

How Valspar Gained A Deep Consumer Understanding Around A Reemerging Category Using Agile Research



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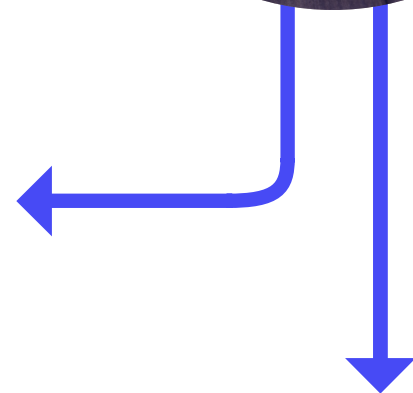
The work we did together [with GutCheck] was able to prove that the frame of reference for our product was bigger than we thought.

Brian Ley

Director of Consumer & Marketplace Insights at Valspar

The Challenge

The Valspar team was looking to explore a reemerging category—a category that was doing well but was also poised for growth. With their retailers, the team needed to build a thought leadership relationship, show knowledge and forward thinking in the category, and secure more distribution. They also had an internal hypothesis that the frame of reference for the product could be limiting, and that there might be an opportunity to expand and appeal to a much wider audience. In order to reach their goals, they needed targeted consumer feedback to validate their suggestions and approach. However, they only had about 15 days to get answers to their key questions. Ultimately, the Valspar team knew there was an untapped opportunity that would help differentiate them within their retailers' spaces, but there were several hesitations around whether or not there was enough time to conduct research and whether agile research methods would deliver the quality results the team expected.



The Solution

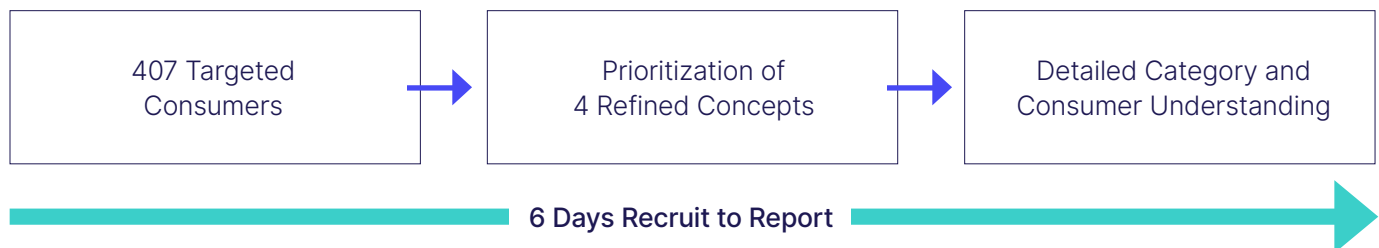
The Valspar team needed to explore and identify a broader target audience in order to continue category growth. Since they were in a time crunch, the feedback needed to be incorporated quickly before taking the refined concepts into a quantitative prioritization to identify the concepts that merit future focus. The GutCheck research team first conducted a round of exploratory qualitative research via an Instant Research Group (IRG) to uncover attitudinal and behavioral trends among a specified segment of consumers who fulfilled certain demographic and custom screening criteria. The qualitative results helped to refine the concepts, but the team still needed to prioritize the concepts quantitatively in order to bring forth the concept and concept elements that would best bring the product to life once in marketplace. Following the qualitative phase, the research team launched the second phase of quantitative prioritization.



Phase I



Phase II



Overall Research Objectives

Qualitative

- Explore attitudes and behaviors of new audience to identify opportunities for expansion within the category.
- Evaluate a set of claims and reasons to believe around the product to gauge areas of resonance that would drive broader appeal and purchase intent.

Quantitative

- Assess a set of 4 concepts plus 1 control based on purchase intent, believability, uniqueness, brand fit, and appeal.
- Through a scorecard analysis, evaluate how the concepts perform against each other based on key metrics.

The Results

Going into the multi-phase research, the Valspar team had a hypothesis they needed to prove both internally and with their retailers. After gaining actionable insights from phase 1 and category and consumer understanding from phase 2, the team was able to significantly change the discussion internally and began to think about how to better position their product based on rich consumer feedback. The refinement and validation gave consumers a real voice in the conversation between Valspar and their retail partners and helped the Valspar team understand how to best bring the product to life through the eyes of their target audience.





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Progressive partners like GutCheck bring in new capabilities and execute as planned.





Brian Ley

Director of Consumer & Marketplace Insights at Valspar

Phase I

-  Determined that alternative uses of the product resonate with gen pop in addition to core buyers.
-  Provided the confidence to move forward with concept refinement.
-  Gained deep understanding on how consumers used the product for more non-traditional uses.
-  Provided context for quant results in the consumer's own voice, which helped personify the results.

Phase II

-  Gained an understanding of which concepts appealed to both the core brand buyers and gen pop segments.
-  Validated hypothesis and demonstrated thought leadership to retail partners.
-  Gained an understanding of which concepts appealed separately to core brand buyers and gen pop segments.
-  Improved the probability of gaining distribution.

Overall, an agile methodology allowed the Valspar team to...

- Validate their hypothesis that the product category had appeal to more people than expected
- Give their customers reasons to believe based on solid research
- Successfully execute unplanned research to demonstrate the knowledge of the consumer within the reemerging category

With an understanding for where an agile partner could fit into their research process, the Valspar team was able to quickly be in and out of field for both phases of research and gain helpful insights, all within an amount of time that originally felt impossible. The team was able to prove the research could, in fact, be done within the expedited timeline. The quick consumer reads helped shed light on how the Valspar business and partnership with the retailers could move forward successfully.



The GutCheck Benefit



Flexibility

Throughout the research design process, you have the opportunity to modify discussion guides and questionnaires or ask us questions.



Guidance

The same online research strategist will work with you on all phases of your study, ensuring a higher level of consistency, quality, and a strong knowledge of your project history from start to finish.



Speed

What might seem impossibly fast often falls right into our timelines. Our qual and quant friendly platform has the ability to execute both types of studies simultaneously if needed.



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We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies.

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