

# The Consumer Insight Team & 2016 Plans

*Meat Seminar, January 8<sup>th</sup>*

*Helen King, Director of Consumer Insight*

Consumer  
Insight



**Growth through consumer understanding**

# Overview

## **The Consumer Insight Team**

### **Our Work & 2016 Plans**

- Consumer & Category studies
- Foresight & trends
- Brand Forum
- Library Team
- Market Insight
- Bespoke client projects

**The Thinking House, Bord Bia Insight Centre**

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# The Consumer Insight Team

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Growth through consumer understanding

# Driving Business Growth Through Consumer Understanding



# How We Work

## Insight

Delivery of actionable insight that has the power to drive brand growth and foster innovation



## Collaboration

Collaborate and support companies to find new ways to inspire growth



## Consultation

Consultative thought partners to our client companies



# Meet The Team



Helen King



Tom Collins



Paula Donoghue



Rory McDonnell



Grace Binchy



David Deeley



Siobhan Collins



Niamh Mac Hale



Zuilmah Wallis

**Consumer Insight  
Market Insight  
Trends  
Foresight  
Branding  
Design  
Innovation**



# Our Work & 2016 Plans

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# Consumer & Category Studies 2016



Breakfast



Protein



Healthy Eating



Senior Nutrition



QM Tracking



Sauces & Spreads



Home Baking



Seafood





# Consumer & Category Studies - Ethnography

*Deep immersion to unlock **cultural insight** & consumer behaviour - living with families in their homes, exploring their values, attitudes, diets and lifestyles, brand affinity*



- *China*
- *Indonesia*
- *Vietnam*
- *South Korea*
- *Senegal*
- *Nigeria*



# Consumer & Category Studies 2016 – Meat



Global Meat Trends



GB Shopper Missions  
Beef



# Consumer & Category Studies 2016 – Meat



Albert Heijn & Greenfields



Beef in Germany



# Trends

## Consumer Lifestyle Trends







Introduction

Global forces

Cultural snapshot

The Trends

Contact Us



# Welcome to the Consumer Lifestyle Trends Programme

The Consumer Lifestyle Trends  
identifies the biggest trends shaping  
people's lives over the next 3-5 years.



## Consumer Lifestyle Trends



# Trends: PERIscope



**Food, shopping and cooking across 10 countries**



# Trends: Inspiration Expeditions




*- Milan – India - San Francisco - New York - Cape Town - New Orleans & Miami  
- San Sebastian – China – Tokyo- Vietnam*





# Foresight: Tomorrow's Shopper



**Tomorrow's Shopper**  
*- the evolution of shoppers in Ireland and the UK*

Insight Session  
16 September 2013

Paula Donoghue  
Insight & Brand Manager

Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board



# Foresight: Future of Health and Wellness



# Brand Forum Programme



Events



Workshops



Brand Health  
Check

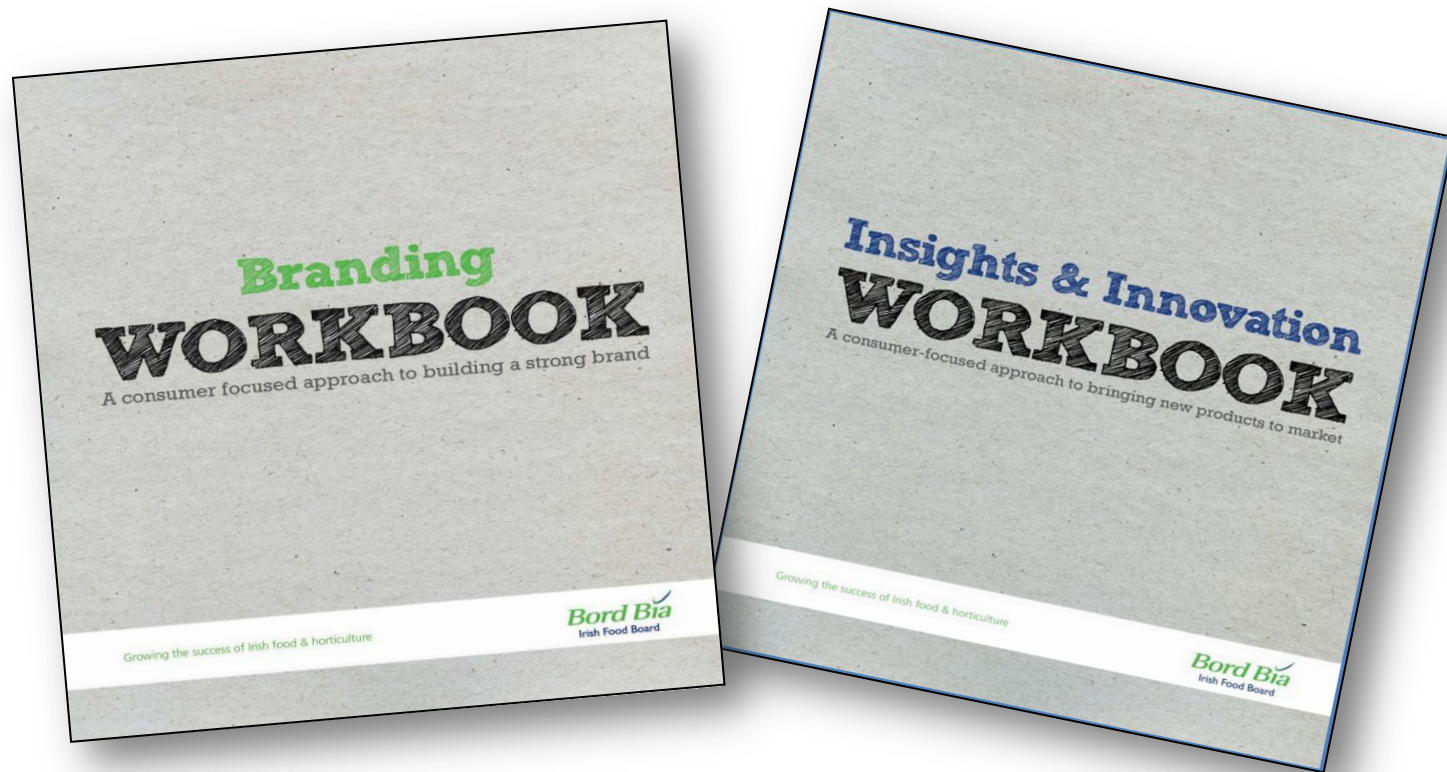


Briefings





# Branding and Insight & Innovation Workbooks





# SuperBrands for Smaller Business

Small food and drink companies operate in an exciting and fast changing environment and Ireland's small business sector is growing steadily. Branding and Innovation is central to successful and sustainable growth for many small businesses. To successfully compete with bigger more established brands Irish food and drink producers will need to create SuperBrands.

**SuperBrands for Smaller Businesses**  
A SYNDICATED BRANDING AND INNOVATION SERVICE FOR IRISH FOOD & DRINK

**Consumer Insights Team**  
Growth through consumer understanding

**SuperBrands** for Smaller Businesses, run by experienced marketers and award winning researchers, is an end to end service which starts with understanding your category and consumer right through to how your pack presents on shelf. **SuperBrands** increases your chances of market success by putting the consumer at the heart of the brand and innovation process.

**SuperBrands involves three simple steps:**

- Stage 1: Groundwork**  
Groundwork to understand your business issue, the market context and who your target consumer is.
- Stage 2: Exploration**  
Exploration using qualitative research to generate deep consumer insights about your brand. We will recruit your target consumers in the UK and Ireland and conduct 6 face to face group discussions. Note as this is a syndicated service other non competing brands (no more than 3) will also be discussed in these groups.
- Stage 3: Expression**  
Expression through the creation of a design brief right through to final brand design including pack design.

**Bord Bia**  
Irish Food Board

Growing the success of Irish food & horticulture

[www.bordbia.ie](http://www.bordbia.ie)



# Supporting Start Ups and Entrepreneurs



# Library Team



Enquiry Service & Acquisitions





# Market Insight



**KANTAR WORLD PANEL**



# Bespoke Client Work



## Consumer Insight

Germany –Austria-  
Poland -KSA

Incremental export sales  
circa €25m at retail sales



## Brand Creation

Distillery branding & NPD

€1.5m Revenue , 18 months

10 Direct jobs



## Consumer Insight & Branding

US Product launch

Incremental €0.5m sales



# Bespoke Client Work



## Brand Creation

USA Brand Launch

National launch Target  
800 stores

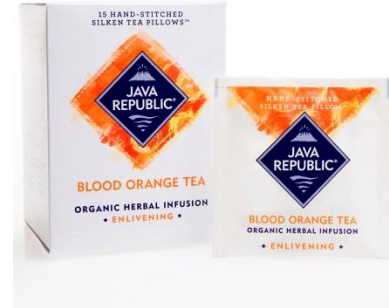


## Brand Strategy & Identity

+300% brand sales

€25m investment

Distillery launch 2016



## Brand Re-launch

Aer Lingus contract

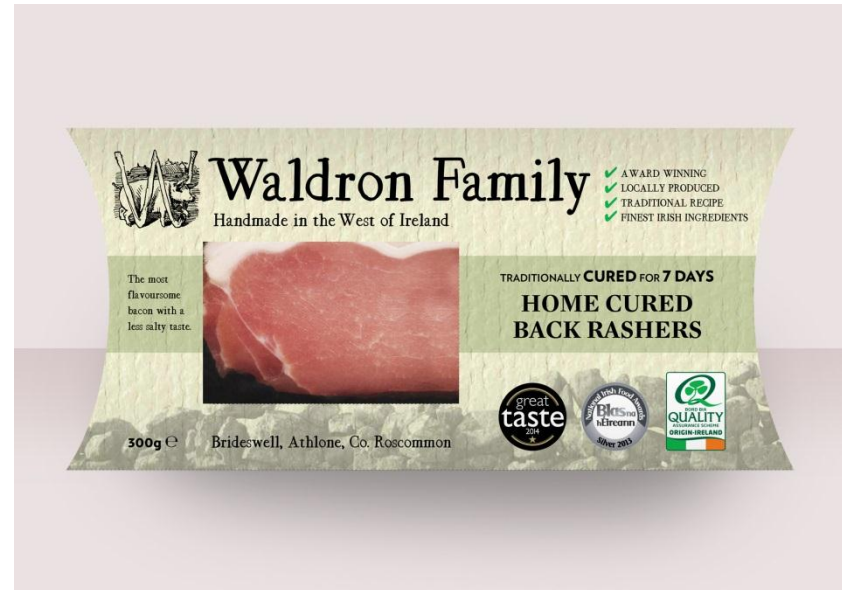
+85% brand sales



# Bespoke Client Work



Before



After

**Superbrands - Brand Review & Identity Refresh**



# Bespoke Client Work



Before



After

**Internal & External Brand Review & Identity Refresh , Advertising Validation**



# The Thinking House, Bord Bia Insight Centre

Consumer  
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Growth through consumer understanding

# Vision

*Our vision for the **The Thinking House** is to elevate Ireland as a 21<sup>st</sup> century contemporary food producing nation that commercialises food production in line with genuine consumer needs.*





# The Thinking House

*A centre of excellence in the truest sense of the word, providing resources, tools, workshop spaces, .... both physically and virtually.*

*A space for **collaboration, integration and interaction** - breaking down silos and connecting stakeholders - a forum for translating what **industry** wants to the **research community** and vice versa - sustainable, scalable products built on **consumer need**.*





# Why do we need it?

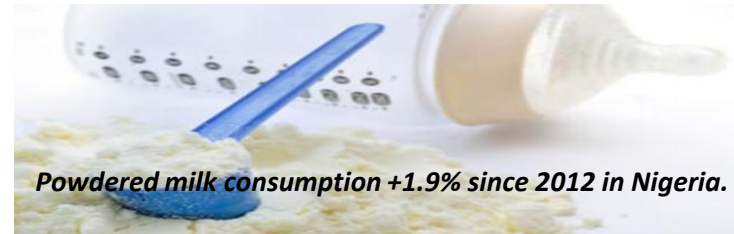
80% of New Product Development fails due to lack of consumer insight and marketing.

An immersive, creative learning environment will provide a base to deliver:

- Increased commercial success for producers
- better value for money and greater ROI
- building of better partnerships with multi-national players
- build a sustainable entrepreneurial culture



# Inspirational Space – Showcasing Irish food & drink



# Inspirational Space - Underpinned by Technology





# Creative Space – workshops, thinking and strategy



# Research room with viewing facility



# Library enabled by technology & greater access





# Come Work with Us!



*Consumer and market insight, trends, foresight, branding, design and innovation*



“

*When it comes to the future there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.*

”

*~Professor John M. Richardson*





# Thank You

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