



LA RICERCA DELLA VERITÀ

25 NOVEMBRE 2021

GUIDO CHI?

FOTOGRAFO

- Nielsen: client service
- Nielsen sviluppo prodotto

SCENEGGIATORE

- Wavemaker: direzione strategica
- Havas Media: direzione strategica
- Havas Media: direzione strategica, content, data room, sport, sviluppo prodotto
- A tempo perso: comitato tecnico Audiweb, consiglio direttivo Osservatorio Branded Entertainment

**SE AVESSI CHIESTO
AI MIEI CLIENTI
COSA VOLEVANO,
MI AVREBBERO
RISPOSTO:
*UN CAVALLO PIÙ
VELOCE***

Henry Ford



**IL VERO PROBLEMA DELLE RICERCHE DI MERCATO È CHE
LE PERSONE NON PENSANO CIÒ CHE SENTONO,
NON DICONO CIÒ CHE PENSANO
E NON FANNO CIÒ CHE DICONO...**

David Ogilvy



Daniel Kahneman
Nobel per l'Economia 2002

Richard Thaler
Nobel per l'Economia 2017



Facciamo un passo indietro...

Siamo animali.

Animali pigri.
(con l'obiettivo di arrivare a sera, vivi)

Pensiero
lento

Pensiero
veloce



OBIETTIVI



METODOLOGIA



RISULTATI



**IMPLICAZIONI
STRATEGICHE**

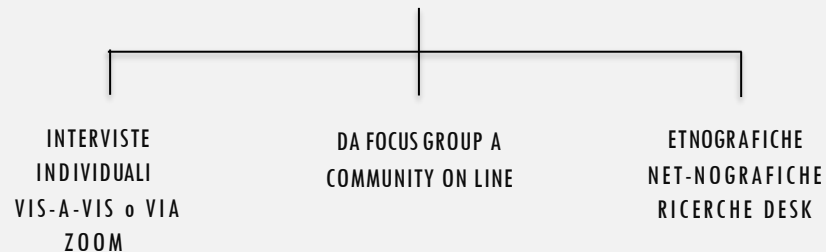
**LE RICERCHE
DEVONO SEMPRE
AVERE COME
OBIETTIVO
L'AZIONABILITÀ
DEI RISULTATI**

DUE MONDI A CONFRONTO

DA UN PUNTO DI VISTA METODOLOGICO 2 SONO I MONDI ALL'INTERNO DEI QUALI SI SVILUPPANO LE RICERCHE DI MERCATO.

LA DIGITALIZZAZIONE DI QUESTI ANNI HA PORTATO INNOVAZIONE NEI MEZZI MA ANCHE NELLE METODOLOGIE STESSE

QUALITATIVE



QUANTITATIVE





The world is hard.

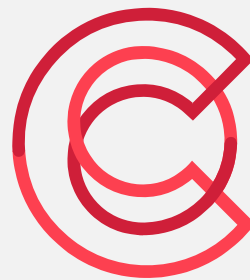
Shopping List

CASE STUDY:
The Purchase Pyramid



2 CONCETTI 2

MEANINGFUL
BRANDS



CONVERGED

The background of the slide features two hands raised, palms facing forward, in a light, faded color. The hands are positioned on the left and right sides of the frame, framing the central text. The overall background is a light, neutral tone.

! MEANINGFUL BRANDS

**PEOPLE WOULD NOT CARE IF
77% OF BRANDS DISAPPEARED**

DEFINING MEANINGFUL UNDERSTANDING WHAT MATTERS

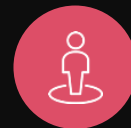


Functional benefits

Does the product or
service **deliver**?



Personal benefits



How brands **improve**
peoples' lives?



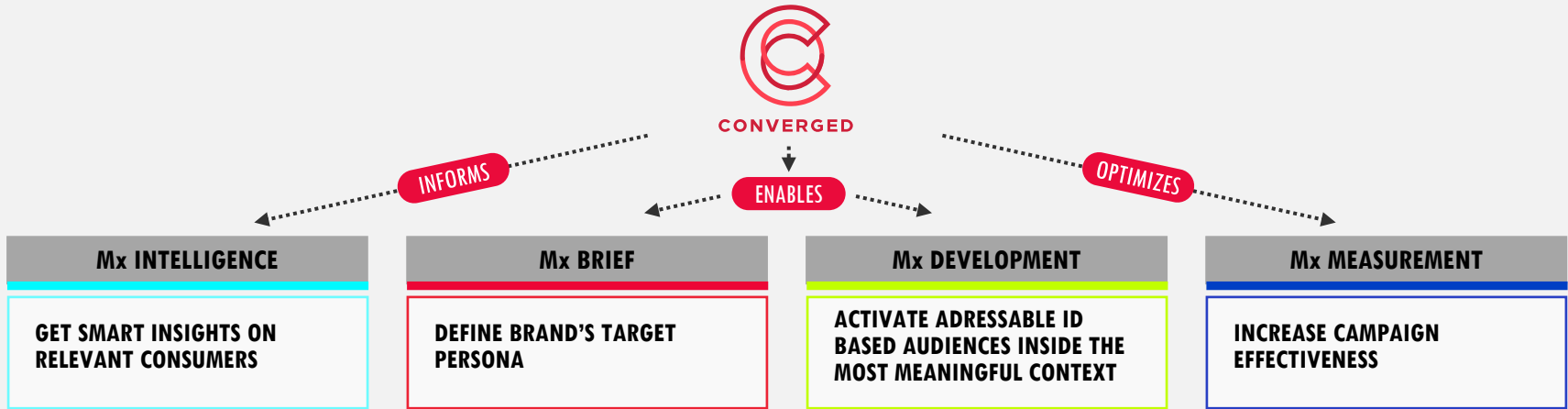
What's their **role**
in society?

Collective benefits

MB INDEX = Brand Performance + KPIs

MEANINGFUL
BRANDS

THE AGENCY DATA PLATFORM THAT FEEDS THE FULL PROCESS



THE SECRET IS IN DATA SOURCES



3rd PARTY DATA



70M DEVICE ID
50M COOKIES

15.000 tracked websites
1.000+ interests/intent
2.500+ used app
Geolocation

ID-PANEL SURVEY



YouGov[®]
wek:smos

2 PANELS
50K INTERVIEWS

300 Media touchpoint and
statements
500 brands
20.000 variables

ZERO PARTY
DATA



weople

COMMUNITY
60K WEOPLER

Personal data platform:
Amazon purchases, Netflix
streams, Loyalty programs data,
Facebook likes and interests

USER GENERATED
CONTENT



KPI6

LIVE UNSOLICITED
CONSUMER OPINIONS

Conversations, interests and
reactions on brands

1ST PARTY
CLIENT DATA



DataHome

CLIENT DATA
ONBOARDING

Site, ad pixeling, CRM

Shopping List

CASE STUDY:
The Purchase Pyramid



Retail Forward



Prosumer Report
HAVAS GROUP

2019

THE SPARK: A CULTURE INSIGHT

Consumers are conflicted

*Shopping is a lot more complicated—and fraught—than it used to be. **People are torn between values and value.** Retailers need to navigate these emotional labyrinths with care.*

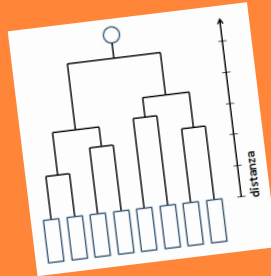
Its crucial to solve the conflict that consumers live when facing the choice of a food retailer

A BESPOKE APPROACH TO DISCOVER ACTIONABLE PERSONAS

Havas Media
Ad hoc research



Cluster analysis
on purchase
drivers



Data fusion in
Converged



Crossmedia
Actionable
Personas



WE HAVE CLASSIFIED CHOICE DRIVERS ON THE BASIS OF THEIR CAPABILITY TO ADDRESS DIFFERENT BENEFITS

MEANINGFUL BRANDS



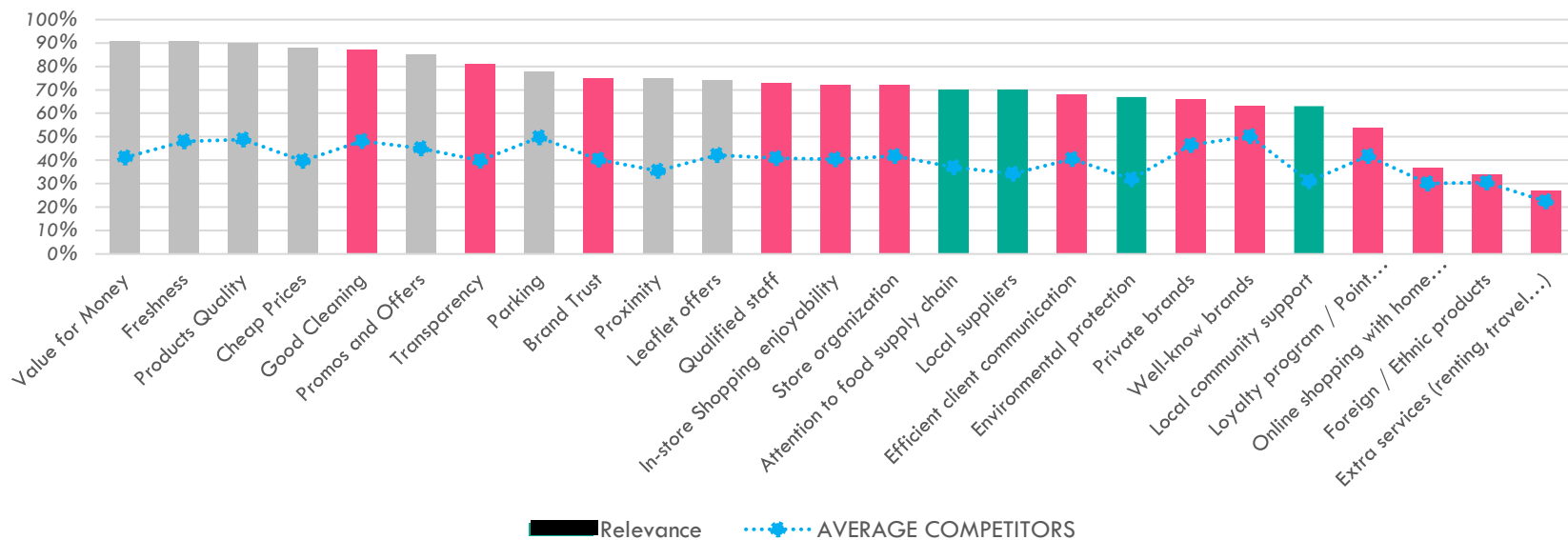
FUNCTIONAL BENEFITS:
Does the product or service deliver?



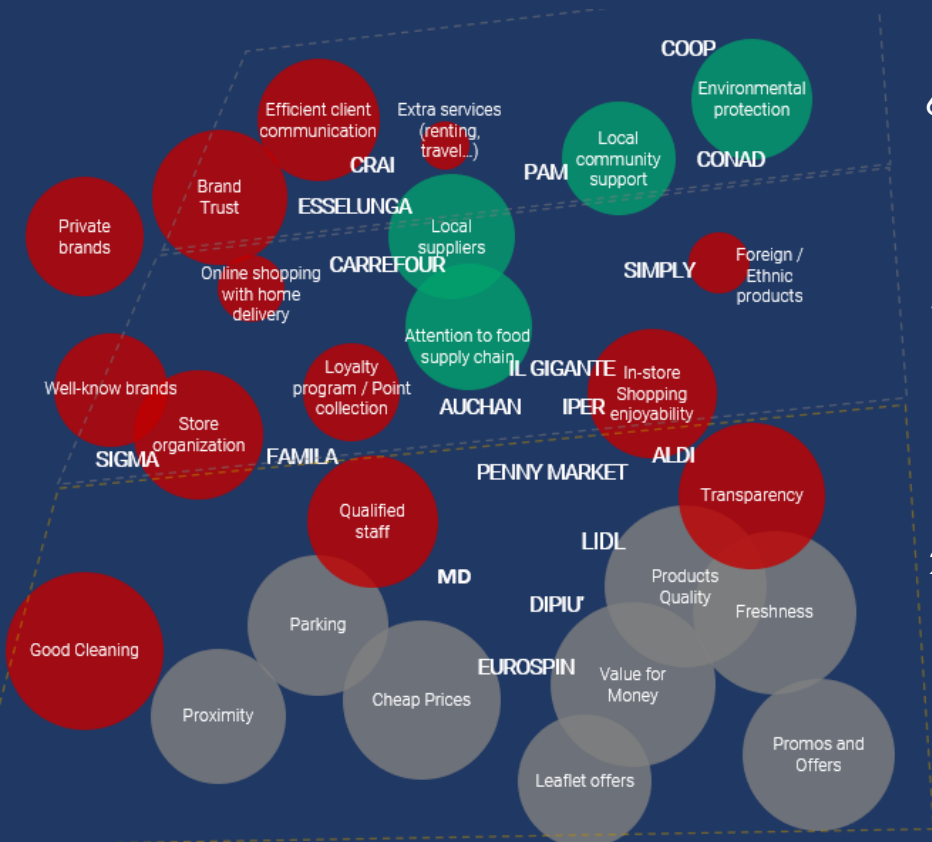
PERSONAL BENEFITS:
How brands improve peoples' lives?



COLLECTIVE BENEFITS:
What's their role in society?




WE HAVE MAPPED BUYERS AND STORES ON THE BASIS OF SHOPPING CHOICE DRIVERS RELEVANCE



The map highlights how there are different needs when it comes to identify the best shopping retailer

6 MIO

VALUE NEEDS 

ON TOP OF PRIMARY AND EXPERIENCE NEEDS THIS CLUSTER CHOOSES BRANDS ON THE BASIS OF THEIR CAPABILITY TO DELIVER VALUE TO THE SOCIETY

11 MIO

EXPERIENCE NEEDS 

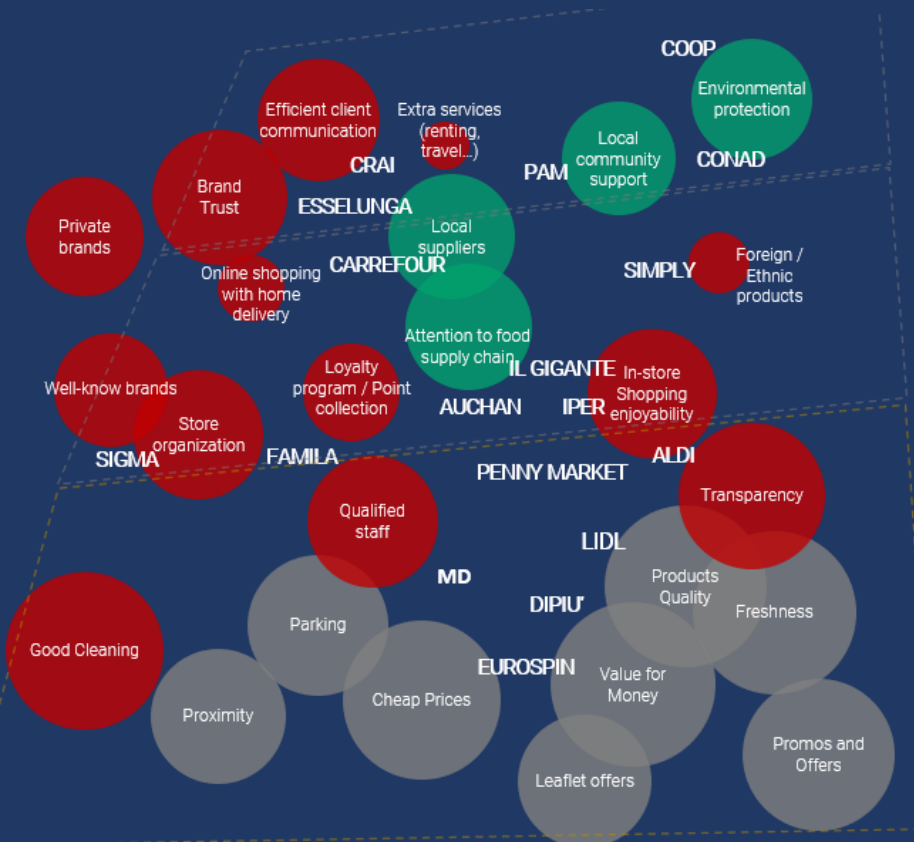
ON TOP OF PRIMARY NEEDS THIS CLUSTER IS DRIVEN BY ITS NEED OF A SATISFYING SHOPPING EXPERIENCE

23 MIO

PRIMARY NEEDS 

PRIMARY NEEDS ARE STRONGLY CONNECTED TO FUNCTIONAL BENEFITS LIKE QUALITY AND PRICES

WE HAVE IDENTIFIED THREE CLUSTER



6 MIO



THE PROSUMERS

11 MIO



THE HUMANIZERS

23 MIO



THE PRAGMATICS



PRAGMATICS

She is strongly driven by the research for quality at the right price. She loves to take care of her family, especially during special occasions, and of her house

APP USERS

Acqua e Sapone
 Promo Qui
 Lista Spesa
 Eurospin
 Lidl
 Volantino Facile
 Ricette Mania
 Trova Prezzi
 Groupon

INTEREST/INTENT

Beauty
 Budget travel
 Couponing
 Contests_&_Freebies
 Home repair & DIY
 Comparison
 Cleaning Supplies
 Credit/Debit and Loans
 Cooking & Baking

HUMANIZERS

Experience is a key value in her decision framework, she likes to be taken care of. She is ambitious and for her is very important to excel in everything she does

APP USERS

MyCarrefour
 Esselunga
 Iper la grande I
 Gustissimo,
 Ricette per Bimby
 LinkedIn
 Skype

INTEREST/INTENT

Gourmet Food
 Cooking & Baking
 Home Organization
 Kitchen Equipment
 Appliance
 Women's Fashion
 Running

PROSUMERS

Her shopping behaviour is strongly linked to values like preservation of the natural environment and social responsibility. For these reasons she is willing to pay a higher price.

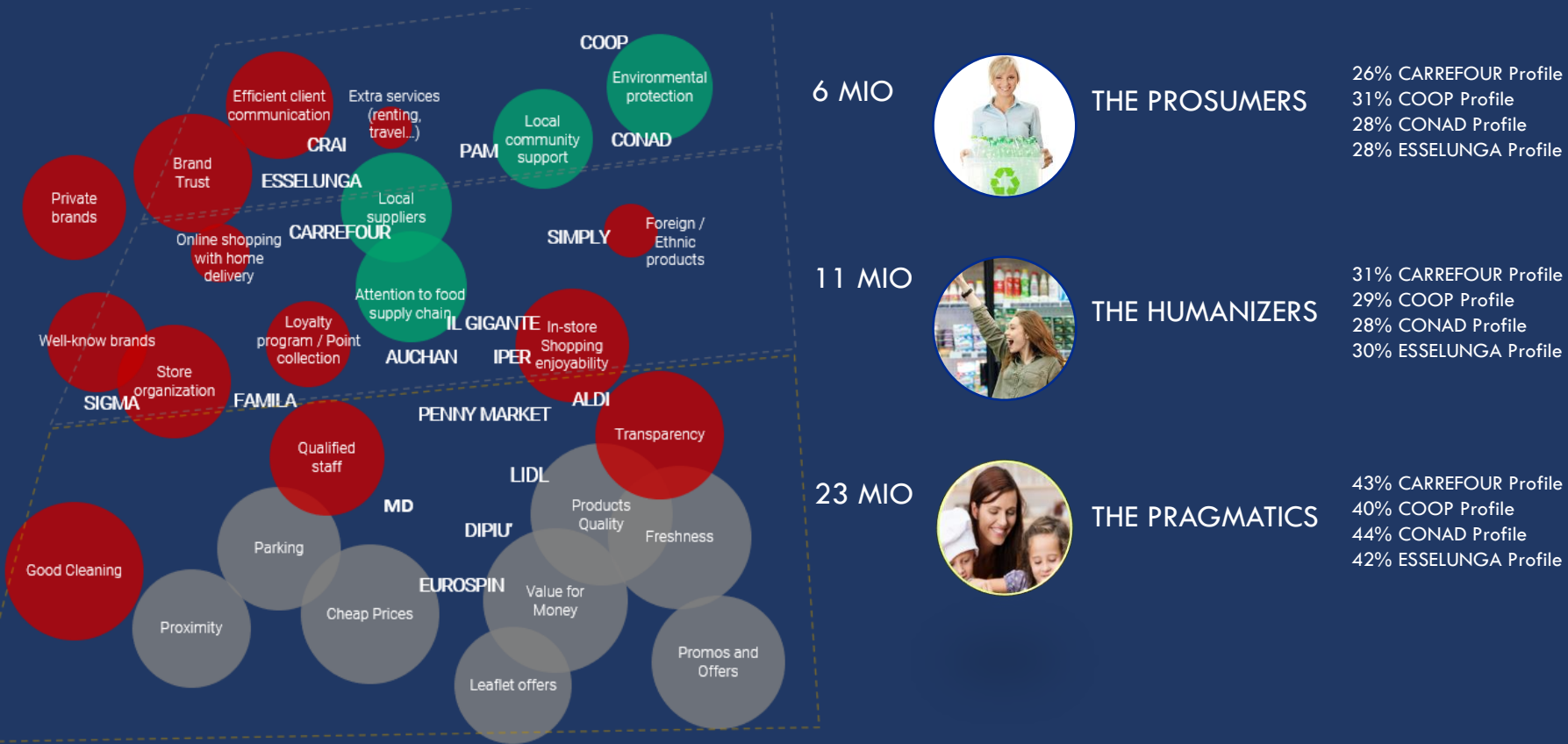
APP USERS

Cortilia
 iCoop
 Conad
 Instagram
 LinkedIn
 Yoga

INTEREST/INTENT

Health Cooking
 Specialist Food
 Ethically Source
 Groceries
 Garden Plants
 Furniture & Equipment
 Environmental Safety
 Green Economy
 Alternative Medicine

AND CHECKED HOW MAIN COMPETITORS BUYERS ARE WEIGHTED IN EACH CLUSTER



CLUSTERS ARE TURNED INTO ACTIONABLE GROWTH TARGETS



CONNECTION

THE PRAGMATICS



9,9 MIO

THE HUMANIZERS



3,4 MIO

THE PROSUMERS



1,5 MIO



CONTEXT



Di Lei
MAMMEOGGI
VIRGILIO



CONCEPT MESSAGE:
PRICE & QUALITY

PROMO LEAFLET



CONCEPT MESSAGE:
QUALITY & EXPERIENCE

LOYALTY PROGRAM



CONCEPT MESSAGE:
QUALITY & ITALIANITY

CSR/ESG ACTIVITY



CONTENT

ALTRE METODOLOGIE UTILIZZATE

Ricerche di mercato quantitative per dimensionare categoria e marca

Ricerche qualitative su creatività e messaggi ADV

Buzz Monitoring e analisi legate al Sentiment

Valutazione di Sponsorizzazioni e progetti di Branded Content

Analisi di scenario e consulenza strategica

HOW MY CAMPAIGN PERFORMED IN EUROPEAN COUNTRIES?

EVALUATION OF A MULTICOUNTRY CAMPAIGN

OBJ

Determine brand awareness in different markets to measure the impact of TV and digital campaign

METHODOLOGY

PRE /POST ONLINE
1.000 people: 80% men and 20% women who have to purchase work clothing.

RESULTS

+7pt prompted awareness, second place in the ranking of favorability in 2 most performant country.

AN EXAMPLE OF OUTPUT

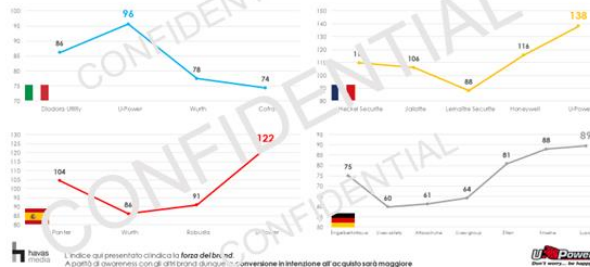
Consideration

Negli altri Paesi, anche se a conoscere l'U-Power sono in meno, i punteggi assertivi sono sicuramente elevati, spesso anche maggiori rispetto all'Italia dove il brand è leader di mercato.



Livello di conversione

U-Power sempre primo come indice di conversione, a piacere l'awareness del brand aumenterà quindi gli intenzionali all'acquisto con maggiore proporzionalità rispetto agli altri brand.



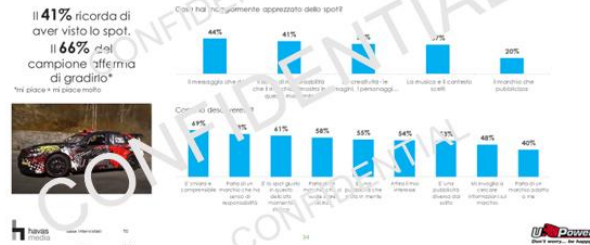
Relevance map - Italia

Intorcando 2 fra i principali KPI (awareness [X] e intention to buy [Y]), U-Power e Diadora si dimostrano i brand leader del mercato per rilevanza.



Il ricordo spontaneo

Allo gradimento dello spot corporate andato on-line, il messaggio trasmesso è comprensibile, adeguato al momento storico e fa leva sui sensi di responsabilità.



WHAT IS THE IMPACT OF A RADIO CAMPAIGN?

THE ROLE OF RADIO ON MEDIA PLAN

OBJ

Measure the brand visibility on different targets audience and discover the role of the radio for clusters

METHODOLOGY

1.000 cases: 500 pre + 500 post between 25 54 yo, divided into different brand personas

RESULTS

+2% awareness and growth of the premiumness in 2 of the 3 target profiles.

AN EXAMPLE OF OUTPUT

Driver di acquisto dei cioccolatini

Ad un terzo del campione piace ricevere praline di cioccolato in regalo, al 36% regalarli. Anche i kinder si acquistano per sé stessi e per i familiari. Promozioni, varietà e packaging determinanti nell'acquisto.

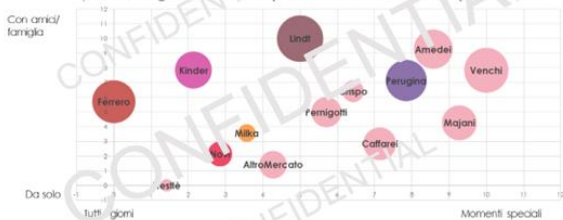


BASE: 1.033
Pre: 522, Post: 511

Q15. PER BANDO ALL'ACQUISTO IL CONSUMATORE DI CIOCCOLATINI PREFERISCE IL CIOCCOLATO PER CHIACCIARE DELLE SEMPLICI AFFERMAZIONI INDICANDO IL SUO GRADO DI ACCORDO (IN UNO DEI 7 DI DOVE 1 È PER NIENTE DI ACCORDO E 7 È COMPLETAMENTE DI ACCORDO)

Il posizionamento di Lindt

Lindt visto come brand premium, adatto alla condivisione con amici e parenti, da gustare sia nella quotidianità che in momenti speciali.



BASE: 1.033
Pre: 522, Post: 511

Q16. QUANDO DEVO COMPRARE IL PRODOTTO TUTTI I GIORNI O IN OCCASIONE SPECIALE? (CON UNO DEI SEI PER BANDO CONFRONTARE IL PRODOTTO DA SOLO O CON AMICI E FAMILIARI) (CON UNO DEI SEI PER BANDO CONFRONTARE IL PRODOTTO DA SOLO O CON AMICI E FAMILIARI)

Brand Awareness

Lindt primo per awareness. Ferrero e Kinder non associati all'idea di cioccolato

TOM		Awareness Spontanea		Awareness Sollecitata	
Lindt	41%	Lindt	7%	Lindt	93%
Novi	20%	Novi	6%	Lindt	93%
Milka	8%	Perugina	4%	Ferrero	93%
Perugina	8%	Milka	3%	Perugina	92%
Kinder	7%	Ferrero	3%	Novi	91%
Ferrero	5%	Novi	3%	Milka	89%
Venchi	1%	Nestlé	2%	Perrigotti	88%
Nutella	1%	Perrigotti	2%	Caffarel	60%
Perrigotti	1%	Ritter	1%	Nestlé	60%
Nestlé	0%	Venchi	0%	Venchi	56%
Nutella	0%	Caffarel	0%	Willy's	45%
Caffarel	0%	Loacker	0%	Crizzo	31%
Non so	2%	Nutella	3%	Majani	19%
		Willy's	3%	Altro/Mercato	14%
		Nutella	3%		

BASE: 1.033
Pre: 522, Post: 511

La percezione dello spot

Sentendo lo spot per intero il 37% lo riconosce e il 64% lo apprezza. Il 48% è percepito inoltre come comprensibile e credibile, che invigila all'acquisto.



BASE: Post: 511

Q14. RICORDI QUALCOSA SENTITO PROPRIO QUESTO SPOT IN RADIO?
Q15. QUANTO TI PIACE LA PUBBLICITÀ CHE TI ABBIAMO FATTO SENTIRE (IN UNA SCALA DA 1 A 5 DOVE 1 È PER NIENTE E 5 È IL VOTO PIÙ ALTO)
Q16. QUANTO TI PIACE IL MESSAGGIO CHE TI ABBIAMO FATTO SENTIRE (IN UNA SCALA DA 1 A 5 DOVE 1 È PER NIENTE E 5 È IL VOTO PIÙ ALTO)
Q17. QUANTO TI PIACE IL MESSAGGIO CHE TI ABBIAMO FATTO SENTIRE (IN UNA SCALA DA 1 A 5 DOVE 1 È PER NIENTE E 5 È IL VOTO PIÙ ALTO)

WHAT IS THE MOST EFFECTIVE CREATIVITY?

A CREATIVITY TESTING FOR THE NEW DIGITAL CAPAIGN 2020

OBJ

Analyze the Allergan's digital campaign 2020 in order to understand the appeal and the efficiency of the message

METHODOLOGY

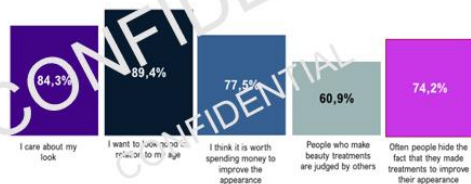
2 focus group + a quantitative research with more than 500 in target respondents

RESULTS

Identified the best creativity to reach the target: interesting for 88% and clear for 76%

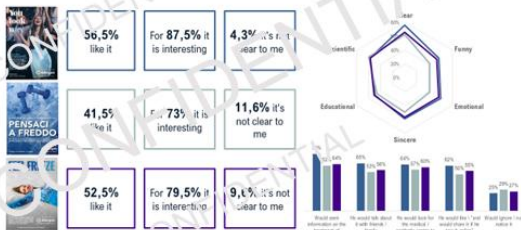
AN EXAMPLE OF OUTPUT

Sample Drivers and needs



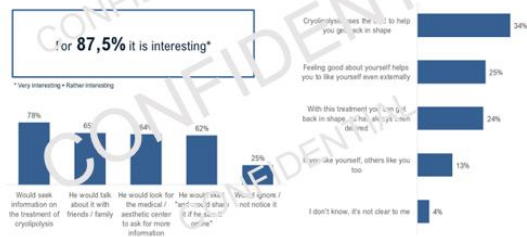
Express your opinion about each of the following statements relating to your physical aspect.
 Base: 511 people
 Havas Media quantitative research for Allergan

«You Look Nice» is the most beautiful, interesting and clear creativity



Base: 511 people
 Havas Media quantitative research for Allergan

The creativity is very interesting, it communicates the right message and it drives people (78%) to look for more information about treatment



Base: 511 people
 Havas Media quantitative research for Allergan

«You Look Nice» is also the most effective. «Pensaci a freddo» is the most effective. «Feel Freeze» is also the most effective. «Pensaci a freddo» is far away from others



Base: 511 people
 Havas Media quantitative research for Allergan

WHAT KPIS IMPACT ON BRANDED CONTENT ACTIVITY?

THE EVALUATION OF A PRODUCT PLACEMENT

OBJ

Increase the visibility of the brand in a moment of high seasonality (Easter)

METHODOLOGY

EXPOSED / UNEXPOSED: 700 respondents: 50% fan of the program, 50% non-fan of the tv program

RESULTS

+4% prompted awareness, +11% favorability of the brand, +3pti Intention to buy during the Easter week.

AN EXAMPLE OF OUTPUT

SCAVALCA KINDER DI 3 PUNTI %

FOLLOWERS		SOLLECITATA		NOT FOLLOWERS	
Lindt	72%	Kinder	92%	Kinder	92%
Kinder	89%	Lindt	89%	Lindt	89%
Perugina	86%	Perugina	79%	Perugina	79%
Ferrero	82%	Ferrero	89%	Ferrero	89%
Nestlé	78%	Perugina	77%	Perugina	77%
Perugina	77%	Nestlé	75%	Nestlé	75%
Novel	74%	Novel	71%	Novel	71%
Bauli	72%	Bauli	68%	Bauli	68%
Milka	64%	Milka	60%	Milka	60%
Caffarel	61%	Caffarel	55%	Caffarel	55%
Wenchi	46%	Venchi	43%	Venchi	43%
Wenchi's	39%	Wenchi's	27%	Wenchi's	27%
Obacco	35%	C. Spis	14%	C. Spis	14%
Icom	17%	Majani	18%	Majani	18%
Majani	17%	Icom	15%	Icom	15%

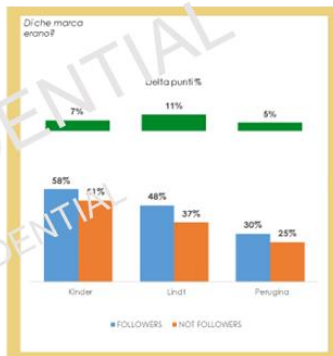
11

Q.7 - SELEZIONA TUTTE LE MARCHE DI UOVA DI PASQUA (IL CIOCCOLATO) CHE CONOSCI, ANCHE SE NON LE HAI MAI ACQUISTATE

GLI ACQUISTI DICHIARATI DI PASQUA 2019

Tra questi il 54% ha scelto un uovo Kinder, il 13% un uovo Lindt ed il 28% un uovo Perugina.

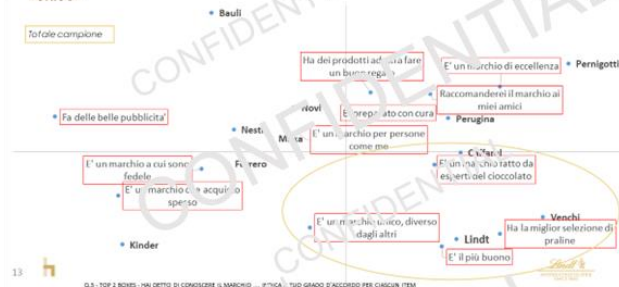
Tra chi ha seguito la serie tv "iscrittuto" una maggiore propensione all'acquisto delle uova di cioccolato (+41 punti% rispetto al totale campione), in particolare il più in favore delle uova Lindt (non bene in +11 punti% rispetto a chi non ha seguito la serie).



19

Q.6 - HAI DETTO DI AVER COMPRATO/AVUTO/REGALATO UNA O PIU' UOVA DI CIOCCOLATO. DI CHE MARCA ERA/NO?

«UNICU»



13

Q.5 - TOP 3 BONES - HAI DETTO DI CONOSCERE IL MARCHIO... (PIU') TUO GRADO D'ACCORDO PER CACIUN ITEM

SPETTATORI RIGIUNDE AI PRODOTTI LINDT.

Il 69,5% di chi afferma di aver riconosciuto un prodotto Lindt nell'ambito di una serie seguita ha attribuito correttamente il placement in Un Posto al Sole



Il 62% di chi si ricorda Lindt nel programma dice di aver visto Uova di Cioccolato

Il 45% di chi si ricorda Lindt nel programma dice di aver visto Oveti di cioccolato

Il 31% di chi si ricorda Lindt nel programma dice di aver visto Perugina

23

Q.9 - HAI VISTO UNO O PIU' PRODOTTI LINDT ALL'INTERNO DI UNA DELLE SEGUENTI PICTORISSE TV ITALIANE?
Q.10 - QUALI PRODOTTI LINDT RICORDI DI AVER VISTO?

HOW WE CAN COMMUNICATE A GLOBAL BRAND?

A NEW DIGITAL COMMUNICATION STRATEGY

OBJ

Define the state of art of the brand in 36 countries, create a new global communication strategy, re-design the relationship between global and local dept

METHODOLOGY

Analysis of worldwide brand communication + strong focus on his digital proprieties + 7 in-depth interviews in the selected top countries

RESULTS

Identified the weaknesses of the actual organization and selected new virtuous solution for the digital communication

AN EXAMPLE OF OUTPUT

1 ASSESSMENT

THERE IS MORE THAN ONE WEBSITE IN MOST HIGH-BUDGET COUNTRIES

RUSSIA

1. <http://habo-russia.ru/>
2. <https://forecina-russia.com/>
3. <https://filberna-russia.ru/>
4. <https://filberna.store/>
5. <http://orecina-russia.ru/>

FINLAND

1. <https://www.filberna.fi/>
2. <http://www.vioura.dk/>

DENMARK

1. <https://www.filberna.dk/>
2. <https://www.vioura.dk/>

USA

1. <https://filberna.com/>
2. <https://www.filberna.com/>

BRAZIL

1. <http://www.filberna.com.br/>
2. <https://pupinskisociedade.com.br/>
3. <https://www.filberna.com.br/>

JAPAN

1. <https://filberna.jp/>

1 ASSESSMENT

ACTUALLY THE DIGITAL COMMUNICATION IS LOCALLY MANAGED

In each country, the local distributor has implemented its brand strategy, using own social profiles and managing brand properties locally.

The distributors have followed own local goals, and without a common guidelines many different profiles are present on social platforms, without a creativity consistency.

• In Brazil newspaper and magazine are dead media, we need to focus on social communication to reach our target in Brazil

• ... yes, we need picture with new and different settings, different situation. Something more charming to post on social - Denmark

1 ASSESSMENT

THE SEO STRATEGY IS DIVERGENT FROM COMPETITORS

The number of average monthly brand searches made on Google for the keywords «forecina», «filberna», «labo suisse» and the main competitors brands in the 5 high-budget countries:

2 STRATEGY ARCHITECTURE

DIFFERENT LOCAL IG ACCOUNTS ACCORDING TO GLOBAL GUIDELINES

“Independent” accounts can confuse users and create a mismatch, leading

“Thanks to introduction of the Global guidelines there was a possibility to create a Local Awareness of the mou... brand and call to action on products.”

FIL USA →
 FIL UK →
 L... ITO →
 I... ES →

labo_usa →
 labo_uk →
 labo_jp →
 labo_br →

NON SOLO METODOLOGIE CLASSICHE

LA RICHIESTA:

Valutare 3 format commerciali
"transit food" in 10 paesi in 3
continenti...

DatInsight approach: Qualitative interviews to Havas Insiders

In order to reach the objectives, **DatInsight will implement a qualitative analysis consisting in interviews to strategist and communication managers who work in Havas Media offices** based in the following ten countries: France (Paris), Italy (Milan), UK (London), USA (New York), United Emirates (Dubai), India (Mumbai), China (Shanghai).

Each local insider will receive a document to complete (with topics to analyze and questions to answer) and after 1 week **DatInsight Italian team will collect all the local papers and will elaborate a meaningful report with strategic implications for Autogrill.**

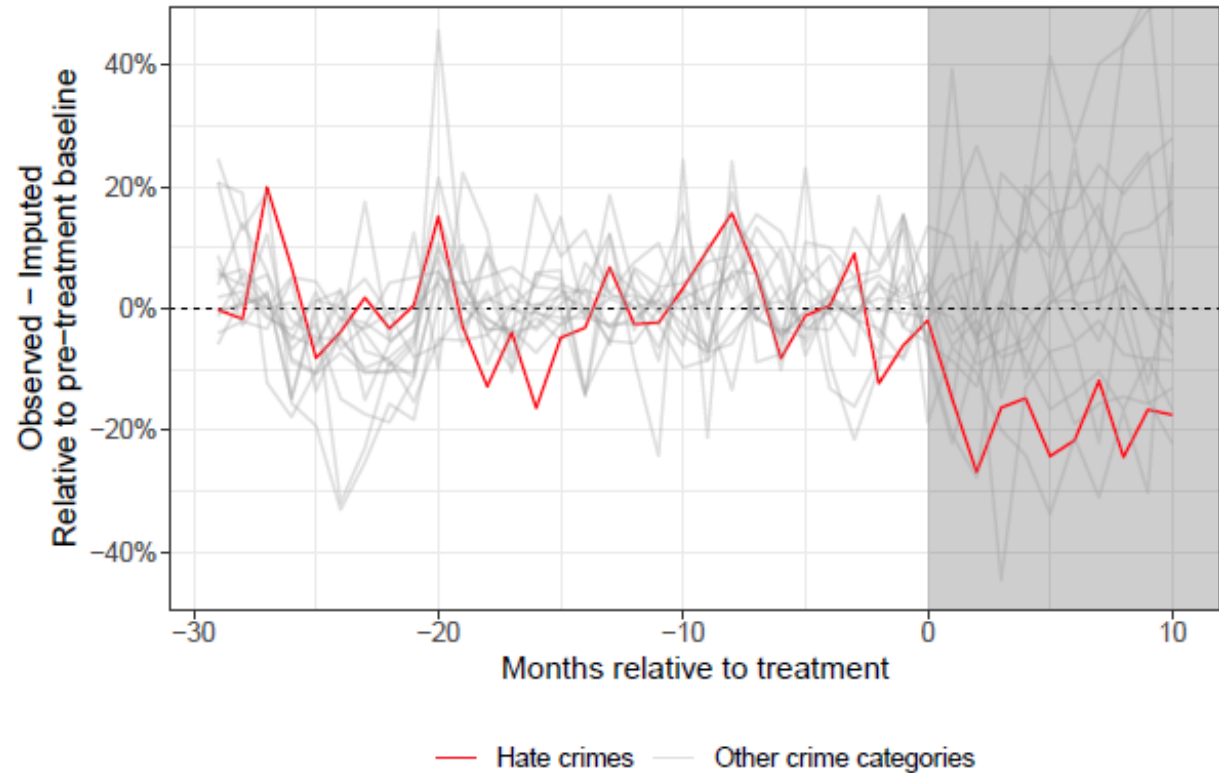


BONUS TRACK: RESEARCH MASTERCLASS

**LO SPORT
MARKETING È IN
GRADO DI
CAMBIARE LE
ATTITUDINI DELLE
PERSONE?**



Tassi di criminalità per tipologia di crimine



*If he scores another few
Then I'll be Muslim too*

If he's good enough for you,
He's good enough for me.

*Sitting in a mosque
That's where I wanna be*



Q&A
