Digital Stimulus
CGI and Animated stories

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Future Thinking UK
Introduction

A little bit of history

SPA Future Thinking — 2010

future thinking — 2015

1974 — FDS

1984 — THE OXFORD RESEARCH AGENCY

1990 — maven research

1994 — SPA

2011 — Munro ESSENTIAL
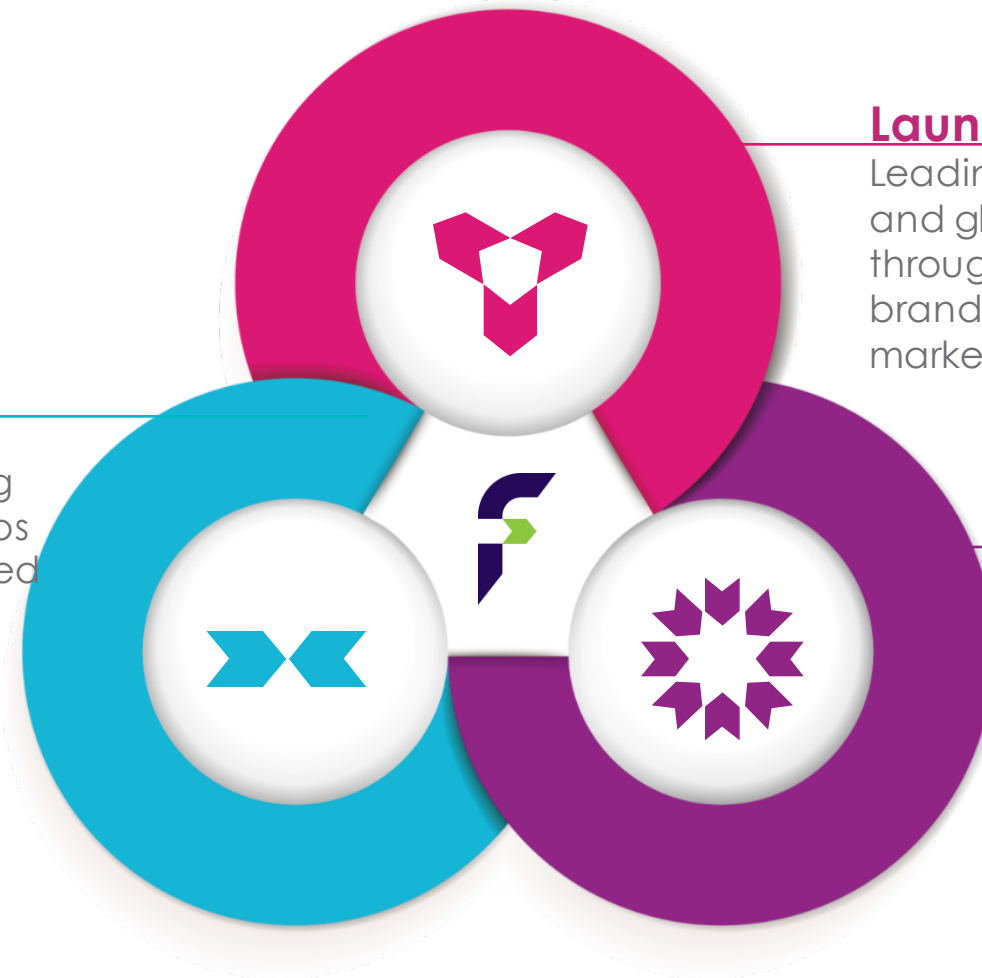
2016 — GemSeek
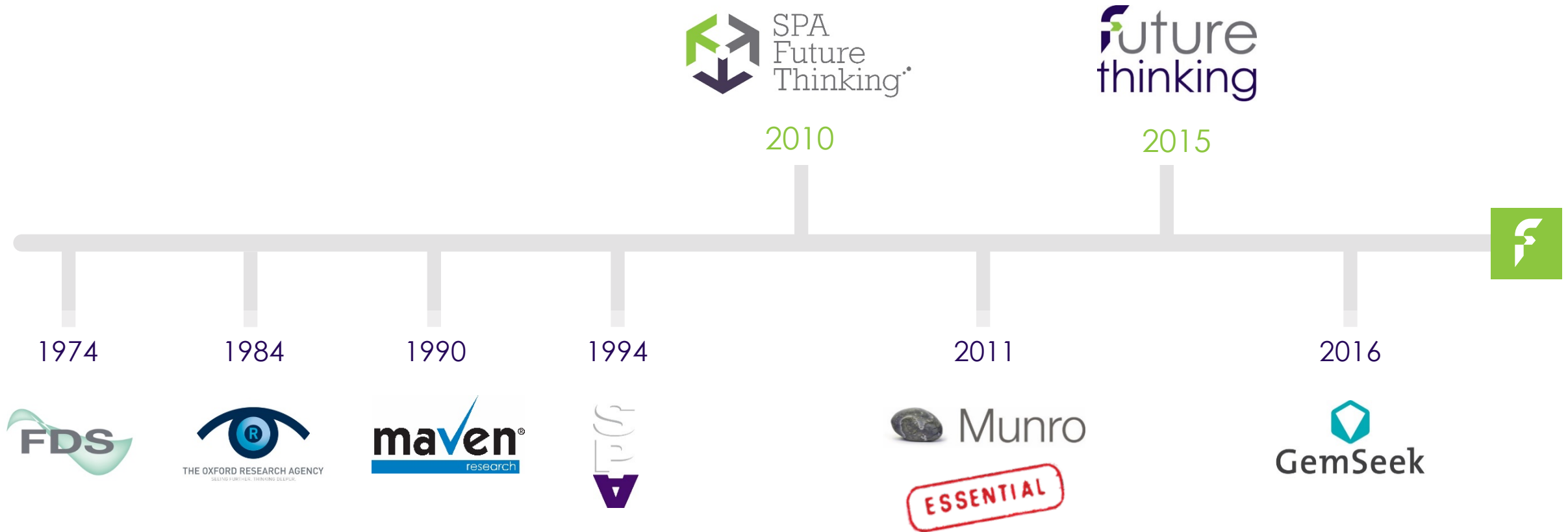
Researching across the product life cycle

Insight led solutions that follow the natural lifecycle of winning brands, inspire action to gain competitive advantage, with **specialist teams** in place:

Launch Team
Leading entrepreneurial and global brands through their NPD and branding journey for in-market success

Communicate Team
Monitoring brand impact and helping building relationships through paid, earned and owned media

Experience Team
Measuring performance and driving improved customer experience, satisfaction, loyalty and revenue to give competitive advantage

Launch

Leading global brands and local suppliers through their NPD and branding journey for in-market success

Our areas of experience

| Idea generation | Concept development | Product & pack testing | Pricing, promotion & range | Volumetrics opportunities | Segmentation creation & usage | Consumer immersions & ethnography |

Some of our recent clients

Communicate

Delving deeper into brand and comms strategies, helping clients to grow and communicate effectively

Our areas of experience

Marcomms
effectiveness
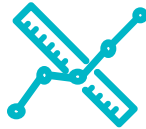
Brand
performance
& positioning

Sponsorship
evaluation

Creative
testing

Content /
Channel positioning
& performance

Some of our recent clients

(Customer) Experience

Giving clients the tools to improve customer experience, satisfaction, loyalty and revenue by understanding consumer preferences, attitudes and behaviour

Our areas of experience

| Competitor Environment | Customer satisfaction | Brand & Reputation analysis | Understanding core audiences | Range analysis | Segmentation |

Some of our recent clients

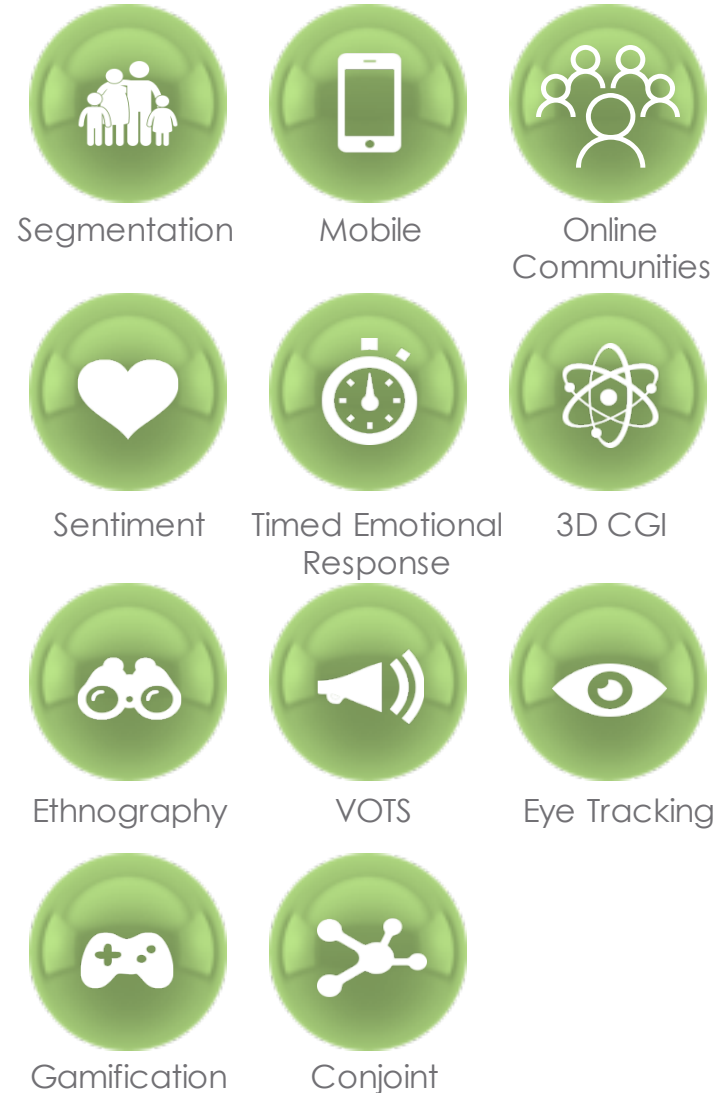# Our view of the world: conventional – and beyond

If it isn't broken, we don't fix it!

But we always challenge ourselves on how to do it **better**, **quicker**, **more cost effectively**, or more appropriate for today's audiences.

We use technology to enhance experiences including:

- Applying behavioural economics & 'emotional' techniques to contextualise research

- 3D CGI and virtual reality

- Biometric techniques

- Future Thinking/Client branded apps that truly bring qual and quant research to life

- Advanced state of the art data analytics.

Segmentation   Mobile   Online Communities

Sentiment   Timed Emotional Response   3D CGI

Ethnography   VOTS   Eye Tracking

Gamification   Conjoint

Supported by Quantum Lab

Quantum Lab: our in-house centre for research innovation

Quantum Lab works with **academics, thought leaders and innovative clients** to produce leading edge research techniques with the objective of getting clearer and more meaningful consumer understanding
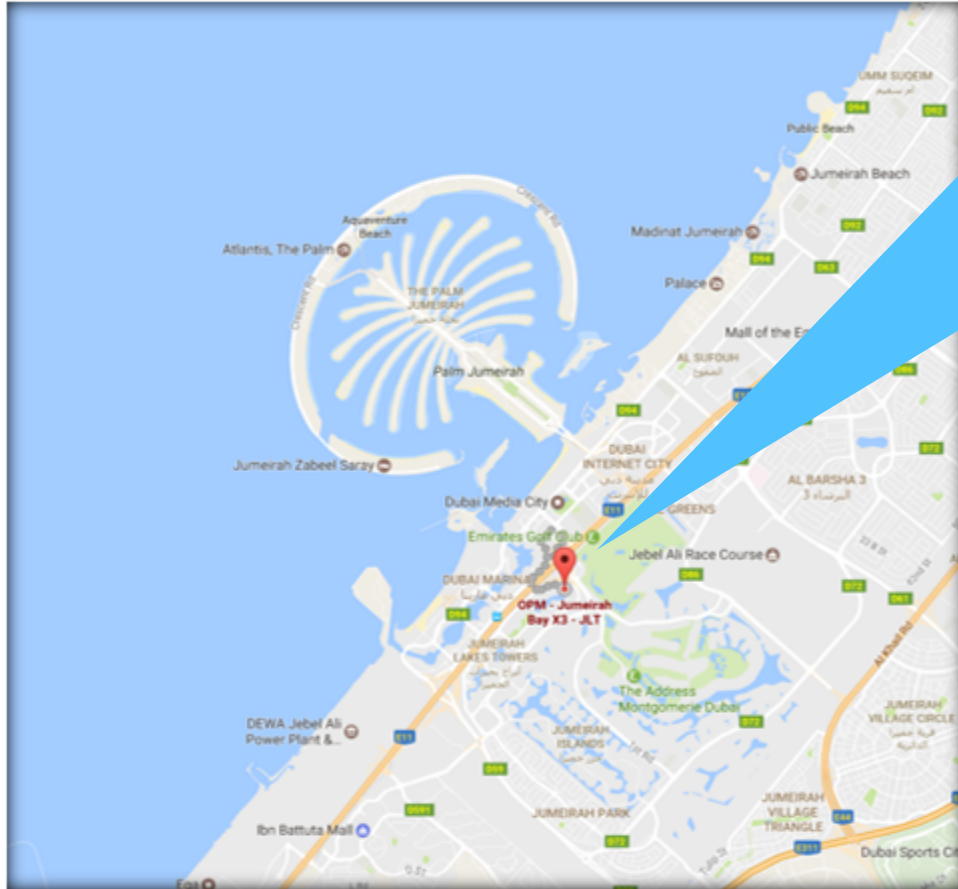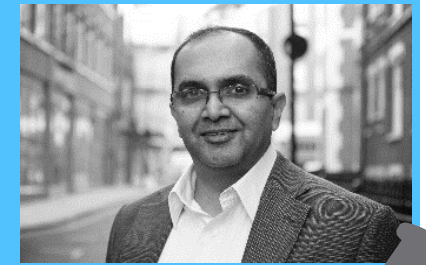
Some of our latest initiatives

MENA Satellite Office

FUTURE THINKING MENA OFFICE

Future Thinking MENA Office 2302 | Building 3 JLT Cluster X | Jumeirah Lake Towers | P.O.Box 454566

This provides a number of benefits to our clients:

- *Local perspective on issues, way-of-life, cultural nuances and consumers of every day products and brands*

- *On-the-ground presence in the region to provide an agile response and a physical presence in client meetings*

- *6-day coverage across the week*

- *Closer relationships with suppliers in order to benefit our clients*

The Personal Well-being Spectrum

Mo Muhsin
Head of Pharma
Research UK

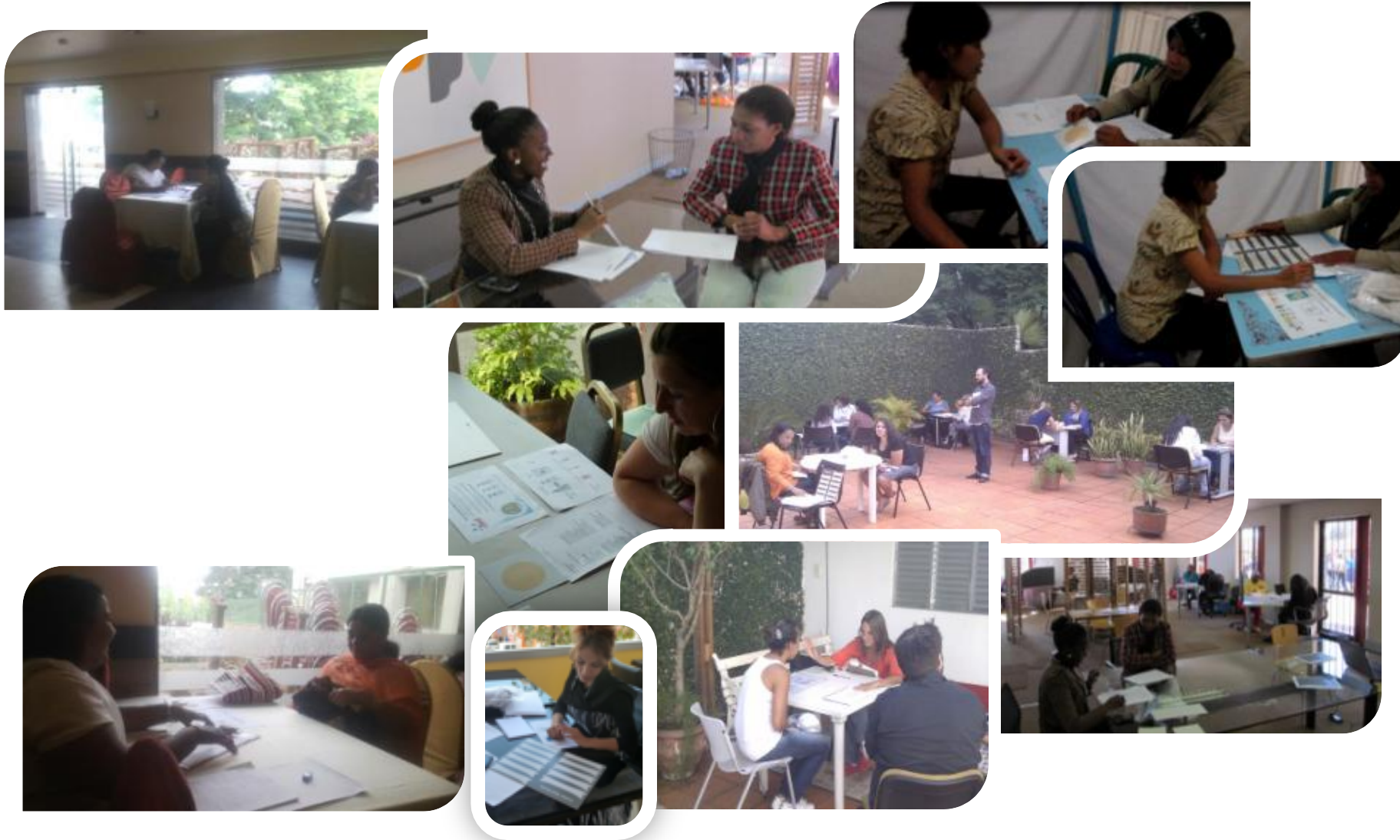

CONSUMER PERSONAL CARE | GSL & OTC | ETHICAL PHARMA

Global Research & IRIS

Future Thinking UK conducts large amounts of International Research for major blue-chip clients like Unilever, RB and GSK

Russia

Across the EU

China

Hong Kong

India

USA

Vietnam

Thailand

Malaysia

Turkey

Brazil

Indonesia

South Africa

Australia

International research in action

Central location testing in any location!

International research in action

Example of In-Home product testing with hard to reach consumers

International research in action

On street intercepts in the Favellas

Our IRIS-our international network adds significant value to Future Thinking UK and helps us drive an international agenda both internally and externally

iris
THE INDEPENDENT
RESEARCH INSTITUTES
NETWORK

We are looking outward more than ever and we want stronger partnerships and more collaboration.

Digital Stimulus
CGI and Animated stories

Bringing ideas to life in CGI

The technology can turn basic drawings into tangible packs

Restyle: Interact with labelling and branding

CGI allows full 360 degree label perspective, with zoom and rotate functions

Realisation of:

- New pack designs
- New pack shapes
- On pack information:
  - Claims
  - Ingredients info
  - Usage info
  - Promotional info
- Create 3D interactive Heat Maps
- Use with physical or fragrance cues

Rotate
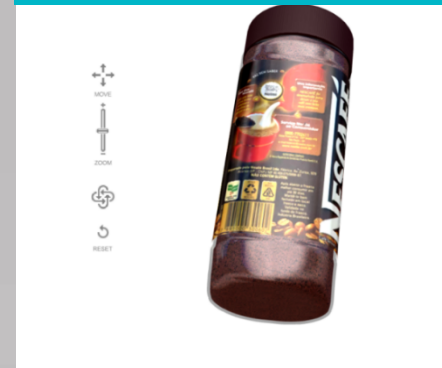
Zoom

Read pack info

3D Heat Maps

Performance: Interact with functionality & attributes

Allow consumers to intuitively understand how they would interact with the concept in virtual reality

Advanced

CGI Animations

Illustrate pack and product detail and functionality

Realisation of:

- New pack elements
  - Size
  - Shape
  - Aesthetics
  - Actionable parts
  - Functionality
  - Benefits

- Product attributes
  - Colour
  - Shape
  - Size
  - Liquid viscosity

Looking at Colour & Viscosity

We mocked up the new Persil/ Omo bottles using animated CGI **before** physically available (now available internationally) and tested with Chinese and Vietnamese consumers in a central location

Austin Powers CGI Colour Test In China and Vietnam

Final Presentation
26th April 2013

Prepared for: Unilever   Ref: jn20047/MN/JL   Date: April 2013

Prepared by:
Matt Nelson, Research Director
James Lewis, Senior Research Executive

UK | FRANCE | ITALY

Reason to believe: Full Animation for Interaction With the Full Proposition

Replace 2D concepts with short stories which can be used with or without a voiceover for an even more engaging and interactive experience

Realisation of:

- NPD insight, benefits and reasons to believe
- Show concept in action
- Allow respondents to 'build' elements
- Include a voiceover
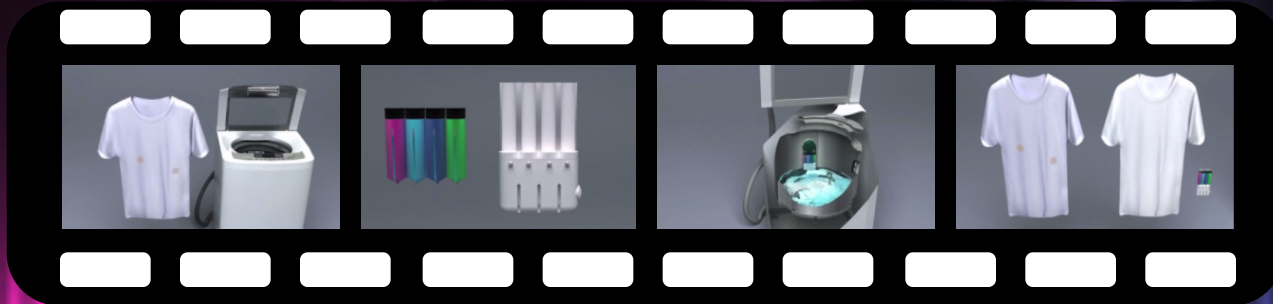- Create an interactive advert style experience

A Technical Lego Story/ Concept
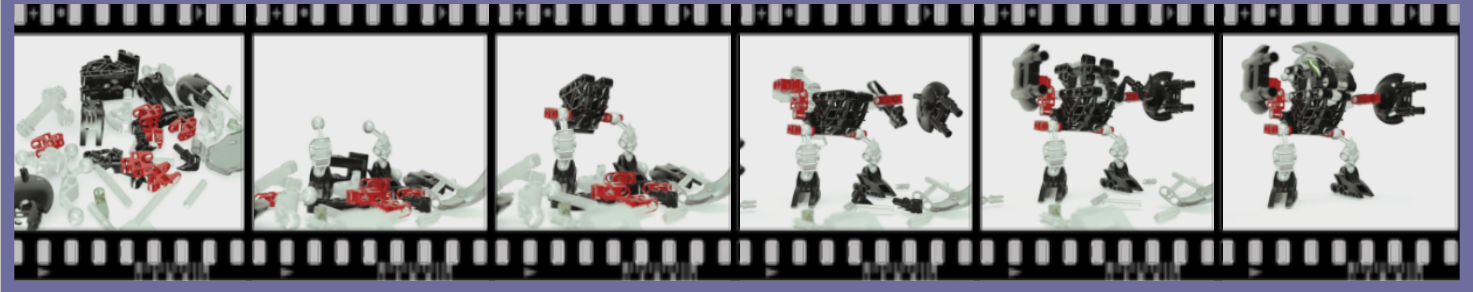
A Board Game Story/ Concept
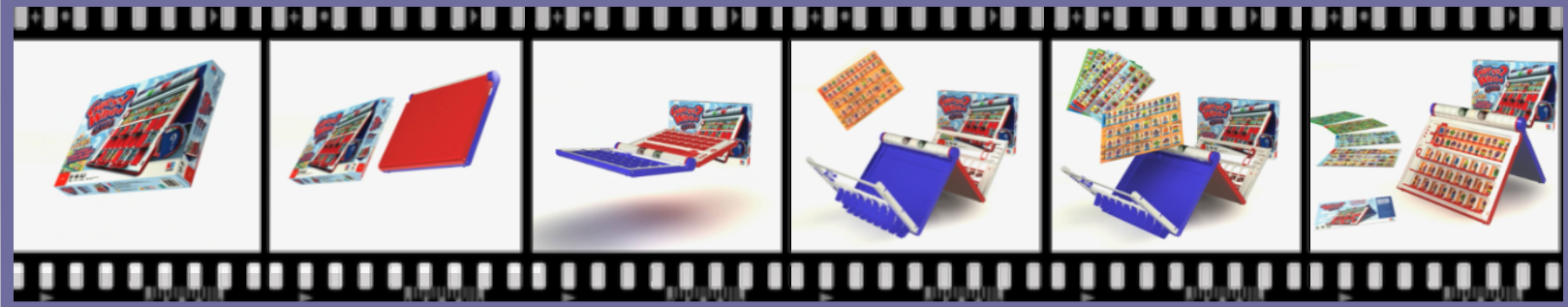
Pioneering Performance

We created feature length animations to depict a new concept idea and explain the benefits, including adding a voiceover.

Manipulate: video footage

Blue

Master

Green
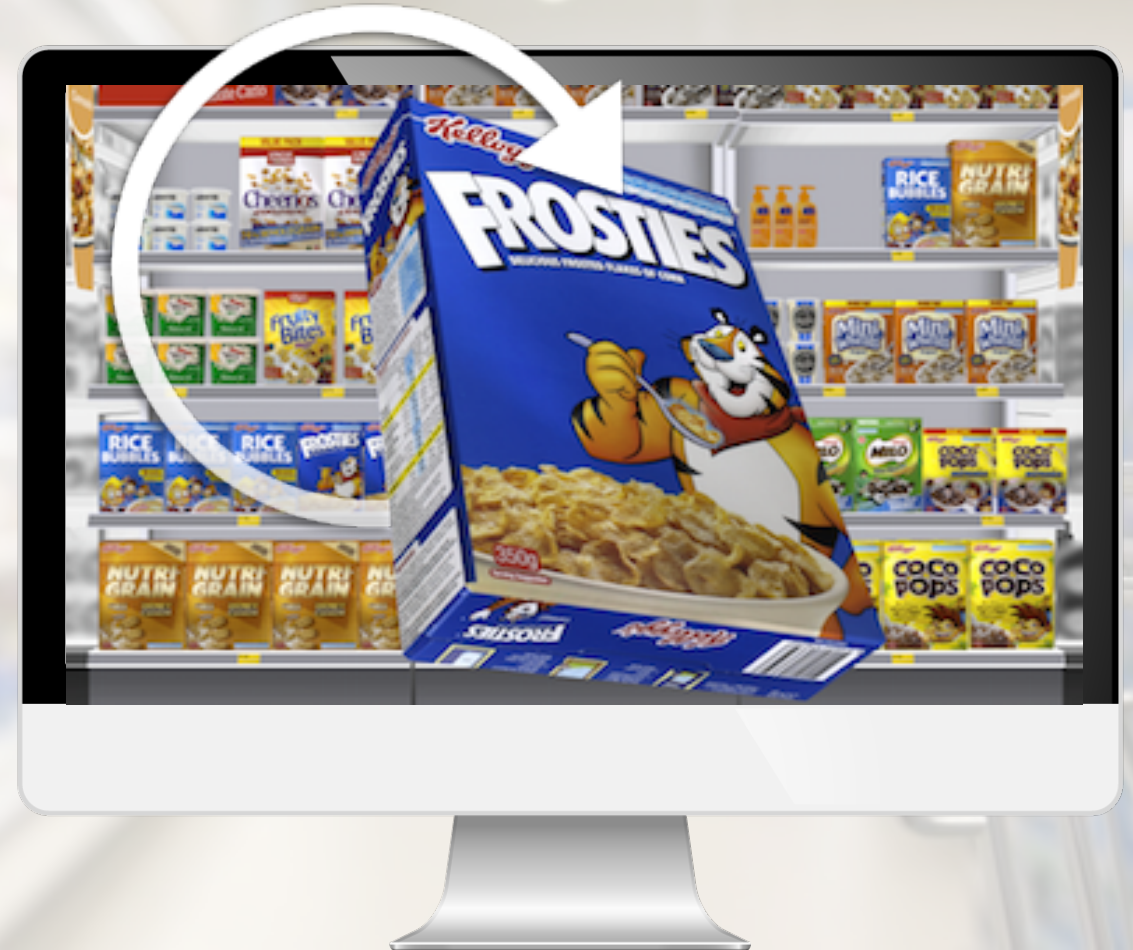
Purple

Pink

Orange

White

Turquoise

Other uses of our CGI

Real Life: Incorporating within a 'Live Shelf' environment

Test it 'on-shelf' for an intuitive engaging environment for understanding decision-making behaviour

Pick up products
Look in detail at all angles
What catches attention
Keep or put back

# **Variation:** illustrating the attributes and variables in conjoint

We will use CGI to create the pack iterations required based around the attribute variables. The exact approach to this can be discussed, but based on our previous work we would expect some attributes to be illustrated in conjunction with one another, such as colour and tonality for example.
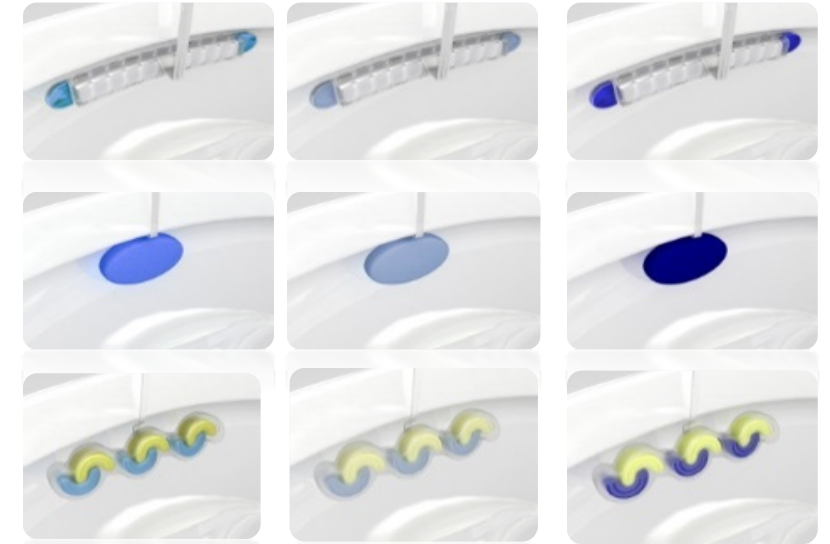
Examples of our previous work shown here.

Opening/ closing mechanisms

Blue	Green

Master

Purple	Pink
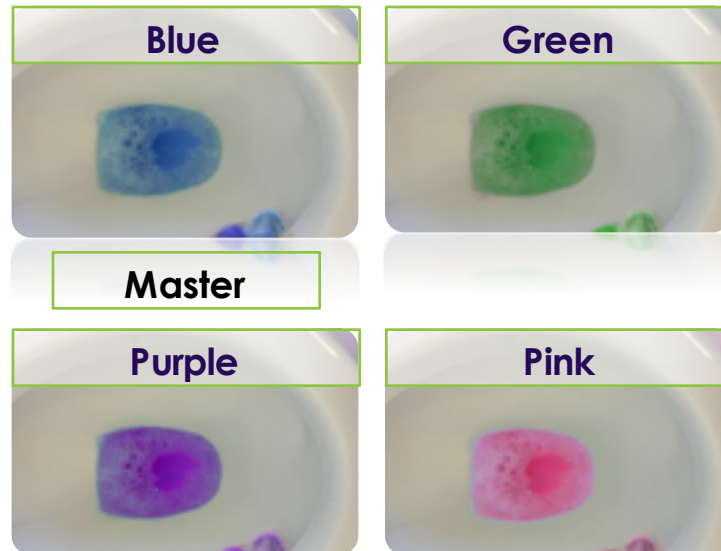
Water colour: Taking a video of a toilet flush with blue water, we created further 'flushing toilets' videos with alternative colours

Design, colour, tonality and transparency

Colour and viscosity

Can tops

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Explore: interacting with elements within focus groups

Elements of the CGIs can be changed at point of testing to build alternative pack combinations within focus groups or creative workshops

Choose your bottle lid colour

Pink   Green   Turquoise   Red

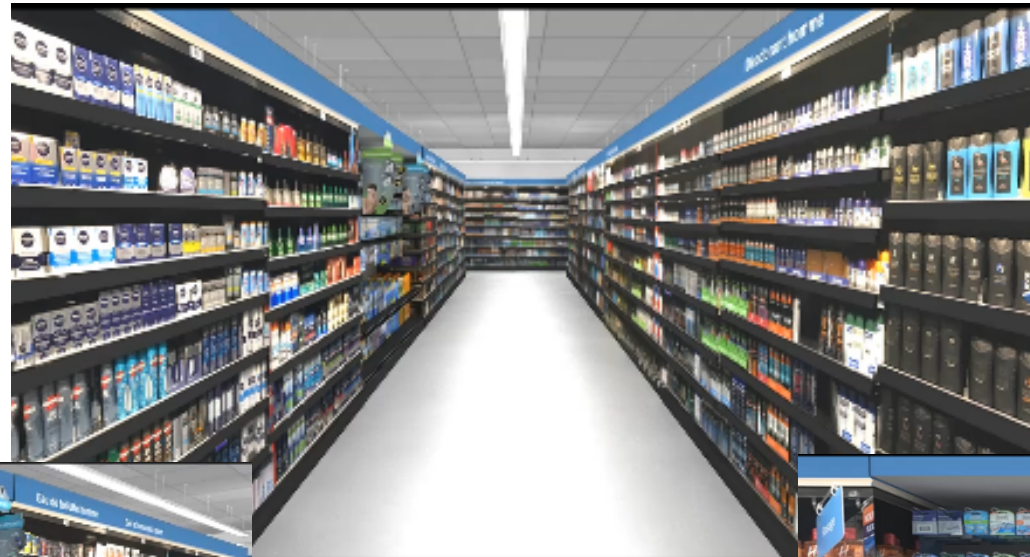**Choose your can opening (and straw colour!)**

Straw   Full opening   Air flow

Frame: using CGI to frame situations and create context

We can also help create virtual experiences using CGI. For example we could take consumers on a contextual 'haircare journey' through the store or shopping environment. Alternatively, we could help them visualize a 'pack journey'
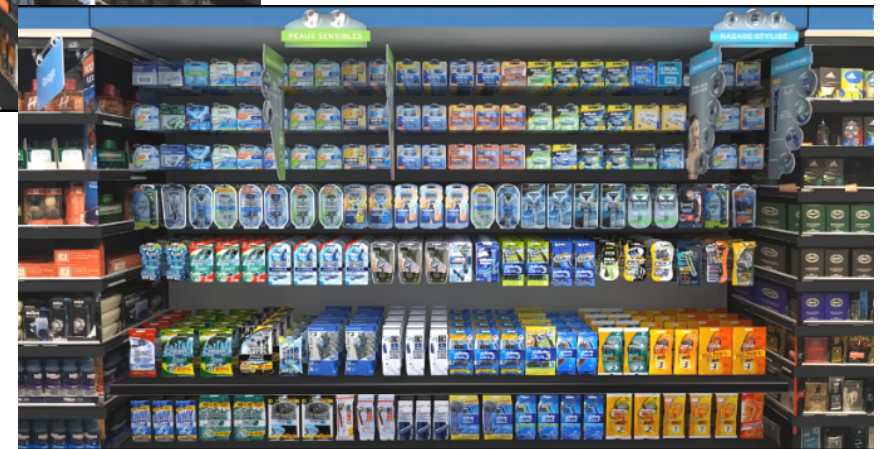

VIRTUAL STORES
We can create virtual stores to set up different channels and shopper missions

Example supermarket/ aisle tours

Methodologies

- CGI can be used across a range of methodologies and can capture detailed insights which cannot be achieved with standard creatives.

- **Quantitative:** CGI is easily applied to online surveys and is an effective way of gaining insights from robust samples without the need for prototypes. We have also applied CGI to choice based conjoint methodologies to inform our clients with real-world data for in-market success.

- **Qualitative:** Can be used effectively across focus groups, depths and online communities. We have found CGI animations inspire better engagement with respondents to provide our clients with richer insights.

- **International:** CGI animations are universally understood and therefore easily applied to international studies or studies spanning multiple countries.
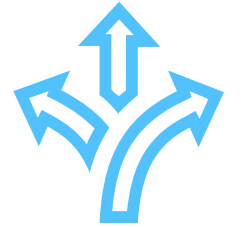
Choice based decision making

Quantitative Interviews

International

Focus Groups

On-line survey

Online Community

Product, Concept or Pack testing

futurethinking