

TAKE A RIDE ON A SAFARI VAN

Retail Research Gone Wild

November 2019

HELLO, TMRE

About Russell Research

- Custom Research and Strategy
- Consumer & B2B
- Client-Inspired Solutions



John Hunoval
Account Services Director

HELLO, TMRE

About American Greetings

- Creator and Manufacturer of Innovative Social Expressions
- Founded in 1906
- Brands include American Greetings, Papyrus, Recycled Paper Greetings, Carlton Cards, Roseville Press



Patti Strong
Senior Director Consumer Marketing Services

An open notebook with a dark blue pen resting on it, set against a wooden background with a cup of coffee. The notebook pages are lined and contain faint, mirrored text from the reverse side, including words like 'data - date', 'titolo - title', 'autore - author', 'premi letterari - awards', 'editore - publisher', 'libreria - bookstore', 'biblioteca - library', 'suggerito da - suggested by', and 'commenti - comments'.

Today's Agenda

01

Business Issue

02

Research Challenge

03

The Solution



PART ONE

The Business Issue



What Was the Request?

Business Challenge:

Reinvent the Greeting Card Department for National Retail Customer

Business Objectives:

- Create an Inviting and Inspiring Experience
- Become Preferred Retailer for Gen Y
- Win Share In Greeting Card Segment

PART TWO

The Research Challenge



RESEARCH OBJECTIVES

Understand the differences in navigating the existing layout versus the concept layout.



RESEARCH OBJECTIVES

Evaluate the card-buying journey and how the different layouts impacted that journey.



RESEARCH OBJECTIVES

Identify card buyers reactions to ‘feature areas’ of the concept layout.

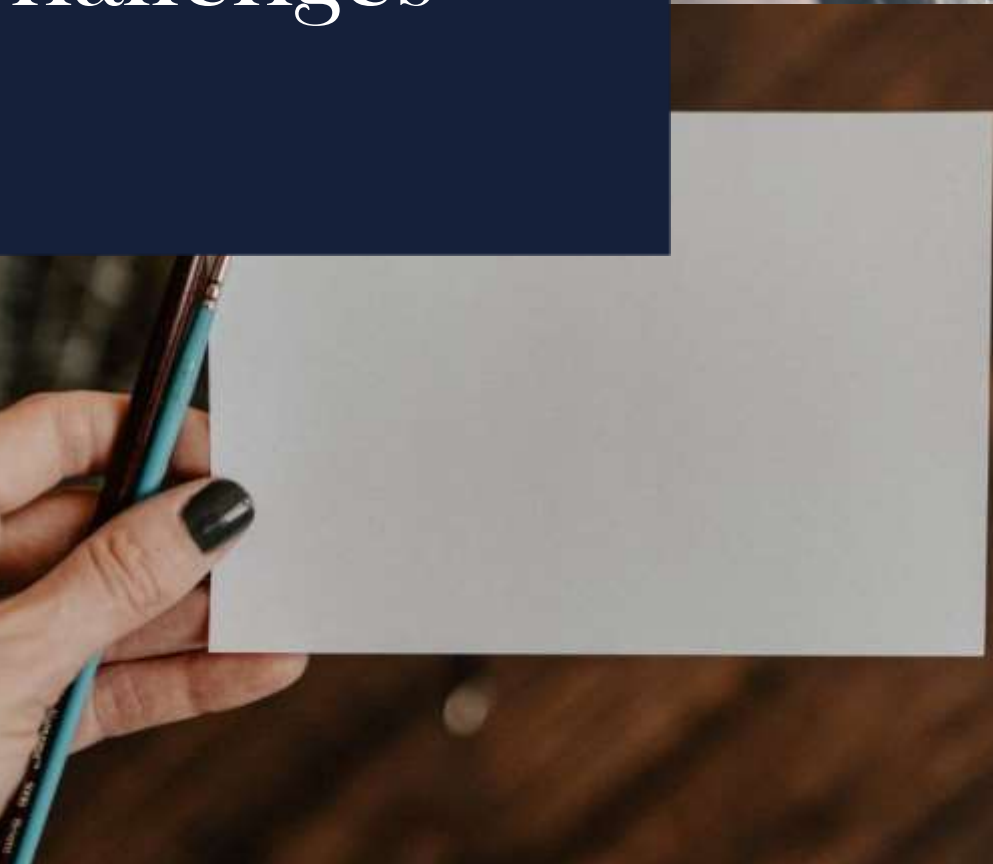


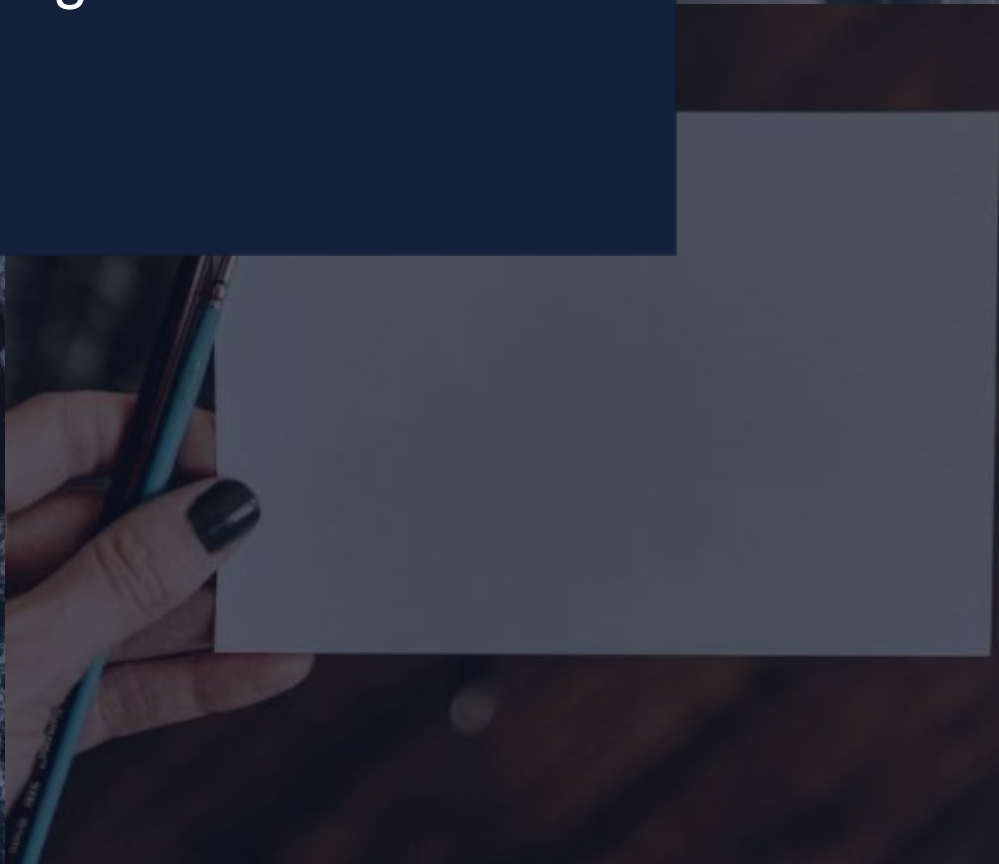
RESEARCH OBJECTIVES

Assess the positives and weaknesses of both layouts to understand where future improvements can be made.



A Number of Challenges





A Number of Challenges

Budget



A Number of Challenges

Timing



A Number of Challenges

Clients wanted to
observe



A Number of Challenges

Accounting for
different types of card
buyers



A Number of Challenges

Understanding the impact each layout had on experience



A Number of Challenges

Incorporating
shopping into the
exercise



A Number of Challenges

Needed insight into a
few new lines of cards



A Number of Challenges

Needed to evaluate
multiple retail
environments

There is a lot of ground to cover (literally) and we have to structure a methodology that allows a number of shopper groups to naturally explore two distinct retail environments but also discuss and recap their experiences

A large elephant stands in the center of a savanna landscape, facing the viewer. Its trunk is extended towards the ground. In the background, other elephants are visible grazing in a field of tall grass, surrounded by scattered trees under a cloudy sky.

PART THREE

The Solution

The Expedition | What is it?



Why Not Other Popular Qual Methods?



Focus Groups

- Physical Limitations
- Virtual Wall
- Homework



Shop Alongs

- Multiple Consumer Groups
- Logistics
- Observation



TDIs

- Homework
- Recall Concerns
- No Iteration
- Field Timing



Online Qual

- Homework
- Show and Tell

The Expedition | The Benefits



Focus
Group

Efficiency
Flexibility
Tension



Shop
Along

Natural
Show and Tell
Probe



Take it on
the Road

Little Down Time
Recall
Quick
Fun

Start The Expedition: Orientation



Purpose

- 1) Overview The Day
- 2) Initial Category Conversation

Why?

Set Expectations
Logistics, Logistics, Logistics
Funnel Method
Ice Breaker

In The Wild (In-Store)



Purpose

- 1) Freely Explore
- 2) Buy Something!

Why?

Unaided Equity
Give Me a Map and Compass

Optimize The Experience
It's in the Details!

In The Wild

Part 2: Searching For Details



Purpose

1) Explore The Details

Why?

Probe on Specific In-Store
Elements

Back At Base Camp



Purpose

1) Wrap Up The Day

Why?

Jog Consumers Memory
Collaborative Drawing
Moderator Support

Research Lessons Learned



Communication



Break Time



Project
Management



Keep it Small



Don't Forget
Your Clients



Videography



The Party Bus



Make it Comfortable



Timing



Always Wear Your
Safari Hat

Outcomes

Fun For Consumers

Engaging For Customers

Facilitated Department Reinvention

Helped Drive Market Share Increase



THANK YOU

Questions?

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Thank You

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