



Consumer Insights

INSIGHTS INSIDE Workshop

BBF Consumer Centricity Program

Successful marketing concepts are based on relevant and in-depth consumer insights. In the INSIGHTS INSIDE workshop, we uncover hidden consumer needs and underlying motivations and translate them into compelling INSIGHTS. Compelling insights lead to a change in consumer behaviour and thus open up **new growth potential** for your brand.

Objective:

The objective of the workshop is to i) equip participants with the knowledge and tools to generate compelling consumer insights and ii) to generate a number of relevant insights for the respective brand.

Target Group:

- ✓ Brand teams
- ✓ Market research

Content:

- ✓ Overview Consumer Insights (benefits, definition & types)
- ✓ Success factors of compelling insights
- ✓ Uncovering hidden consumer needs
- ✓ Generating consumer insights
- ✓ Wording: The art of phrasing
- ✓ Optional: Consumer interviews

Methods:

- ✓ Theory overview
- ✓ Case studies & examples
- ✓ Group work & discussions
- ✓ Idea generation / Creative sessions

Duration:

- ✓ 1-2 days

Participants:

- ✓ 5-15 participants

Preparation:

- ✓ Target group definition
- ✓ Consumer learnings