

# **babanet®**

Online communities for consumers intelligence



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## Consumers driven research

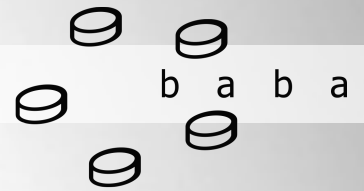
- Due to the internet and the social media, **consumers** have definitely got the **limelight stage** in the research industry as in the market
- **Research** is nowadays intended to **stimulate** and **engage** rather than simply to listen and probe
- **Co-creation** is the **new research pathway**





## Self-generated insights

- The chance of joining in an **online community** of socially-connected and culturally responsive **people**, allows consumers to be **pro-actively involved** in self-relevant tasks and undoubtedly become **key players**
- Once on board, as individuals in their own daily life, they may spontaneously provide **a plenty of non-biased insights** as far as they deem, feel, choose and behave related to any particular market context





## *What does co-creation stand for?*

➤ Through **babanet®** **proprietary platform** for **online communities management**, a mixed and broad variety of well established research techniques and playful, highly **involving** **either group or individual activities**:

- Chats / wall conversations
- Video/pictures capturing and uploading
- Forums / bulletin boards
- Video clip or visual material evaluation
- In-depth interviews
- Diaries completion
- Instant/rapid polling



## Sheltered environment

➤ Through **babanet®**, a reserved and fully confidential environment, participants can undertake their online co-creation tasks:

- Either at home (*i.e.: desktop*) or in mobility (*i.e.: tablet or smartphone*)
- In their own native language
- Being absolutely free to interact with baba's moderator and among themselves
- With as much flexibility as possible (*i.e.: intervening, posting and uploading audio-video files and contents, always available for instant consultation and download*)





Logout

User: admin

Research: VM monitoring 13-53

[Admin panel](#) | [Contents managment](#) | [Sent mail](#) | [Profile](#)

## Blog



## Yangyang's blog

Topics: 2  
Total answers: 0

## Guxiaoming's blog

Topics: 1  
Total answers: 0

## Wangyejun's blog

Topics: 1  
Total answers: 0

## Guxunding's blog

Topics: 1  
Total answers: 0

## Gupel's blog

Topics: 1

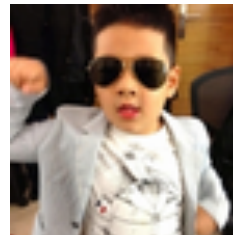
## Forum

Brand Visual  
Identity | 20th of  
January - 7.30  
p.mBrand Visual  
IdentityBrand V  
IdentityBrand Visual  
Identity | 22nd of  
January - 6.00  
p.mBrand Visual  
Identity | 23rd of  
January - 6.00  
p.m

## Questionnaires



Brand Presence



## Diary

Brand Presence:  
from 2nd to 17th  
of JanuaryBrand Presence  
(EYEWEAR) -  
from 3rd to 17th  
of February  
(London)Brand Presence  
(EYEWEAR) -  
from 3rd to 17th  
of February  
(New York)Brand Presence  
(EYEWEAR) -  
from 10th to 25th  
of February  
(Shangai)





## Unbiased approach

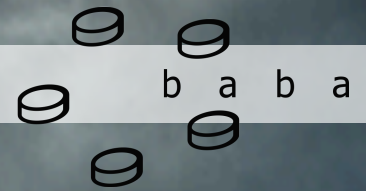
➤ Achieving consumers contributions through a **collective process of co-creation** enables to deeply

- **Assess** individual **lifestyles**, accessing their whole experiential dimension across different touch points
- **Explain** their perception, **anticipating** their **behaviour**
- **Measure** the strength of their **relationship** with a product, a brand, a market or an industry

## Valuable feedback

- As spontaneously self-generated, truly innovative **first-hand consumers insights** immediately nourish **strategic thought** and **actionable recommendations**
- Hence, highly **valuable feedback** actually allows to better draw or design, test or validate, tune or finalize a concept, an ad, a pack or a comprehensive market strategy





## A wide spectrum of applications

- Targeting, positioning and benchmarking
- Gazing new consumption patterns
- Designing and managing gamified research patterns
- Understanding consumers experience
- Leveraging the marketing and communication mix
- Assessing and implementing spatial and visual merchandising design
- Exploiting new retail opportunities (as for in store/multi-channel strategies)



## Comprehensive but easy-going

- For any possible consumer's touch point, **flexibility** is the clue through:
  - Targeted focus on **specific segments of consumers** (i.e.: *ad-hoc full customisation*)
  - **Cross category** and **cross product** brand **portfolio** approach
  - Adaptative and responsive setting out (allowing monitoring in progress consumer's expectations and behaviours over time)





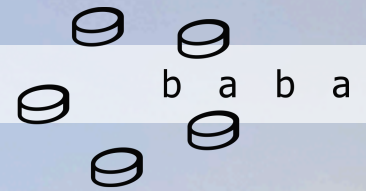


## Multi-target span

➤ Any possible **category** of **relevant stakeholders** can be engaged, according to the different specific needs to be covered:

- Customers
- Brand early adopters
- Brand ambassadors
- Churners
- Prospects
- Rejecters
- Influencers
- Key Opinion Leaders





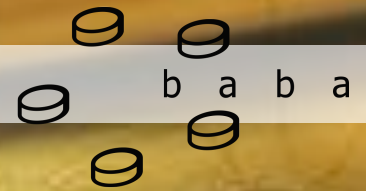
## Ad-hoc full customization

➤ Several possible options for conducting research with the elective engaged online audience and build a bottom-up driven brand advocacy:

- **Branded community** → for co-creation
- **Blind community** → for competitive market research
- **Multi-mixed community** → for matching different targets and/or segments



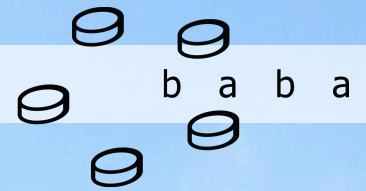




## How to involve?

- Tailor-made and **highly scalable sample size** configuration, ranging from 20 up to 200 engaged participants
- **No constraints** as for the screening process (i.e.: with the opportunity to accessing and possibly mixing different sources):
  - Existing company/brand/product communities
  - Online panels
  - Social media communities (blogs, forum ...)
  - Ad-hoc quali-quantitative recruitment





## How long to involve?

- Relying on a **weekly period** as the **minimum** required **time-frame** for collaboration, participants might be engaged **all the year long**
- Depending upon the core marketing goals to be attained, the number of research modules and their schedule can be set-up accordingly:
  - Weekly / bi-weekly
  - Monthly
  - Quarterly
  - Four-monthly

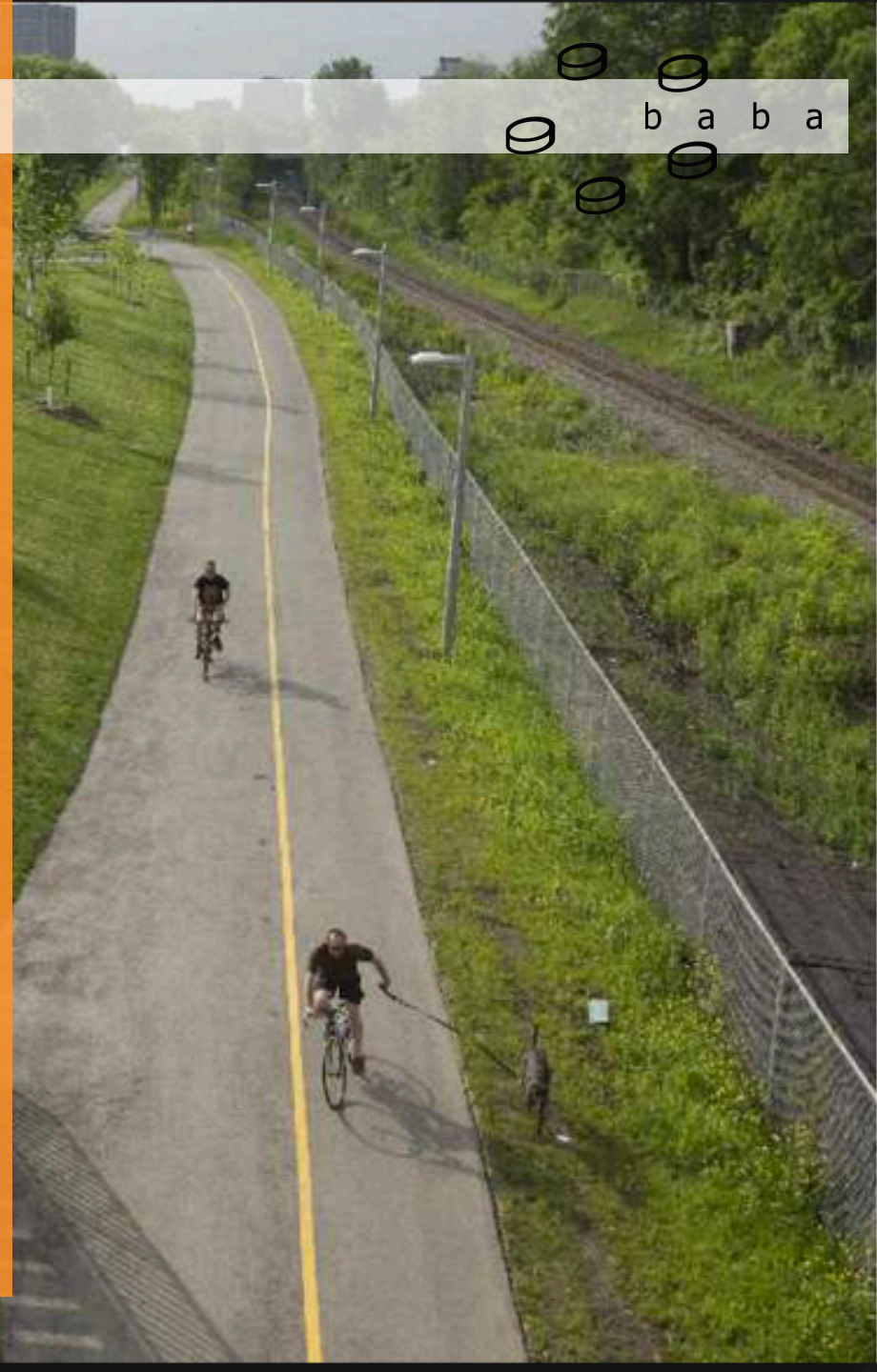




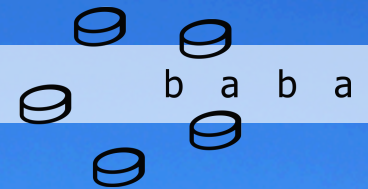
## Multi-stage research pathway

➤ Despite the chance to draw the most fitting design to each client's specific needs, the explanatory model of a quite typical research pattern might be as follows:

- **STAGE I** → Stakeholders identification and profiling
- **STAGE II** → Participants eligibility checking
- **STAGE III** → Participants recruiting
- **STAGE IV** → Tasks accomplishment (over the required time-frame and throughout as many legs as needed)







**BARILLA** asked baba to **creatively exploit** any **possible contribution** of a sample of consumers registered in the **existing online community “Nel Mulino che vorrei”** (20.000+ participants) as for bakery and breakfast salted products evaluation and consumption

## AIM OF THE STUDY

- Monitoring of the new advertising, brand and product positioning
- Assessment of the brand values conveyed by the pack
- Tracking of consumption habits for breakfast main product references

## METHODOLOGY

Four segments of Mulino Bianco loyal consumers (10 respondents each)

- Mothers of children aged 3-8 (*tgt1*)
- Children, aged 9-13 (*tgt1*)
- Younger, aged 18-30 (*tgt2*)
- Older, aged 30-50 (*tgt2*)

were engaged, over a three months period, for completing daily blogs and diaries, monthly forums, short surveys and individual specific tasks

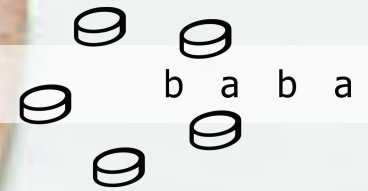
## RECOMMENDATIONS

To boost and further implement:

- Consumers interaction with the brand (online and offline)
- Information and ads targeted to each specific segment
- More playful / committing brand features and communication activities

# A ROBUST REVAMP OF THE ONE TO ONE COMMUNICATION STRATEGY





**AMADORI** asked baba to **explore consumers expectations** towards the features of an ideal meat manufacturer and the **current meat offer in the market**, assessing their reactions facing new product and retailing options proposed by the brand

## AIM OF THE STUDY

- Detection of the underlying values of meat consumption
- Features of an ideal meat manufacturer
- Evaluation of the current meat cold cut offer in the market
- Assessment of new Amadori product and distribution concepts

## METHODOLOGY

Two segments of “Foodies” (50%) and “Non Foodies” (50%) chicken meat consumers (10 respondents each)

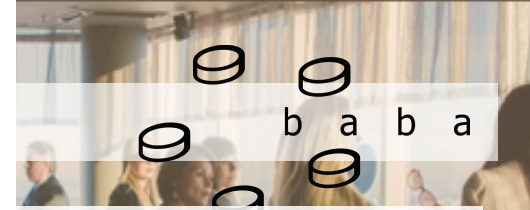
- Younger, aged 24-44 (*tgt1*)
- Older, aged 45-65 (*tgt2*)

were engaged, over a four weeks period, for completing daily blogs and diaries and four short surveys

## RECOMMENDATIONS

- To foster new meat based products launch
- To promote direct to consumers retailing and e-commerce as well
- To boost below the line promotional activities

**A CONSTANT PRODUCT INNOVATION PATHWAY**



**LUXOTTICA** asked baba to detect insightful practices and emerging retailing trends in key shopping districts (London, NYC, Shanghai), to be implemented in the Eyewear market

## AIM OF THE STUDY

- Monitoring of the current best practices in visual merchandising
- Identification of relevant codes potentially impacting on brand consideration
- Gauging possible drivers for establishing an improved “house of brands” retailing model

## METHODOLOGY

Mixed-method research design, supported by the use of Autographer®, a wearable camera for taking front and in-store pictures:

- Desk research and scenario analysis
- Visual ethnographic life logging, engaging 30 windows shoppers (10 per location) over a four-weeks period three times a year, and an end-period forum for deployment

## RECOMMENDATIONS

To go along the highly effective current VM strategy focused on:

- Product centrality in VM displaying, boosting consumer's emotional resonance and willingness to interact
- Focusing on windows and in-store consistency as a key lever

**DIGITAL SIGNAGE IS THE ACCELERATOR**





*baba designs and develops qualitative and quantitative market research, and scenario analyses for strategic marketing applications*

*It offers a comprehensive system of research and consulting services that results from an integrated approach with marketing-oriented semiotics and anthropology of consumption; it operates in Italy and abroad via a network of international partners*

*It caters for ongoing monitoring of international trends, ad hoc scenarios, market strategy and research aimed at assessing and positioning products and communication, brand equity, pre/post testing, naming, website evaluation and creation of new concepts*

*Trusted by: Amadori, Alberto Cremona, Alcantara, Alfa Romeo, Allaxia, Alitalia, Altroconsumo, Amadori, Arclinea, Armando Testa, Artsana, Avantgrade, Ballantine's, Barilla, Beiersdorf, Binda, Bolton, Bonduelle, Bormioli, Bottega Verde, British American Tobacco, Bud, Candial Italia, Carré Noir, Chiquita, Citifin, Clergerie, Colombo, Costa Crociere, DeaKids, Deborah Italia, Disaronno, Ebay, Edizioni S.Paolo, EGL, Enel, Entremont, Essenza, Ferrero, Fiat, Frette, Futurebrand, Giò Rossi Associati, Geox, Grey Worldwide, Gruppo Afin, Gruppo Coin, Gruppo Sigma Tau, Hachette, Heineken Italia, Hilti Italia, H3G, IFM, Il Sole 24 Ore, Ikea, Intesa Sanpaolo, La7, Lodigrana, L'Oréal, LG, Lovable, Luxottica, Maico, Manifatture Bianchetti, Mc Kinsey, Mediaset, Metro, Modafil, MTV, Nespresso, Nestlé, Novartis, Oticon, , Panzani, Pasquali, Pernod, Philip Morris, Pirelli RE, Playtex, Peroni, Playstation, Playtex, Pinko, Publicis, Pupa, Rai, Recordati, Renault, Sammontana, Sistema Moda Italia, Spirale Arte, Star, Stock, Telecom, TotalErg, Unicredit, Unilever, Whirlpool, Zambon, Zucchi.*

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