

CONSUMER TRENDS AND CHOICES

Taking a consumer centric view of business is now an imperative! Understanding change via trend can give you a competitive edge.

We no longer live in a marketing environment where we can effectively tell consumers what to think, believe, hear or buy. In fact, consumers tell us what they want all the time — but we need to listen at frequent intervals to capture the consumer trends that can drive our marketing and media actions

- Public opinion (e.g. health, security, environment) is in flux
- Media fragmentation makes targeting costly
- Market and product information is obtainable from multiple sources, and consumers share their “reviews”

We can, and must, go beyond a view of “what” consumers are doing to a quantification of what they are trying to tell us, and why they make the choices they make — all in the context of what is changing.

Our suite of consumer trend-focused capabilities accommodates not only your tracking requirements but changes in media and technology usage.

KnowledgePanel® Pulse Tracker:

- Uncovers consumer beliefs and attitudes about societal or public policy trends such as Health and Wellness or Banking Deregulation
- Determines which changes in beliefs, attitudes and category-related behaviors sustain themselves over time and become trends, and which are short-lived fads
- Identifies opportunities to introduce new products or services that round out your brand/service portfolio
- Helps you understand where key current offerings sit on a societal dimension, such as Health & Wellness

In order for Pulse Tracker to have corporate utility, it is important to understand what consumer trends are emerging in your population of interest. We examine change over time using trend analysis as opposed to point-to-point difference. Trend testing is typically more sensitive to changes in metrics and therefore serves as an early warning sign that attitudes and behaviors are beginning to shift.

Further, choice-based measurement techniques are applied in any survey about consumer trends to determine, via analysis, which attributes or other metrics drive perceptions of the topic of interest, and how their relative strength shifts over time. Our Pulse Tracker analysis provides the relative strength of those metrics in defining brands or services and prioritization of metrics most critical to leverage for brand identity elements such as claims, positioning, and messages.

The cost effective benefits of this approach are derived from Maximum Difference Scaling (MaxDiff) modeling, which provides clearer differentiation than traditional measurement approach (e.g., ratings and ranking).



Knowledge Networks moves beyond Pulse Tracker to put the consumer trend information into strategic action through our analytic suite depicted below.

Using Consumer Trend Information	Strategic Objectives Overall and by Relevant Cohorts
Ideation and Discovery	<p>What is the list of potential “game changing” needs to be evaluated?</p> <p>What are the category attribute drivers (most important drivers of production/solution choice)?</p>
Needs Space Sizing and Prioritization	<p>Which needs if addressed would have greatest potential to change the game within the category & drive incremental volume?</p> <p>What is the development priority and size of each need?</p> <p>Determine strategic entries that will enable you to source the most growth</p>
Needs/Solution Landscape Mapping	<p>For top needs from Needs Space Sizing and Prioritization:</p> <ul style="list-style-type: none"> Based on consumer perceptions of proscriptive products, services and methods, where do opportunities exist in the market landscape that represent both critical needs areas and are under-populated with presence of available products?
Concept Development and Screening	<p>For top needs from Needs/Solution Landscape Mapping:</p> <ul style="list-style-type: none"> Develop new product concepts Which have the greatest motivational power and incremental reach potential? Which would be perceived as best fulfilling the white space need identified?
Concept Optimization	<p>For top needs from Concept Development and Training</p> <ul style="list-style-type: none"> Which elements (e.g. brand, name, price, ingredients, messaging, form, etc.) best support the new entry and generate the greatest incremental volume?

Consumer Trend Syndicated Offerings

Knowledge Networks also provides a suite of syndicated products that will meet your need to understand how consumer media trends are changing, and what technology adoption trends exist:

- MultiMedia Mentor
- Home Technology Monitor

Our Perspective

You require a research organization that brings a passion for understanding the context in which a consumer or citizen develops their attitudes, beliefs, behaviors and needs — latent or evident. That organization must deliver information, and suggested action, that is not just about the here and now but often about the “what is next” in order to inform your strategic plans, your potential acquisitions and the pinpointing of the next big thing.

Your strategic needs must be informed by:

- Emerging societal and political trends
- Information about changing consumer attitudes, lifestyles, and multi-media consumption, as well as retail shifts

When marketers better understand consumers in this light, they have the competitive edge!

If you would like to learn more about Consumer Trends and Choices, please contact:

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