
- pump- and filter systems
- water contamination
- aquaculture and water quality
- measuring procedures and systems
- vermin control

Netnography

The Water Treatment Case





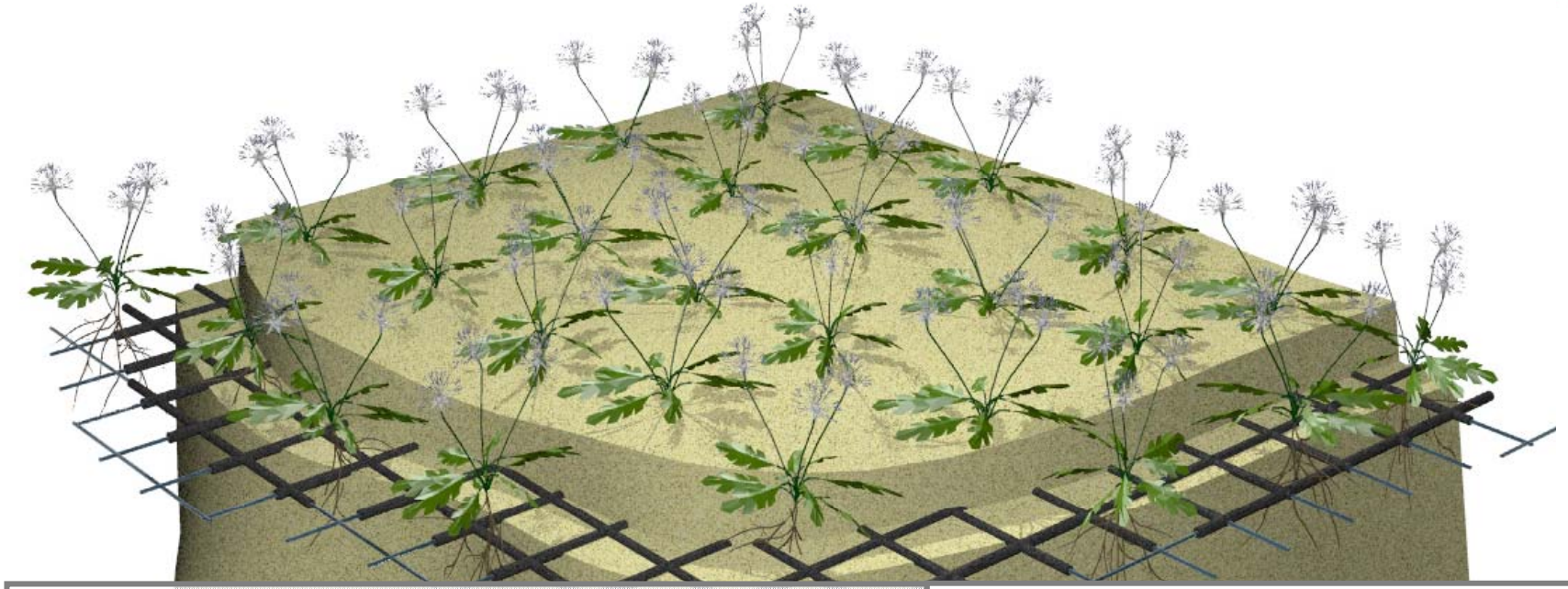
Schiefer / Ton / Quarzkies / Bimskies / Lava / Steinwolle / Schaumstoff

Solche Perlschläuche erlauben die Bewässerung direkt am Boden. Das Wasser wird tropfenweise abgegeben

Der Tröpfchenschlauch wird lose ausgelegt oder flach in der Nähe der Wurzeln eingegraben

Netnography

The Water Treatment Case



Characteristics of HYDROGRIDS:

> Store water and therefore reduce waste

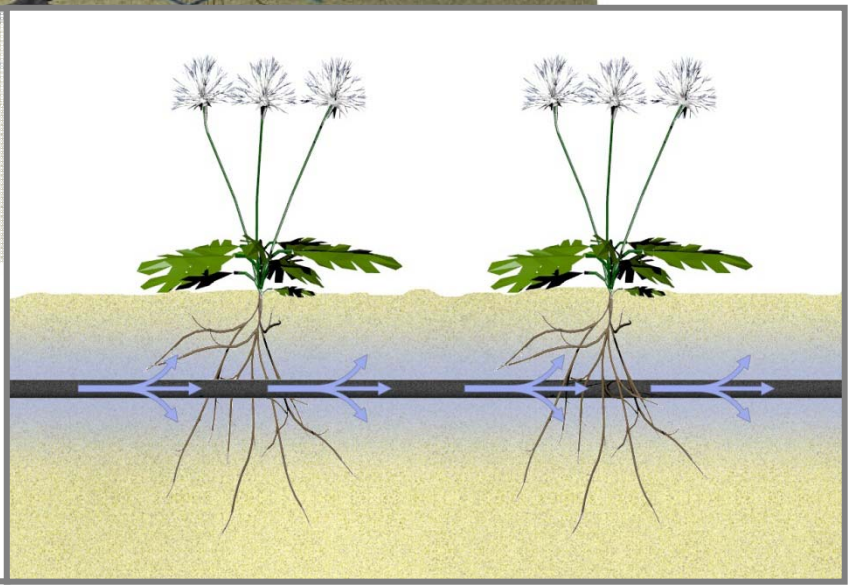
> Watering directly at the plant radix

> Avoid salinization and chlorosis

> Avoid burning

> Integrated seed

> Integrate fertilizer and plant protection

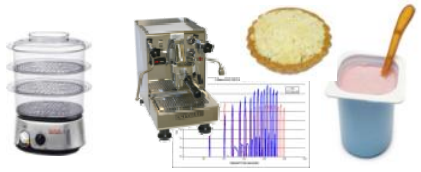


Netnography

The Water Treatment Case

Geogrids are used e.g. to reduce ruts, stabalize noise protection embankment or to reinforce sludge lagoons

Netnography
Fields of Application



Food
Consumer Insights/Ideas/Growth Fields in
food, cooking and household apparel topics.

Beauty & Care
Consumer Insights/Ideas/Growth Fields in
grooming and (wound) care topics.

Sports
Consumer Insights/Ideas/Growth Fields in
basketball, soccer, footwear, and outdoor equipment .

Automotive and IT
Consumer Insights/Ideas/Growth Fields and Brand Monitoring
in the Automotive and Telecommunication Industry.

Media & Advertising
Consumer Insights/Ideas/Growth Fields and Community Building
on media usage and social media marketing strategies.

B2B and Services
Consumer Insights/Ideas/Growth Fields
on topics like Water Treatment, Credit Card Services, Hinges etc.

Netnography Process

Systematic Listening to online Conversations

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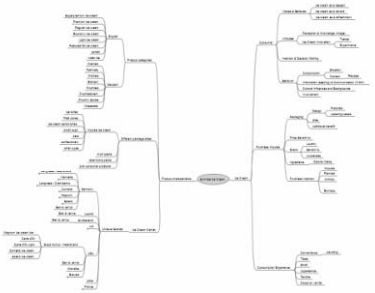
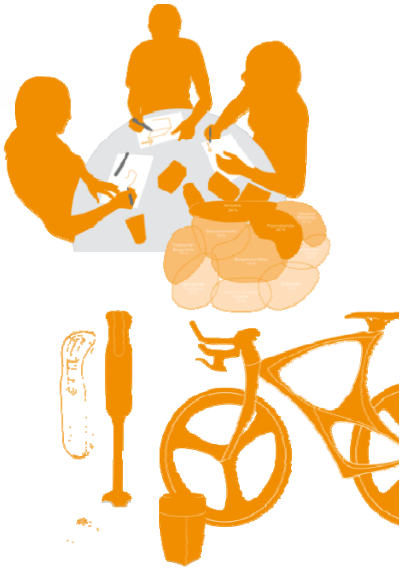
Research Definition → **Social Media Selection** → **Social Media Observation** → **Data Analysis and Insights** → **Product Solutions**

1 → 2 → 3 → 4 → 5





Netnography

“Doing Ethnographic Research Online”

- **NETNOGRAPHY** [inter**NET** & eth**NOGRAPHY**] is a **QUALITATIVE** and **EXPLORATIVE** research approach to analyze the **CONSUMER DIALOGUE** in **SOCIAL MEDIA.**

- The **EMPATHIC** and **NON-OBTRUSIVE** online **OBSERVATION** and **LISTENING** enables the Researcher to gain a **DEEP UNDERSTANDING** and **UNBIASED CONSUMER INSIGHTS**.

- Analyzing explicitly verbalized and implicitly existing **NEED-** and **SOLUTION-INFORMATION** of highly **INVOLVED** and **CREATIVE CONSUMERS** can lead to **FRESHER INSIGHTS.**

Thank You for your Attention!

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