

# Podhurst Associates, Inc.

## Qualitative Reporting Samples



# Detailed Findings: Toilet Clog Patterns

Procedural Note: Respondents were asked to visualize the last time they experienced a clogged toilet and then draw a picture that described what they were feeling at that time.

**While no one really enjoys dealing with a clogged toilet, consumers feelings about dealing with this problem seem to range from the extreme to the blasé.** If the consumers in this study are any guide, some react with a mixture of horror and disgust, others become angry and frustrated (usually at the perpetrator), some experience fear, anxiety or embarrassment (especially if a plumber might have to get involved) and many, particularly men but some women, are more resigned about it and view clogged toilets as one of life's unavoidable little problems.

*"Oh god, I was so angry and upset and embarrassed." (female)*

*"Just messy, you have to get down and do it and take care of it." (male)*

- No matter how intense their feelings about the issue, most tended to agree that the absolutely worst thing about a clogged toilet is the dreaded prospect of an overflowing bowl. In fact, many of the hand drawings turned in by the consumers depicted such an occurrence. A number of consumers told tales of watching in horror and praying as the water level rose just to the rim and then stopped.

*"You go very spiritual and you go please god, I will do anything, don't let it overflow, please don't." (female)*



# Decision-Making Dynamics

Although flavor enhancers are not destination products in the sense that they drive store traffic, the section is a routine destination during the shopping trip.

(Decision-making ranges from specifically planned to highly impulsive)

## Shopping List

**KC Masterpiece Onion Flavored Barbecue Sauce**

**Italian dressing for steak marinade**

**Ken's Salad Dressing (2-3 varieties)**

**Something to dip veggies in**

**Ketchup**

Plus anything else that catches my eye because it's new and/or on sale.



# Industry Roadmap: Financial Services

<b>Challenge/Need</b>	<b>Risk Management and Compliance</b> <ul style="list-style-type: none"> <li>• Move towards real time processing</li> <li>• Transaction security</li> <li>• Transaction volume</li> </ul>	<b>Exchange of Information</b> <ul style="list-style-type: none"> <li>• With customers</li> <li>• With brokers</li> <li>• With local/branch offices</li> </ul>	<b>Develop New Products and Services</b> <ul style="list-style-type: none"> <li>• Financial modeling tools</li> </ul>
<b>Who need might emanate from</b>	<b>Senior Management</b> <b>Risk Managers</b> <b>IT Managers</b>	<b>Sales and Marketing</b> <b>Branch Management</b> <b>Broker Network</b>	<b>Analysts</b> <b>Product managers</b>
<b>Product Benefit</b>	<b>Analytics Acceleration</b>	<b>Enhanced Access</b> <b>Enhanced Collaboration</b>	<b>Enhanced Access</b> <b>Analytics Acceleration</b>
<b>Perceptions of how product accomplishes this</b>	<b>Pool system resources and take advantage of unused/idle capacity for maximum output and efficiency. Greater computing speed and power is possible.</b>	<b>“Virtualizes” databases and system resources for access/utilization and free flow of information between different entities.</b>	<b>Creates ability for data mining across disparate data sets. More efficient use of system resources enables ease of working with larger volume of data.</b>



# Agents' primary aim in the claims process is to ensure that their customer feels good.

- Customers are understandably upset and worried when they are in a claims situation. Agents want to minimize those negative emotions by demonstrating that both they and the carrier are on top of things.
  - This attitude is considered part and parcel of the account service that is at the heart of the broker-customer relationship.
- Agents usually take the initial report from the customer by phone and enter the information into their agency management system.
  - It is at this critical juncture, that the agent must begin to instill a feeling of calm and confidence to make customers feel better.
  - They will “diary” the initial call so that if they/the customer do not hear from the carrier within 2-3 days, they will be alerted to follow up.
- However, smaller customers are often encouraged to contact the carrier directly.

*“Insureds get hysterical. I have to calm them down and get them to think about what they are saying to me.”*

*“You’re having somebody keep you on the phone for, you know, a half-hour to explain their thing. You’re trying to get all the necessary information so that you can further give that to somebody who can understand it.”*



# Product Placement Results: Usage

- Virtually all of the respondents used the BRAND Wipes on their hands but other kinds of uses, particularly on the face, were less common.
  - Only some of the respondents used the wipes on their face or even realized that they could. Many did not notice the package copy indicating facial use. Moreover, several were afraid that the wipes would burn or irritate if used on a sensitive area.
  - Several respondents claimed they used it on their (or a child's) face almost by accident or out of immediate necessity and were surprised at its gentle effectiveness.
  - While many liked the BRAND's slogan, "*slogan copy*", and thought it appropriate for this product, the slogan by itself did not communicate that the wipes were meant to be used on the face.
- Many respondents ended up using the wipes to clean something other than the body. These uses ranged far and wide, including kitchen counters, bathroom fixtures, dashboard/steering wheel of the car and even pets.
  - However, and almost without exception, these uses were preceded by respondents first using the wipes on themselves. Many of them described looking for something else to wipe because "the wipe was still in such good shape that they didn't want to waste it". As such, these alternative uses appear to be more a function of the durability of the cloth-like material rather than pointing to a broader potential use for the product.



# Detailed Findings: Outer Carton Reactions



R

- The new carton also won out over two possible alternatives – R (the curved gold panel) and L (the smaller straight gold panel). Respondents liked having the pre-treatment on the box which was missing on the alternatives.
  - The “dollop” of crème on R and L did not work for most respondents – Some were not sure what it is. Others could identify it, but thought it looks awkward because it isn’t clear from the front of the package where it is coming from.

*“I don’t like the dollops, it has some gross connotations I think.” (User, Tampa)*

*“I don’t see why it’s necessary to look at the dollop of cream when you can just look at the cute little applicator. It doesn’t grab you that it’s something new.” (Non-user, Baltimore)*

*“That little white blob on the side looks like soup. You don’t know the purpose of it until you turn the box.” (Non-user, Tampa)*



L



# Catalogue Orientation and Navigation



*"I couldn't find a light blue rug so I had to go for a darker blue than I would usually go for."* (UK)

*"I like some of those wall accessories but I don't know where to find them or how much they cost."*  
(Poland)



*"It says they come in a range of colors but they don't give the range of colors."*  
(France)



**Finding accessories can be a chore.** In addition to complaining that the selection of lighting, textiles and other accessories seemed limited, respondents pointed out that:

- *Finding the accessory items used in room settings is difficult* – Many expressed frustration that accessory items shown in room settings are not listed in the corresponding text and could not be found.

*"That drove me potty because then I've got to go and look for it."* (UK)

- *Available colors and sizes are not always listed* – Respondents indicated that if they do not see the color they want, they are likely to lose interest and move on. Some felt they had to "settle" for something less than optimal.





# The wellness benefits, preventive care and other value added features of these plans are enticing to some.

- **Some said they are just looking for basic health coverage and do not care about these other features.**
  - Some reasoned that the value of these features, including the annual check up, is still far less than what the plan would cost in a year.
  - A few likened the discounts to coupons, that only have value if you use them.
- **Others claimed that these features do add value to the plan.**
  - They believe they will be getting something back from the insurance company even if they do not have an illness or injury.
  - They can understand the value of these services in improving their quality of life and helping them stay healthy in order to prevent or minimize the chances of illness or injury. However, others feel these savings should be funneled back into reducing the cost of the core coverages.
- **In general, neither the PLAN A plan nor the PLAN B plan seemed to have a strong advantage over the other in terms of the value added features being offered.**
  - Some seemed to prefer one while others seemed to prefer the other. This may be due more to the way the features are presented than what the features are.

*"I guess if you wanted to join Weight Watchers or you wanted a Sonicare toothbrush then it would be good but it just doesn't end up being that much." (Self-pay, Dallas)*

*"Healthy Rewards is good because they are simply trying to get you to take care of yourself." (Self-pay, Dallas)*

*"If I'm going to take vitamins and vision and stuff like that then I'm thinking, OK, great, then I can save money someplace else." (Uninsured, Orlando)*

*"I take vitamins. Fitness program, I'm all about that. The alternative health care and natural alternatives can be a good thing too." (Self-pay, Dallas)*

*"To me it's like you're pre-paying for coupons. If you don't use them, that's a waste of money." (Uninsured, Dallas)*



# Brand Imagery

BRAND A		BRAND B		BRAND C	
Image	Associations	Image	Associations	Image	Associations
<p>“harsh”, “heavy duty”, “opposite of liquid plumber”, like putting a cork up there”, short term/can’t take it for a long time”, “construction worker”, brash”, “too powerful”, strong chemical”, “like steel bars”, “Have to follow directions carefully”, “overbearing strength”.</p>	<p><b>Raw, Unchecked Power</b></p>	<p>“mom and pop”, thick and soothing”, “familiar”, “your grandparents remedy”, “white haired grandma”, “old reliable”, “bedside manner”, “comfortable”, old standby”, “a calming person”, “assurance”.</p>	<p><b>Maternal and Comforting</b></p>	<p>“a sadist”, “mint flavored chalk”, “chalky”, “the marshmallow man from ghostbusters”, “a snowman”, “fluff”, “greenish milk”, “dentists office”, “librarian”, “tax collector”, “a mean teacher”, “globby”, “like calamine lotion”.</p>	<p><b>Very Unpleasant Look and Taste</b></p>
<p>“Better than all the others”, “works 100%”, #1 on the market”, “a strong viral person who gets the job done”, “a champion”, “Mighty Mouse to the rescue”, “lifts a weight off my shoulders”, “knight in shining armor”, “superman”, “best OTC out there”, “a sleek/effective person”, “best friend”, “reliable”, “a doer”, “always there for you”, “rescuer”, “life preserver”, “life boat”, “a lasso”.</p>	<p><b>Hero</b></p>	<p>“being a kid”, “bubblegum”, “milk toast type of person”, “spineless”, “wishy washy”, “jolly pink person”, “clown”, “cotton candy”, children’s color”, “childhood”, not serious medicine”</p>	<p><b>Juvenile and Weak</b></p>	<p>“Can’t think of any”</p>	<p><b>Indistinct Image</b></p>
<p>“pill dispenser”, “a doctor”, “like going to the doctor”, “medicine”, “gastroenterologist in a pill”, closest to prescription”.</p>	<p><b>Medical Heritage</b></p>	<p>“Pink”, “chalky peppermint”, “chalky”, “peppermint taste”, “nauseating”, “nasty taste”, “black tongue”</p>	<p><b>Unpleasant Look and Taste (consistent with juvenile image)</b></p>		

## Executives at small technology firms are looking to build organizations that enable them to get ahead of the day to day.

- For many of the principals and executives at these firms, dealing with day to day operations of their companies is a significant and time consuming challenge. Selling and servicing customers, “doing the work” and administrative tasks leave them little or no time to look at the big picture and try to grow their business in a planned or systematic way.
- In order to survive, these executives are forced into a reactive rather than a proactive mode. Strategic planning, forming strategic partnerships, researching new products and technologies, etc. are all things they plan to get to “tomorrow.” For many, any efforts in these areas occur on an ad hoc rather than systematic basis.

*“We’ve thought about doing a lot of those things and it’s just a question of do we have the resources or the immediate need, and I think that really is what determines an awful lot of what gets done in the course of any day is what seems to have the highest sense of urgency.”*



# Overall Performance

- **Most of the bartenders describe BRAND's sales as poor and that the product is not succeeding. They attribute this to several reasons:**
  - The product did well at first, especially when COMPANY promoted it. Once the “honeymoon” period ended, sales slacked off.
  - Many customers do not know about it. A few attributed this to the current lack of promotion/P.O.P. and the fact that the bottle must be kept refrigerated so customers do not see it behind the bar.
  - Some bartenders said that some of their customers order it a first time out of curiosity but usually do not order it a second time.
    - One bartender said that college age patrons may order it during a 21<sup>st</sup> birthday celebration because tradition dictates that the celebrant consume “the grossest shot first.”
  - A number of bartenders claimed they have not reordered it and/or have stopped carrying BRAND. A few said the only reason they still carry it is because COMPANY is their biggest vendor.



# Concept Reactions: Specific Copy Points

- **Specific concept elements that received comment included:**

- **Concept L strengths** – Besides describing the aforementioned ingredients that ensure fade resistant, healthy looking hair, elements that seem to enhance the appeal of concept L include an explanation about why color fades and the end benefit of best color.

- “Braves all the color-fading elements like water, sun and time.” – Respondents applauded this line because it addresses what they thought caused their color to become dull and faded.

*“Those are the things that screw up your hair. So if it braves all of those it must be a really good product.” (User, 25-34)*

- “Delivers the color you want day one.” – Most respondents did not initially comment on the “first day color” reference in the headline of Concept L. However, when pointed out, it was considered appealing because respondents thought it means they would see their “best color” on the first day rather than having to wait a week or more. The claim addressed a common complaint among many of the respondents. However, some who define their “best color” as at least a week after coloring did not think this is a desirable benefit.

*“I like that because a lot of times when you first color your hair, it’s not the color you want.” (Non-user, 35-49)*

- “Vibrancy and luminosity” and “Keeps hair brilliant and resilient” – These are desired attributes that respondents want for their hair. Moreover, some said they like the rhyming of “brilliant and resilient”.

*“I like vibrant and brilliant. They’re very attractive words for what hair looks like.” (Non-user, 35-49)*

*“I like where it said luminosity. Shiny, vibrant, it’s just like beautiful.” (User, 25-34)*

