empathy & *experiment*

BILL & MELINDA GATES foundation

Getting the right language and then quantifying what persuades: A qual-quant

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sb&b marketing research

The micro-science in a nutshell

IDENTIFY TARGET SEGMENT

DEVELOP SURVEY QUESTIONS



SURVEY



Target Consumers

ANALYZE SURVEY RESULTS → Mind Genomics

MARKET SEGMENTATION



MARKETING PHRASES



TYPING WIZARD



How does the science work?

DEFINE THE SCOPE
Develop ‘pieces of information’
to be investigated for the
Emerging consumers

•Input / Sourced From EMPATHY
•Brainstorming, Focus Groups, Past studies/internal data,
• Secondary research, Government data, other sources…

ORGANIZING PRINICIPLE

- “Bite sized” ways of describing a product, service or idea
- Related elements put into categories or silos

VIGNETTES

- Systematically combines elements from different categories
- Respondents rate the combination, one combination at a time
- Can’t ‘game’ the test

OUTPUT & ANALYSIS

•Statistical Modeling

•Understand what each element contributes (regression modeling).

•Divide people by common patterns of responses (mind-sets), using clustering

•Optimize the message for a person, based on his/her segment membership

Mind-set segments

- People may look alike, based upon standard data profile
- But… look alike people ‘think differently’
- When you know the division into mind-sets, you create better products, craft more convincing messages, help more people
- Traditional methods can’t identify these segments
- Our science, reveals these segments, these ‘mind genomes’ for each topic area

Uncover different mind-sets to better communicate

Sex:	Male
Age:	50+
Height:	5’10.5”
Nationality:	British
Family Status:	Married
Annual Income:	$10M+
Hobbies:	Music, Art, Philanthropy





Pakistan case study

THE PEOPLE

/200 - RESPONDENTS

/Residents of Lahore slums & rural locales

/Mothers & Fathers

/With at least one child 5 years or below

/Lower SECs: (C/D) & (E1/E2)

/5KEYS

cognition

1	My children do not get sufficient nutrition on a daily basis.	میرے بچوں کو روزانہ مناسب غذائیت نہیں ملتی۔
2	I do not have enough information about the healthy foods for my children.	مجھے اپنے بچوں کی صحت مند غذا کے بارے میں زیادہ معلومات نہیں ہیں۔
3	I know what a balanced diet is ... and its importance for my family.	مجھے متوازن غذا کے بارے میں علم ہے اور اپنے گھرانے کے لئے اس کی اہمیت معلوم ہے۔
4	Sunday bazar (fair price bazar) has poorer quality of food compared to regular stores.	سستے /اتوار بازاروں میں کھانے پینے کی اشیاء کا معیار دوسرے عام سٹوروں سے ملنے والی کھانے پینے کی اشیاء کے معیار کے مقابلے میں کم ہے۔
5	Rice is more expensive than wheat ... yet wheat is more filling and nutritious.	چاول ،گندم سے مہنگے ہیں، لیکن پھر بھی گندم سے پیٹ زیادہ بھرتا ہے اور اُس میں غذائیت بھی زیادہ ہے۔
6	I must learn how to choose and cook more nutritious foods	مجھے غذائیت بھری خوراک کو منتخب کرنے اور پکانے کے بارے میں ضرور سیکھنا چاہئیے۔

HOT thought	Evidence for	Evidence against	Desired thought	What must change?
I AM INADEQUATE as a Provider, Parent.	Insufficient nutrition, information	I know what is a good diet	I can learn about nutritious foods	Thoughts of inadequacy

/5KEYS

emotion

1	Sometimes, I **worry** that the nutritional quality of meals I give my family is poor.	بعض اوقات میں اپنے گھروالوں کو دی جاتے والی خوراک کی غذانیت کے خراب معیار کے بارے میں فکر مندہوتا/ہوتی ہوں .
2	I'm **confident** that I feed my children according to their nutritional needs.	میں پراعتماد ہوں کہ میں اپنے بچوں کو، اُن کی غذائی ضروریات کے مطابق خوراک فراہم کرتا/کرتی ہوں.
3	I will feel **hopeful** if I can learn how to improve the nutritional content of my children's daily diet ... without incurring additional expense.	میں پرامید ہوں گا / گی، اگر میں کسی اضافی خرچے کے بغیر، اپنے بچوں کی خوراک میں غذانیت بہتر کرنے کے بارے میں سیکھ سکوں .
4	I feel **deprived** when I see the rich feed their children better quality food.	جب میں امیر لوگوں کو ، اپنے بچوں کو بہتر معیار کی خوراک فراہم کرتے دیکھتا /دیکھتی ہوں ،تو مجھے احساس محرومی ہوتا ہے .
5	Parents will be **happy** to cook a free sample of new golden rice ...especially when they are told it's healthier for their children, compared to white rice.	والدین نئے قسم کے، سنہرے رنگ کے چاولوں کے مفت سیمپل پکاتے ہونے خوش ہونگے ، خاص طور پر اگر اُنہیں یہ بتایا جاتے کہ یہ چاول سفید چاولوں کے مقابلے میں اُن کے بچوں کے لیےنے زیادہ صحت مند ہیں.
6	I feel **helpless** when my children ask for foods I cannot afford.	میں بے بس محسوس کرتا/کرتی ہوں ، جب میرے بچے کوئی ایسی خوراک مانگتے ہیں جو میری پہنچ سے باہر ہو.

Highest charge	Evidence for	Evidence against	Desired emotion	What must change?
HELPLESSNESS	The rich feed kids better	I am confident of my kid's needs	Optimism	Feelings of deprivation

Generating Elements for Golden Rice

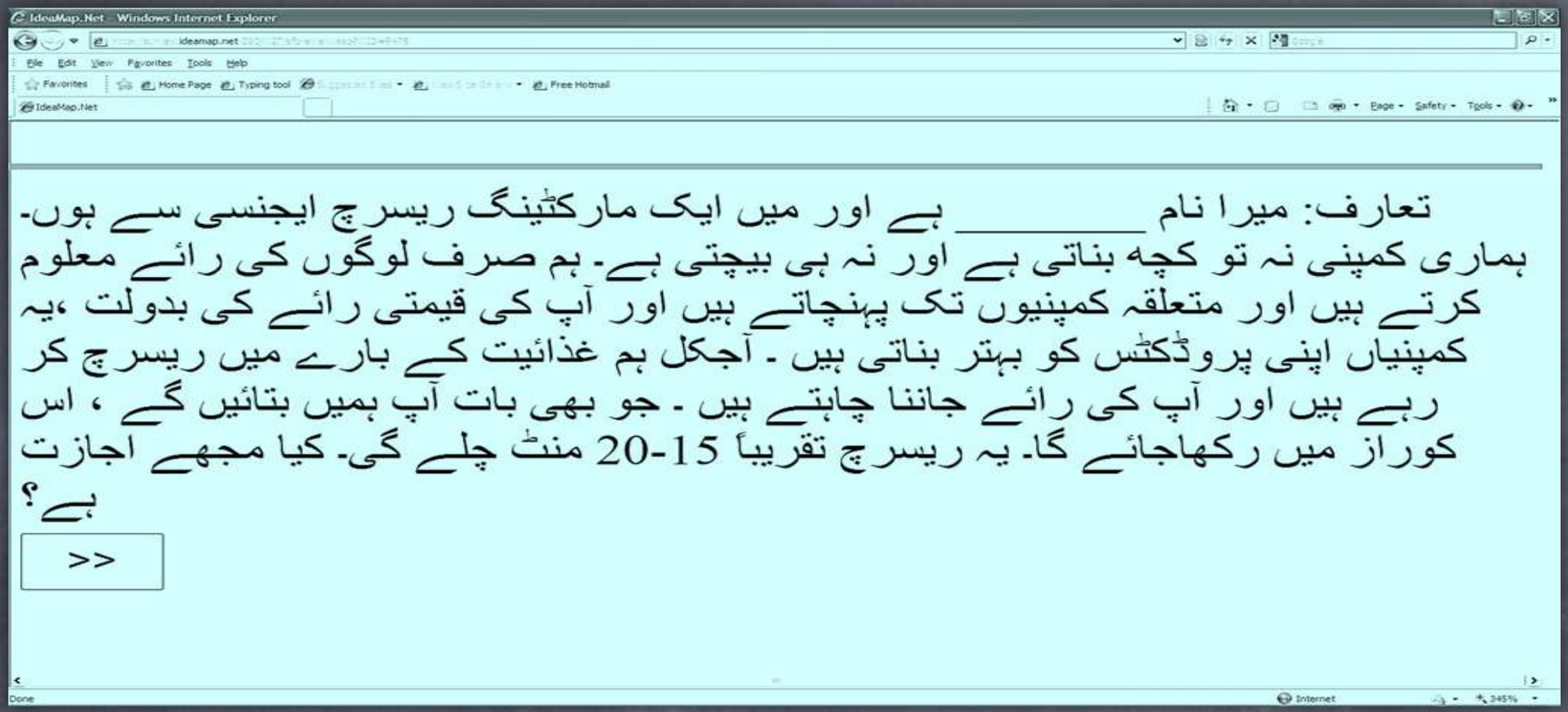
E1	New, golden color rice will make people think the crop is **rich & precious** in nutrients like gold.	نئے قسم کے سنہرے رنگ کے چاولوں کے بارے میں لوگ یہ سوچیں گے کہ، چاول کی یہ فصل سونے کی طرح قیمتی اور بھرپور غذائیت والی ہے۔
E2	I would be willing to eat this new rice if I'm told its golden color is due to vitamin A, which is important for health.	میں یہ نئے قسم کے چاول کھانا چاہوں گا/گی اگر مجھے بتایا جائے کہ اس کا سنہرا رنگ وٹامن - اے **Vitamin A** کی وجہ سے ہے جو کہ صحت کے لیے ضروری ہے۔
E3	I would be afraid to feed my kids new golden color rice, even if I'm told it contains the goodness of fruits and vegetables.	میں اپنے بچوں کو نئے قسم کے سنہرے چاول کھلانے سے ڈروں گا/گی ، بیشک مجھے یہ بتا بھی دیا جائے کہ ان میں پھلوں اور سبزیوں جیسی اچھائیاں شامل ہیں ۔
E4	A new golden colored rice will make people suspect that the crop has come in contact with wastewater from textile factories.	نئے قسم کے سنہرے رنگ کے چاول، لوگوں کو اس شبہ میں مبتلا کریں گے کہ ٹکسٹائل فیکٹریوں کا پانی چاولوں کی فصل میں چلا گیا ہے۔
E5	I would definitely try golden color rice if I were told it contains the goodness of chicken/meat (protein).	میں سنہرے چاول ضرور آزماؤں گا/گی اگر مجھے یہ بتایا جائے کہ ان میں مرغی/گوشت والی پروٹین(کی اچھائیاں شامل ہیں۔
E6	It is possible to scientifically improve crops to contain healthier nutrients.	سائنسی طریقے سے چاول کی فصل میں بہتری کی جاسکتی ہے تاکہ اس کی غذائیت کو مزید صحت مند بنایا جاسکے۔





-Conducting the experiment in Lahore slums… using the computer
-Interviewers read the ‘screen’ to respondents, some of whom are illiterate

Orientation screen



Urdu Translation

ENGLISH	URDU
INTRODUCTION: My name is _____ and I am from SB&B, which is a Marketing Research Agency. Our agency does not manufacture or sell anything. We only gather opinions of people like you. Presently, we are conducting a study on **Nutrition**. I kindly request you to participate, and would greatly appreciate your views on the subject. Whatever information you share with me will be kept in confidence. The interview will take approximately 15-20 minutes. May I please proceed?	تعارف: میرا نام _____ ہے اور میں **SB&B** سے ہوں، جو کہ ایک مارکٹینگ ریسرچ ایجنسی ہے۔ ہماری کمپنی نہ تو کچھ بناتی ہے اور نہ ہی بیچتی ہے۔ ہم صرف لوگوں کی رائے معلوم کرتے ہیں اور متعلقہ کمپنیوں تک پہنچاتے ہیں اور آپ کی قیمتی رائے کی بدولت ،یہ کمپنیاں اپنی پروڈکٹس کو بہتر بناتی ہیں ۔ آجکل ہم غذائیت کے بارے میں ریسرچ کر رہے ہیں اور آپ کی رائے جاننا چاہتے ہیں ۔ جو بھی بات آپ ہمیں بتائیں گے ، اس کوراز میں رکھاجائے گا۔ یہ ریسرچ تقریباً **15-20** منٹ چلے گی۔ کیا مجھے اجازت ہے؟

Two Simple Ratings Questions

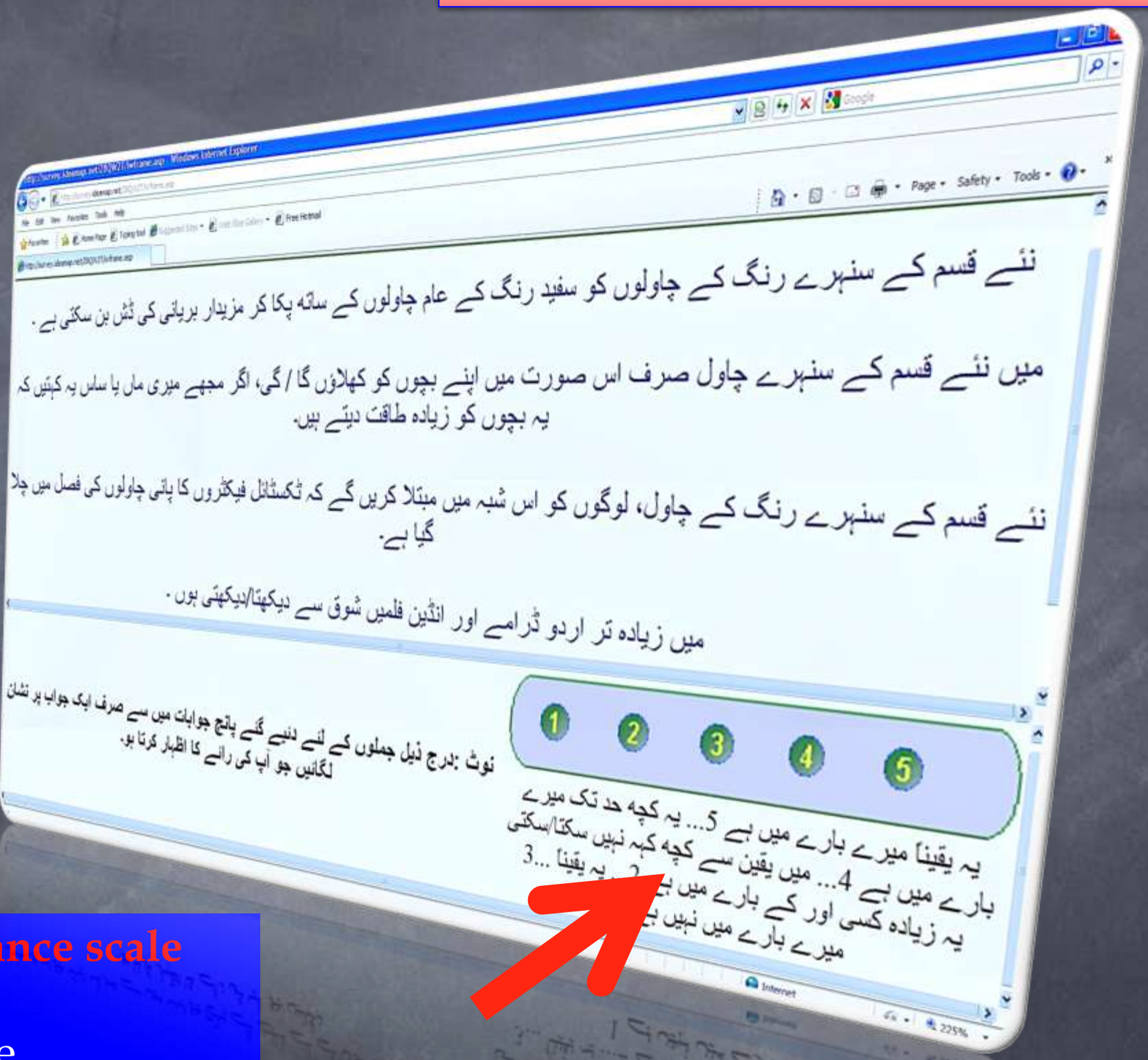
I agree…

5 POINT AGREEMENT SCALE			
Agree strongly	[5]	]5[	بہت زیادہ متفق ہوں
Agree slightly	[4]	]4[	کچھ متفق ہوں
Neither agree nor disagree	[3]	]3[	نہ متفق ہوں / نہ غیرمتفق
Disagree slightly	[2]	]2[	کچھ غیرمتفق ہوں
Disagree strongly	[1]	]1[	بہت زیادہ غیرمتفق ہوں

This is about me…

5 POINT PERSONAL RELEVANCE SCALE			
This is definitely about ME	[5]	]5[	یہ یقیناً میرے بارے میں ہے
This is a little bit (somewhat) about ME	[4]	]4[	یہ کچھ حد تک میرے بارے میں ہے
I'm not sure / can't say	[3]	]3[	میں یقین سے کچھ کہہ نہیں سکتا/سکتی
This is more about Someone Else	[2]	]2[	یہ زیادہ کسی اور کے بارے میں ہے
This is definitely NOT about ME	[1]	]1[	یہ یقیناً میرے بارے میں نہیں ہے

Same 4-element vignette



5 point personal relevance scale

This is about me.
This is somewhat about me
I’m not sure / can’t say.
This is more about someone else.
This is definitely about someone else, not me.

How to read the results

- Base size – number of people (200)
- Additive constant – a computed BASELINE for the percent of people, in a sample, who react POSITIVELY, i.e. show a proclivity to be interested in the basic idea irrespective of the elements.
- Positive impact values in the table - represent percent of respondents beyond the baseline who would rate the vignette HIGH, when particular elements were introduced.
- Negative impact values in the table – represent the percent of respondents beyond the baseline who would rate the vignette LOW, when particular elements were introduced.

Total Panel

		Total
	BASE SIZE:	200
	CONSTANT:	45
F4	I tend to seek the opinion of others, (such as elders / religious leaders) before making major decisions.	1
E2	I would be willing to eat this new rice if I'm told its golden color is due to vitamin A, which is important for health.	1
F5	I believe age-old wisdom is to be trusted rather than modern-day thinking.	1
D4	Adding a touch of saffron would enhance the taste of a new golden color rice dish.	1
D2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	-13

Points of Interest:

- ✓ -Age-old wisdom
- ✓ -Influencer's opinion
- ✓ -Vitamin A
- ✓ -Touch of saffron

Socio-Economic Class

		Total	SecC	SecD/E
	BASE SIZE:	200	99	101
	CONSTANT:	45	50	40
	SEC C			
F5	I believe age-old wisdom is to be trusted rather than modern-day thinking.	1	3	-1
B6	I feel helpless when my children ask for foods I cannot afford.	1	3	-2
F3	I mostly enjoy watching Urdu dramas and Indian movies.	-6	*-11*	-1
D2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	*-13*	*-13*	*-12*
	SEC D/E			
F4	I tend to seek the opinion of others, (such as elders / religious leaders) before making major decisions.	1	-2	4
D2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	*-13*	*-13*	*-12*

We See 'NO' Discerning Mindsets Based on Socio-Economic Class !

Loss of a child

		Total	CDiedY	CDiedN
	BASE SIZE:	200	25	156
	CONSTANT:	45	9	55
	Child died -YES			
A5	Rice is more expensive than wheat ... yet wheat is more filling and nutritious.	-2	23	-5
F4	I tend to seek the opinion of others, (such as elders / religious leaders) before making major decisions.	1	22	-3
C1	I like the look of white rice ... not the look of golden color rice.	0	17	-2
F6	I mostly watch religious programs / sermons on TV.	-4	16	-6
C2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	-3	15	-6
F5	I believe age-old wisdom is to be trusted rather than modern-day thinking.	1	14	-1
B4	I feel deprived when I see the rich feed their children better quality food.	-6	14	-10
E5	I would definitely try golden color rice if I were told it contains the goodness of chicken/meat (protein).	-2	12	-5
D5	A dish made with new golden color rice will be unappetizing.	-7	-17	-6
	Child died - NO			
D4	Adding a touch of saffron would enhance the taste of a new golden color rice dish.	1	0	1
B4	I feel deprived when I see the rich feed their children better quality food.	-6	14	-10
D2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	-13	-5	-15

-Parents who have lost a child are POSITIVELY inclined to Golden Rice.
-They display a sense of deprivation, helplessness.
-They are in serarch of better sustenance for the family.
-Golden Rice provides a glimmer of hope.

We must delve deeper into the data, to find groups responsive to different patterns of elements.

…We identify four mindsets

…Different ‘mind genomes’

Mindset -1

	Segment 1	Total	SD1	SD2	SD3	SD4
	BASE SIZE:	200	54	65	40	41
	CONSTANT:	45	26	67	30	50
E2	I would be willing to eat this new rice if I'm told its golden color is due to vitamin A, which is important for health.	1	27	-13	1	-10
E6	It is possible to scientifically improve crops to contain healthier nutrients.	-2	22	-14	-6	-10
D4	Adding a touch of saffron would enhance the taste of a new golden color rice dish.	1	16	-10	-5	5
E5	I would definitely try golden color rice if I were told it contains the goodness of chicken/meat (protein).	-2	16	-12	-6	-5
E4	A new golden colored rice will make people suspect that the crop has come in contact with wastewater from textile factories.	-4	13	-11	1	-22
	I like the look of white rice ... not the look of golden color rice.	*0*	*-11*	*3*	*9*	*2*
C6	*I expect a new golden color rice dish to have an odd aroma and flavor.*	*-3*	*-11*	*9*	*-1*	*-13*
B2	*I'm confident that I feed my children according to their nutritional needs.*	*-7*	*-11*	*-14*	*3*	*3*
C3	*I could make sweet rice dishes (like zarda), with new golden rice.*	*-5*	*-13*	*6*	*-6*	*-14*
C5	*A dish made with new golden color rice will be unappetizing.*	*-5*	*-17*	*-2*	*8*	*-4*

Mindset 1: Low basic interest (constant = 26), responds strongly to messages about health.

-Belief in science
-Health promise can prompt trial… (‘Vitamin A’ / ‘Proteins’)
-Enjoy traditional taste
-Prone to ‘suspicion’.

Mindset - 2

	Segment 2	Total	SD1	SD2	SD3	SD4
	BASE SIZE:	200	54	65	40	41
	CONSTANT:	45	26	67	30	50
C6	I expect a new golden color rice dish to have an odd aroma and flavor.	-3	-11	9	-1	-13
D1	I like the look of white rice .. not the look of golden color rice.	-2	7	-13	-1	1
E2	I would be willing to eat this new rice if I'm told its golden color is due to vitamin A, which is important for health.	1	27	-13	1	-10
B2	I'm confident that I feed my children according to their nutritional needs.	-7	-11	-14	3	3
B3	I will feel hopeful if I can learn how to improve the nutritional content of my children's daily diet . without incurring additional expense.	-1	-6	-14	13	11
B5	Parents will be happy to cook a free sample of new golden rice ...especially when they are told it's healthier for their children, compared to white rice.	-3	-3	-14	0	12
B6	I feel helpless when my children ask for foods I cannot afford.	1	5	-14	6	13
D6	I expect a new golden color rice dish to have an odd aroma and flavor.	-4	6	-14	-9	4
E6	It is possible to scientifically improve crops to contain healthier nutrients.	-2	22	-14	-6	-10
D2	New, golden color rice if cooked with white rice could make a tempting Biryani dish.	-13	-5	-16	-19	-10
B4	I feel deprived when I see the rich feed their children better quality food.	-6	-4	-16	-6	6
B1	Sometimes, I worry that the nutritional quality of meals I give my family is poor.	-1	3	-20	14	10

Mindset 2: High basic interest (67), but almost nothing really turns them on. Seem to be indifferent or negative to messages.

Mindset - 3

		Total	SD1	SD2	SD3	SD4
	BASE SIZE:	200	54	65	40	41
	CONSTANT:	45	26	67	30	50
F4	I tend to seek the opinion of others, (such as elders / religious leaders) before making major decisions.	1	2	-11	18	3
B1	Sometimes, I worry that the nutritional quality of meals I give my family is poor.	-1	3	-20	14	10
C4	Adding a touch of saffron would enhance the taste of a new golden color rice dish.	-4	-9	-5	14	-16
B3	I will feel hopeful if I can learn how to improve the nutritional content of my children's daily diet without incurring additional expense.	-1	-6	-14	13	11
D5	*A dish made with new golden color rice will be unappetizing.*	-7	1	-9	-16	-7
F1	*I mostly make my own decisions, even if it goes against the opinion of others.*	-5	-10	-1	-18	8
D2	*New, golden color rice if cooked with white rice could make a tempting Biryani dish.*	-13	-5	-16	-19	-10

Mindset 3: Low basic interest (30), wants to make food good and affordable, responds strongly to the authority of ‘others’.

Mindset - 4

		Total	SD1	SD2	SD3	SD4
	BASE SIZE:	200	54	65	40	41
	CONSTANT:	45	26	67	30	50
F6	I mostly watch religious programs / sermons on TV.	-4	-7	-10	-6	14
B6	I feel helpless when my children ask for foods I cannot afford.	1	5	-14	6	13
B5	Parents will be happy to cook a free sample of new golden rice ...especially when they are told it's healthier for their children, compared to white rice.	-3	-3	-14	0	12
B3	I will feel hopeful if I can learn how to improve the nutritional content of my children's daily diet without incurring additional expense.	-1	-6	-14	13	11
C6	*I expect a new golden color rice dish to have an odd aroma and flavor.*	-3	-11	9	-1	-13
C3	*I could make sweet rice dishes (like zarda), with new golden rice.*	-5	-13	6	-6	-14
C4	*Adding a touch of saffron would enhance the taste of a new golden color rice dish.*	-4	-9	-5	14	-16
E3	*I would be afraid to feed my kids new golden color rice, even if I'm told it contains the goodness of fruits and vegetables.*	-6	17	-21	-2	-16
A4	*Sunday bazar (fair price bazar) has poorer quality of food compared to regular stores.*	0	5	0	10	-17
A5	*Rice is more expensive than wheat ... yet wheat is more filling and nutritious.*	-2	6	-4	7	-17
A1	*My children do not get sufficient nutrition on a daily basis.*	-8	-3	-9	-3	-17
E4	*A new golden colored rice will make people suspect that the crop has come in contact with wastewater from textile factories.*	-4	13	-11	1	-22
A3	*I know what a balanced diet is ... and its importance for my family.*	-5	6	-9	5	-22
A2	*I do not have enough information about the healthy foods for my children.*	-7	2	-3	-7	-25
A6	*I must learn how to choose and cook more nutritious foods*	-6	5	-8	7	-31

Mindset 4: Moderate basic interest (constant = 50), responds strongly to religious influence, and seem to be simply interested in getting help, as long as it's permitted, seem the most 'downtrodden'.

Finding these mind sets in the population

If they think alike… do people from the same segment ‘flock together’ … as we might have thought?

Monthly income?

	Tot	S1	S2	S3	S4
BASE SIZE:	200	54	65	40	41
Please tell me your household income.					
less than RS 6000	2	2	2	5	0
RS 6001 RS 8000	11	11	12	8	12
RS 8001 RS 10000	22	26	25	28	5
RS 10001 RS 15000	28	26	31	23	29
RS 15001 RS 20000	17	13	8	20	34
RS 20001 RS 25000	11	13	8	8	15
RS 25000 OR MORE	10	7	15	10	5
Did not answer	1	2	0	0	0

Belief systems?

	Tot	S1	S2	S3	S4
BASE SIZE:	200	54	65	40	41
Attitudes					
Boys need to eat more energizing foods than girls - Agree	38	33	40	33	44
When every single grain is stamped with the name of its consumer by Allah, (dany dany pur mohar hai), then people should not practice family planning - Agree	58	61	58	53	56
American Government and its policies are detrimental for Pakistani people - Agree.	88	89	85	83	98
Modern thinking is not to be trusted as it goes against the interest of Islam - Agree	69	69	71	70	66
A specially grown crop of golden color rice, introduced by western scientists is trustworthy, as it will be beneficial for the health of Pakistani people in the long run - Agree	68	72	65	65	68
Americans have the welfare of Muslim nations at heart - Agree	16	20	17	13	12
It's ok to beat women if they go astray - Agree	20	7	20	28	27
Boys need more education than girls. - Agree	24	19	23	23	32

-Mistrust of American Government and its policies.
-Little faith in Americans, seen as anti Muslims.
-Conviction that modernity is anti-Islam.
-Strong religious streak evident.
-Fewer than half believe in family planning.
-Conviction that Allah will feed the souls that enter this world… man is helpless.

On the surface, like-minded people appear in all standard groups in the population

We see this from our ‘cross tabs’ of mind-set composition

Apply The ‘MEDICAL MODEL’...
not the ‘epidemiology model’ !!

Instead of trying to find them by number crunching

Identify the phrases which discriminate

Use DFA (Discriminant Function Analysis)

Create a ‘typing wizard’

Ask 4-5 questions, on a simple 5-point scale

Allocate respondent to segment

Approx. 50% correct .. First time through
(rather than 25% correct, by chance alone)

The typing tool in English Showing Pattern#1

How well do these statements describe you...

Options	This is definitely NOT about ME	I'm not sure / can't say	This is definitely about ME
I mostly make my own decisions, even if it goes against the opinion of others.	○	○	○
The increasing cost of living made us cut down on our rice purchase.	○	○	○
I could make sweet rice dishes (like zarda), with new golden rice.	○	○	○
I will feel hopeful if I can learn how to improve the nutritional content of my children's daily diet ... without incurring additional expense.	○	○	○

Submit

Results from Pattern#1
Mindset-3, what to say

Seg 3

Insecure Health Concerned:

You tend to seek the opinion of others, (such as elders / religious leaders) before making major decisions.
They have more life experience and are able to give better advice. You are concerned that the meals your family eats are not nutritious.

You will feel hopeful if you can learn how to improve the nutritional content of your children's daily diet ... without incurring additional expense.

Although price is a concern of yours, you still feel that the Sunday bazaar (fair price bazaar) has poorer quality of food compared to regular stores. Rice is more like a staple, so you don't only cook it for special occasions.

When it comes to the type of rice, you prefer a white rice. However, if you were to have a new golden color rice, you would add a touch of saffron to it to enhance its taste.

New Survey

The typing tool in Urdu Showing Pattern #3

... کتنی اچھی طرح سے ان بیانات آپ کی وضاحت کرتے ہیں

اختیارات	یہ یقیناً میرے بارے میں نہیں ہے	میں یقین سے کچھ کہہ نہیں سکتا/سکتی	یہ یقیناً میرے بارے میں ہے
بڑھتی ہوئی مہنگائی کے پیش نظر، ہم نے اپنی چاول کی خریداری کو کم کردیا ہے۔	◉	○	○
میں زیادہ تر اپنے فیصلے خود کرتا/کرتی ہوں ، بیشک وہ دوسروں کی رائے کے خلاف ہوں ۔	◉	○	○
میں پرامید ہوں گا / گی، اگر میں کسی اضافی خرچے کے بغیر، اپنے بچوں کی خوراک میں غذائیت بہتر کرنے کے بارے میں سیکھ سکوں ۔	◉	○	○
نئے قسم کے سنہرے چاولوں سے بنی ڈش کو دیکھ کر بھوک نہیں لگے گی۔	◉	○	○

Submit

thank you!

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