



# Ethnographic IdeaGen Projects

## **Aim:**

To provide relevant & differentiated new ideas / concepts with initial consumer feedback within a week

## **BENEFITS:**

- Team is immersed in relevant consumer focused information giving them the maximum chance to generate key insights
- The brand is considered against the competition to ensure differentiation
- All material is immediately used as stimulus for structured and facilitated IdeaGen sessions, using tools & techniques designed to maximise creativity
- Concepts are refined iteratively with consumers to provide clear briefs for R&D / new products or new communication strategies

## **Preparation - Client**

Put together a core Client / Brand team and circulate briefing materials about marketplace, consumer, competition and brand. We give Clients a brief training about observation (how to behave, what and how to observe etc.)

## **Preparation - Consumer**

Consumers are recruited and briefed to prepare diaries and scrapbooks on relevant aspects of their day to day lives

## **Day One - Ethnographic visits and Insight generation**

Team visits Consumers in their own homes (with translator if necessary). They discuss the Consumer's lifestyle, look at the diary / scrapbook together and observe a series of relevant behaviours e.g. how they do the washing and where they shop

Later the core team reconvenes at the central location and brainstorms useful consumer insights inspired by observing the consumer

## **Day Two - More Ethnographic visits and Insight generation**

Same as for Day One. Then at the end of the Insight session, the team reviews and votes on what the Key Insights are

### **Day Three - Information exchange, Springboarding and Idea Generation**

In the morning there is the opportunity for presentations on, for example, technical comparisons between our brand and the main competitors

This is followed by a Springboarding session where the Team comes up with different directions to explore. Each Springboard begins with 'How to' or 'I wish' and the best Springboards are chosen as a start point for Ideas e.g. How to create a new product which overcome issue XX. Everything which has gone before such as the research, the insights and the technical briefing can all be turned into Springboards

In the afternoon structured, facilitated IdeaGen techniques are used alongside the chosen Springboards to increase the quantity and quality of ideas

### **Day Four - Idea Generation and Concept Creation**

The morning is used to generate more ideas, again in a structured facilitated way. In the afternoon the best ideas are selected and turned into consumer friendly concepts for research.

If necessary, time is allowed at the end of the day to get the concepts translated

### **Day Five - Consumer Focus Groups**

Three viewed focus groups (with translation if necessary) take place starting in the morning. Time (1.5 hours) is allowed after each group to discuss the findings and review and edit the concepts, so that the process is iterative with the concepts continuously being made more relevant and interesting for the consumers.

If required, all the focus groups (with translation) can be broadcast through the internet in real time for viewing at computers anywhere.

By the end of the third group there is a set of new ideas with initial consumer feedback, which can form a basis for briefing new products / R&D or a creative brief for communications

### **Background & Contact**

This service has been developed between LBI and Evelyn Rozenbaum from Usina de Pesquisa research agency in Brazil.

However, LBI work with a network of local researchers so this service can be rolled out to other markets.

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