

CONSUMER ADVISORY GROUPS

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Incorporating the Consumer
Voice in Everyday Decision
Making



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What is a Consumer Advisory Group (CAG)?

- A group of **consumers** who represent the **target market**
- **Screened** for articulation, creativity, teamwork, task management skills
- Meets on an **ongoing basis**, as needed
- Works **with the business team**, everyone in the room together



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Why use a Consumer Advisory Group (CAG)?

- **Speeds** time to market
- Helps identify **creative** solutions
- **Reduces risk**
- **Cost effective**
- Provides **flexibility** to meet project needs
- Consistent **representative** voice
- Facilitates **active participation** from all business team members





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How to set up a CAG:

1. **Establish need** with business team
2. **Screen** potential panelists
3. **Select** panelists
4. Run **sessions** as needed

Recipe Inspirations—Case Study

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- Broaden the variety of flavor products used by McCormick consumers and draw new users into the McCormick franchise.
- Provide involved cooks with a low-risk opportunity to experiment with less familiar herbs and spices in creating an aspirational, yet approachable and achievable recipe that's a creative “twist on the traditional”.



The image shows the McCormick Menu Inspiration packaging. At the top, it says "INTRODUCING NEW McCormick MENU INSPIRATION". Below this, it reads "Pre-measured spices for delectable dishes". The main text describes the product: "You enjoy experimenting with new flavors and recipes, but would love to be able to try the recipe before buying an unfamiliar spice. Introducing Menu Inspiration by McCormick®: a collection of our best recipes, complete with pre-measured packets of all spices you'll need to make them. When you want to try something new, you won't have to look through your cookbooks, search your cupboard for spices, or run out to buy a large bottle of an unfamiliar seasoning. Just follow the recipe on the package, using the enclosed McCormick spices and your own fresh ingredients." Below the text, there are two images: one of a recipe card for "Chili Con Carne" and another of three pre-measured spice packets labeled "Chili Powder", "Cumin", and "Garlic". At the bottom, it says "Menu Inspiration by McCormick – the easy way to experiment with delicious new recipes."

Each package of McCormick® Menu Inspiration sells for \$1.99 and has enough seasoning for a 6-8 serving meal.





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Screening/Selection

1. **Internet Survey**
2. **Focus Groups**
3. **Selection**

Screening/Selection - step 1

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□ Internet Survey

- Identified 60 prequalified potential panelists
 - Met target consumer demographic criteria
 - Responded positively to the product concept
 - Responded thoughtfully and creatively to open ended question on general topic



Screening/Selection - step 2

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Screening Focus Groups— (4) 90 minute groups of 10-12 prequalified consumers

- Homework assignment (creativity)
- Small group activity (teamwork)
- Concept evaluation (task oriented, gauged interest)



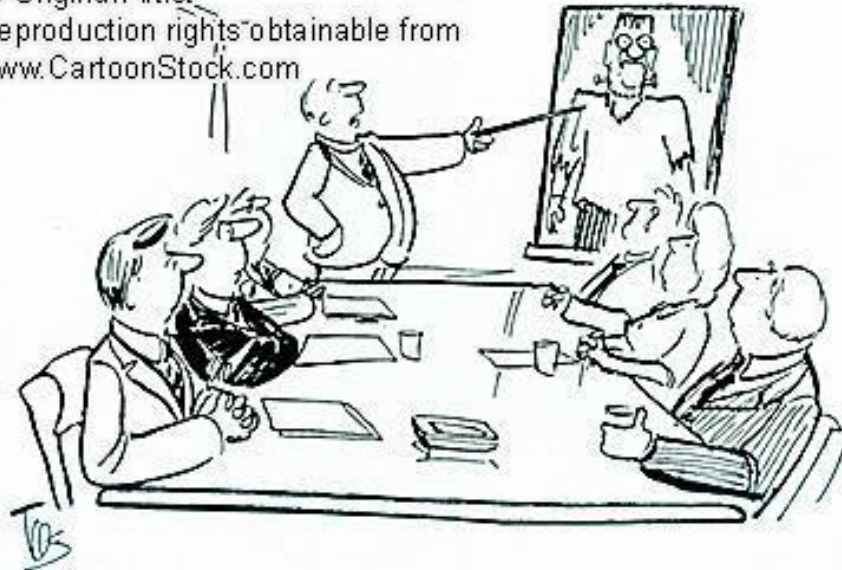
Screening/Selection - step 3

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□ Selection—Done by internal McCormick team

- Fit target profile
- Evaluation sheet on each consumer
- Availability

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search ID: aton56

"Here's a composite of our target consumer."



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Group Sessions

1. Create IT ® Sessions
2. Internet Surveys
3. Product User Groups (PUGs)
4. Video Diaries
5. Create IT ® Sessions with Customer

Create IT ® Sessions

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- Homework
- Icebreakers/teambuilding
- Brainstorming
- Discussions/activities

Key: Business team inclusion



9 Products in Three Weeks!

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- Methods used:
 - ▣ Product User Groups (PUGs)
 - ▣ Video Diaries
- **Quick turnaround.**
 1. Consumers evaluated products in-home
 2. Gave verbal and written feedback to development team (PUG)
 3. Visual feedback incorporated (Video Diaries)
 4. Product modified and produced for National Home Use Testing



Video Diaries

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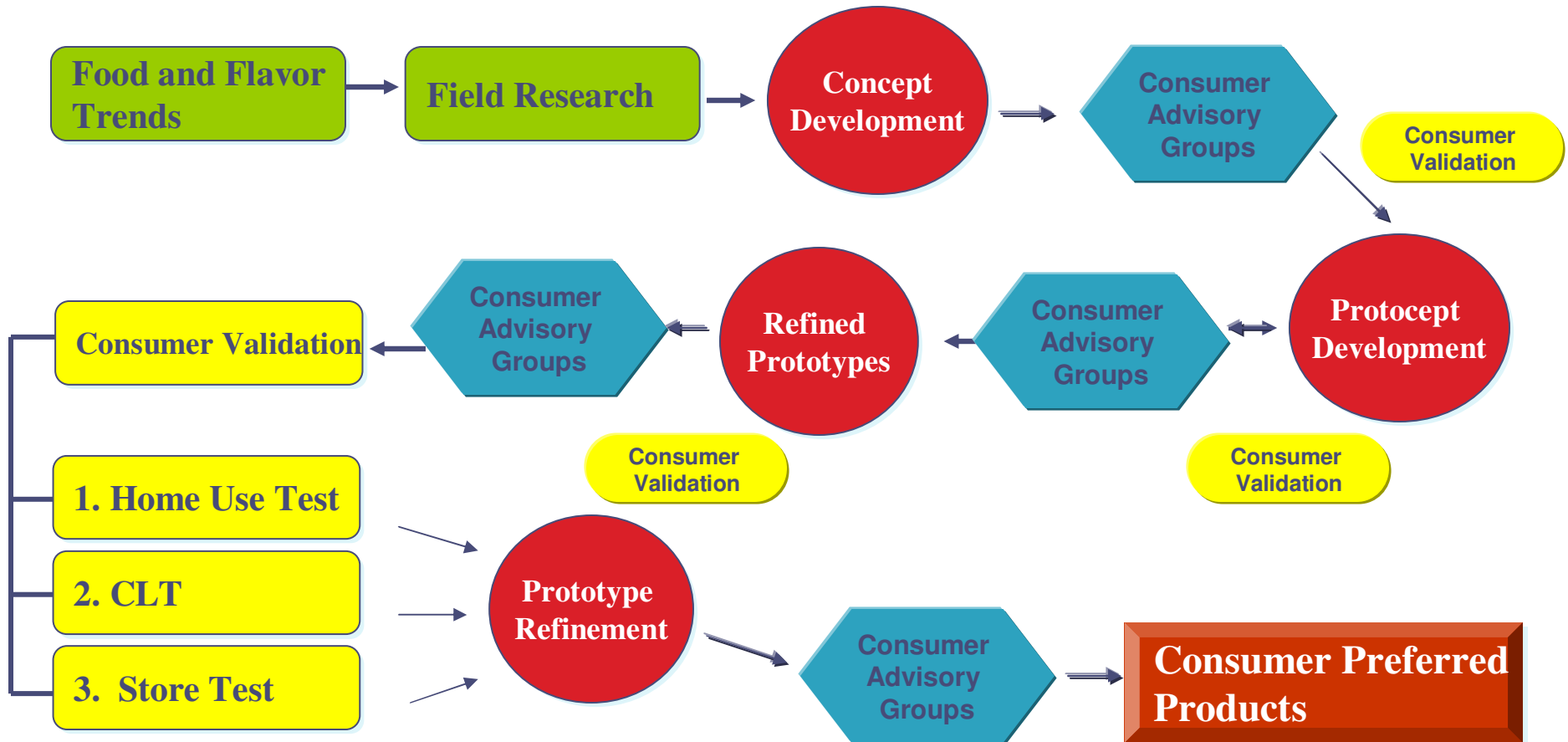
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Summary of CAG Contributions

1. Product naming
2. Collectible recipe card functionality
3. Inclusion of food photography
4. Product varieties
5. Preparation instructions
6. Determining featured spice
7. Marketing and advertising



Project Flow with CAG



Recipe Inspirations Success to Date

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- Unprecedented Retailer Acceptances
- Winner of the National Grocer's Association (NGA) 2010 #1 New Product of the Year Award
- Extra excitement driven by PR





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Learnings

What worked well
Challenges
Method Improvements



What Worked Well

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- Consumers very invested in the project
 - Were able to attend with short notice
 - Willing to work at home
 - 100% attendance
 - Able to cover a lot of material in a short amount of time
 - Told us what they REALLY thought—very honest
 - Willing to share due to trust level
- Lots of information we couldn't have gotten from other methods
- Great way to test new methodologies
- Well defined, motivated, involved internal team
- Could continue discussion next time



Challenges

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- ❑ Finding the “right” consumers
- ❑ Constantly changing objectives
- ❑ Condensed time and effort
- ❑ Ensuring consumers remained objective



Method Improvements

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- ❑ **Screen more** consumers
- ❑ **Select more** consumers
- ❑ Utilize **quick reporting**/data gathering methods
- ❑ Always have a **give-away!!**

- ❑ Use CAGs for **ongoing information gathering**
- ❑ Meeting **once/month** is ideal for ongoing groups





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Where are we now?

- Established CAGs to address ongoing and short term needs for most of our Marketing teams.
- Used a variety of additional qualitative tools including:
 - Bulletin boards
 - Shop alongs
 - Observational research

Observational



It's a 10!

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homework

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Icebreakers/teambuilding



brainstorming



Discussions/activities

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Screening Evaluation Worksheet

Overall Score	Name	Age	HH Size	Income	Frequency	Things I like	Things I don't like	Creativity	Speaking ability	Interaction

Overall score= 1-2 no way 3-5 not likely 6-8 possible 9-10 definite!!!
Creativity, Speaking Ability, Interaction scale of 1-5 where 1=poor and 5=excellent