

THEMES THAT WE THINK WILL INFLUENCE RESEARCH THINKING IN 2021



THERE HAVE BEEN SHIFTS IN CULTURE, NOT JUST BECAUSE OF COVID:



- Our sense of where we belong & where we can belong has changed e.g. Working at home shifting urban to local communities
- Lockdown has provided time for us to rediscover and re-evaluate our values and think about what is important
- Reactions to climate crisis have reached a tipping point
- Black Lives Matter has brought racial discrimination to the front of our minds for the first time in a generation

We think that 2021 is the year to re-landscape the market place, find out which of those shifts in attitude and behaviour are likely to be permanent, and steal a march on competitors for the years to come

As a result, here are a few things we would like our clients to be thinking about when planning for research in 2021



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THE RISE OF THE MAINSTREAM ECOWARRIOR



Product consciousness is on the up! Consumers are looking at company values & holding brands accountable for their

- Processes / Ingredients
- Impact / Brand values

What are you doing to demonstrate and prove positive impact. And how do your products and services manifest themselves in this light.

While we have been forced to keep local, it has awakened our discovery of community & support for it. It's not just Brexit making us think a bit more nationally!

2021 is a great time to re-set the brand mission. Research can play a great role in helping formulate but more importantly create propositions that demonstrate your values



ONLINE RELATIONSHIP BUILDING & THE D2C EVOLUTION



2020 has fuel injected brands to build more meaningful and direct online experiences with customers.

We predict that Ecommerce will go full relationship building focussed in 2021. From supermarkets to luxury goods ...offering the product and an easy path to purchase wont be enough sites will have to engage and offer something more emotive than a transaction.

It could be the rise of the 'club' or membership or a different way of looking at loyalty... Certainly an opportunity for the direct to consumer relationship and yet another area where retailers such as John Lewis, Argos, Currys and any department store will really have to work hard to keep up.



Your next digital project should consider how relationships are formed and engagement maximised as well as usability!

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VALUES NOT DEMOGRAPHICS



The past year has fed into a lot of research that Discovery has conducted looking at customer values and what we think is that it is time for some challenges to splitting sample by lifestage / age / gender...

Lets look at peoples values as the shared metric and start getting more creative as a result

Our fundamental values are hardwired, they define us and they influence what decisions we make and how come to them

And talking to people from this perspective means we are tapping directly into emotions, so it's great for any creative research



Discovery has developed a values identification and recruitment approach that is changing the way clients think about the construct of qualitative research samples

LISTENING IN ORDER TO UNDERSTAND & REACT

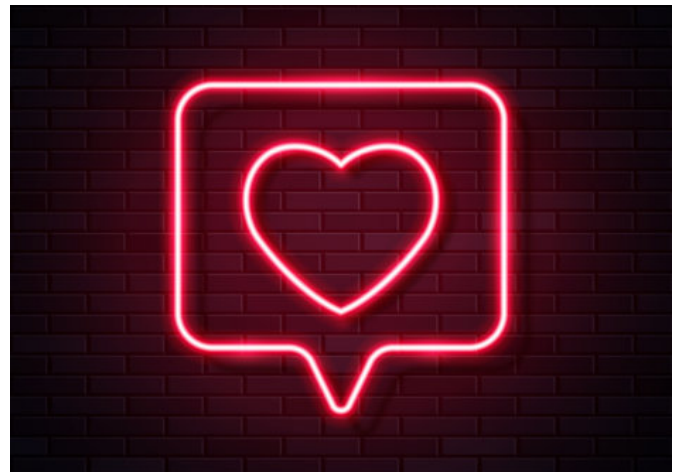


We have seen participation rates soar and interest in research increase throughout the year, and while we may have had some time on our hands with furlough and general lock down...

- Flexibility of working outside the office has helped (no commute!)
- The desire to offer an opinion is on the up
- Familiarity and access to online platforms like Teams and Zoom is mainstream
- The need to feel as though brands are listening is important so that you can then reflect empathy and understanding & lead when it is right to

Think about the people who are most senior, have they had to take big pay cuts, go on to furlough, worry about redundancy... now more than ever they need to really walk in the shoes of the consumer to understand how decisions affect them.

Lets start listening more to customers needs without ulterior motives - It is time to re-invigorate your customer closeness programme, for execs to interact with customers directly. It might feel different online BUT it is not a reason to not do it!



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