



**PR-WORTHY TECHNIQUES**

**To Make Research  
*Go Further***

**VITAL FINDINGS**

**CRC 2019**

# Meet Your Hosts



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Senior Director @  
Vital Findings



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Senior Manager @  
Cox Automotive



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Director @  
Vital Findings

# The Challenge We Face

The pressure is on to make a unique impact with research.

## IN THE PAST

Monopoly on Data



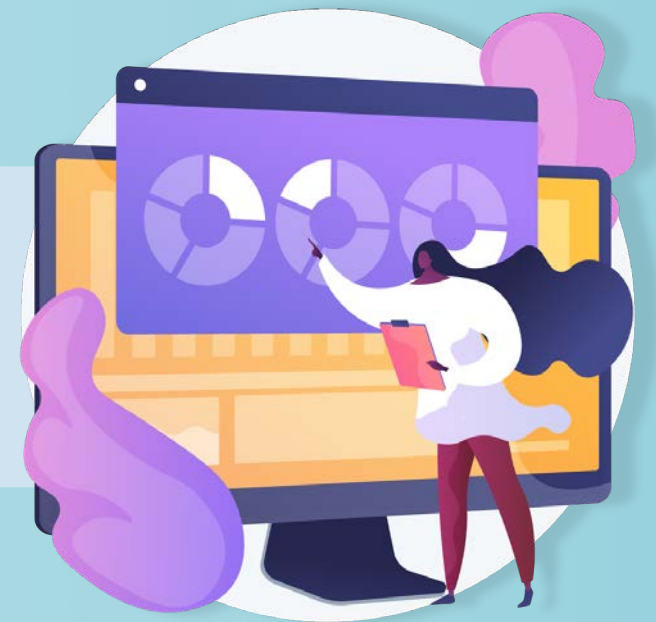
## THE TRANSITION

Democratization of Data



## NEW APPROACH

It's not the data,  
it's what you do with it



# The Bar Has Been Raised

2010:  
GREAT DESIGN  
STANDS OUT



2019:  
DESIGN BECOMING  
COST-OF-ENTRY

time at the dealer is in  
"VALLEY OF EMOTION"

STANDING  
TERMS

FINALIZING  
VEHICLE  
FINANCE

EVALUATING &  
PURCHASING  
ADD-ON  
PRODUCTS

2020:  
WHAT'S NEXT



Learn about  
add-ons

Trade-in  
offer

Apply for  
financing

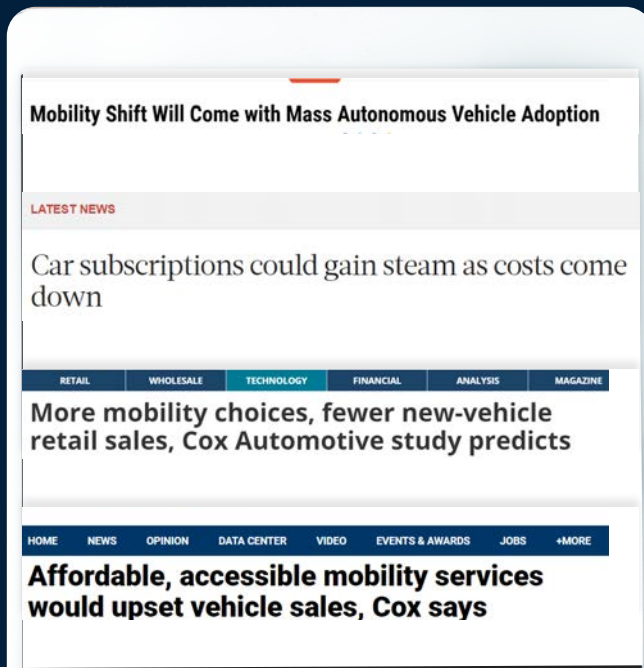
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Line up Personal Finances

# Three Examples of PR-Worthy Methods

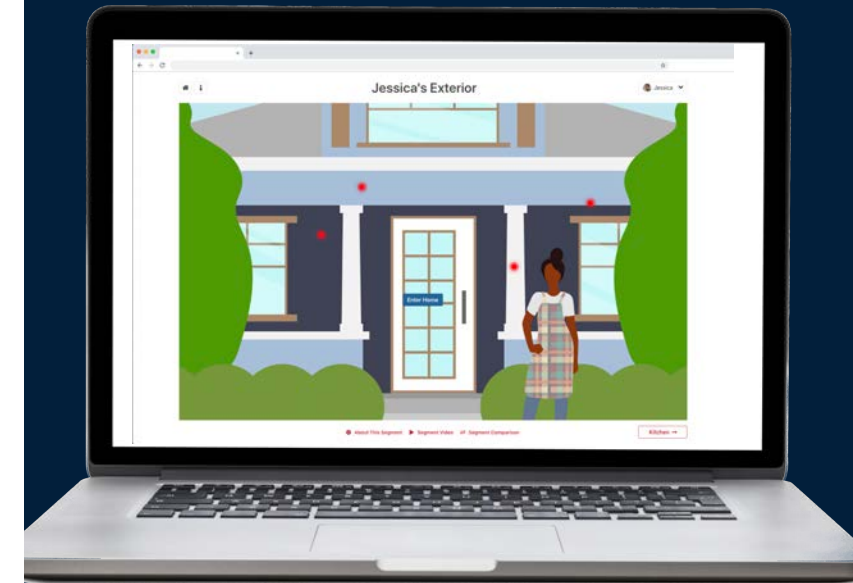
## Making a DCM Media Worthy



## Reducing Screen Time With a Podcast



## Infiltrating the Organization With Interactive Website



# Cox AUTOMOTIVE™



Kelley Blue Book  
**KBB.COM**  
The Trusted Resource



**Autotrader**



**F&I EXPRESS**  
SIMPLIFY YOUR F&I



**Manheim**

Dealertrack 

vAuto

VinSolutions

**NEXTGEAR**  
CAPITAL™

 **xtime**

 **HOMENET**  
AUTOMOTIVE

**DEALER.COM**

**PIVOT**

  
**CLUTCH**

 **RideKleen**

# The Changing Landscape OF TRANSPORTATION



# How do you turn a complicated DCM...

OVERALL DCM					
Attribute	Owned or Leased Vehicle	Ride Sharing/ Hailing (e.g., Uber, Lyft)	Car Subscription (e.g., Dutch, [Rojo]Go)	Car-Sharing (e.g., Zipcar, Car2Go)	Public Transportation
<b>Driver</b>					
You	X		X	X	
Self-driving (autonomous)	X	X	X	X	X
Driver		X			X
<b>Duration of Commitment</b>					
A ride		X		X	X
A day			X	X	
A month			X	X	
Until you purchase/lease a new one	X		X		
<b>Vehicle Type</b>					
Domestic Non-luxury vehicle (Ford, Chrysler, GM, etc.)	X	X	X	X	
Foreign Non-luxury vehicle (Toyota, Nissan, Honda, etc.)	X	X	X	X	
Luxury vehicle (Audi, BMW, Porsche, etc.)	X	X	X	X	
<b>Ride Availability</b>					
Ready now	X	X	X	X	X
5 minutes until pick up		X			X
15 minutes until pick up		X			X
30 minutes until pick up		X			X
<b>Cost Per Mile</b>					
Costs \$0.25/mile	X	X	X	X	X
Costs \$0.50/mile	X	X	X	X	X
Costs \$1.00/mile	X	X	X	X	X
Costs \$1.50/mile	X	X	X	X	X
Costs \$2.00/mile	X	X	X	X	X

## Mobility Shift Will Come with Mass Autonomous Vehicle Adoption

LATEST NEWS

Car subscriptions could gain steam as costs come down

RETAIL WHOLESALE TECHNOLOGY FINANCIAL ANALYSIS MAGAZINE

More mobility choices, fewer new-vehicle retail sales, Cox Automotive study predicts

HOME NEWS OPINION DATA CENTER VIDEO EVENTS & AWARDS JOBS +MORE

Affordable, accessible mobility services would upset vehicle sales, Cox says

...into headline worthy findings



# Making a DCM Media Worthy

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## The Research Challenge

Understand how people will get around in the future, and predict when consumers will use other means of transportation more than their own cars

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## The *Real* Challenge

Answer questions about the future using a difficult methodology to bring forward headline worthy results

# How do you decide how to get around?



OPTION

1

*Personal  
car*

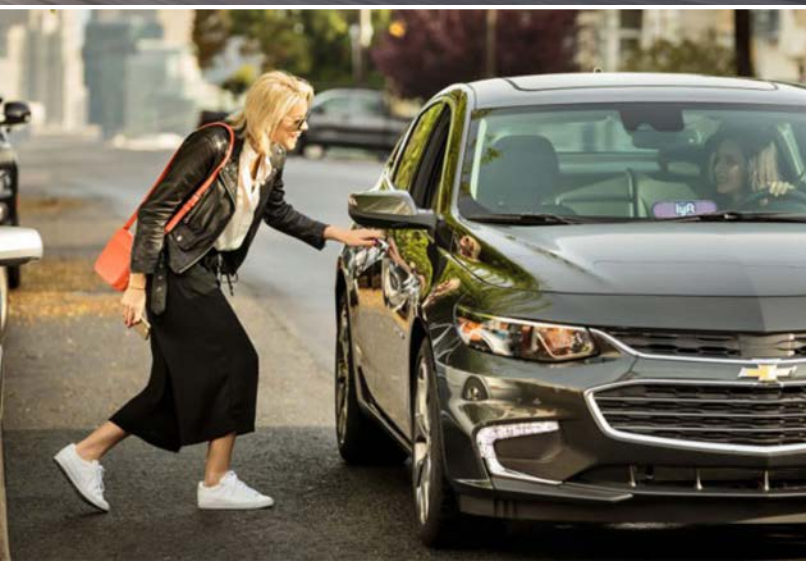


10%  
CHEAPER

OPTION

3

*Self-driving  
car*



OPTION

2

*Ride-share*



20%  
CHEAPER

+15  
MINUTES

OPTION

4

*Self-driving  
car*

A man with a confused expression, looking slightly to the side with a furrowed brow and a slight frown. He is wearing a red polo shirt. The background is a solid orange color.

## CHALLENGE #1

**Make sure  
people know  
what we're asking**

Imagine that the three transportation options below were all available to you and you could use any of them, for any occasion. Which of these options would you most prefer, generally speaking, to get around?

*For ease of further consideration - we've calculated the average cost per month, based on the indicated number of miles you travel per month. As a reminder, you travel 45 miles per month.*

*Please select one.*

	Ride-Sharing/Hailing (e.g., Uber, Lyft)	Car Subscription (e.g., Clutch, Flexdrive)	Car-Sharing (e.g., Zipcar, Car2Go)
Driver	Driver	Self-driving (autonomous)	You
Duration of Commitment	A ride	Until you purchase/lease a new one	A month
Can Accommodate Special Needs/Equipment	Yes, provided to you for an additional cost	Yes, you provide	Not an option
Vehicle Type	Luxury vehicle (Audi, BMW, Porsche, etc.)	Foreign Non-Luxury vehicle (Toyota, Nissan, Honda, etc.)	Domestic Non-Luxury vehicle (Ford, Chrysler, GM, etc.)
Ride Availability	15 minutes until pick up	5 minutes until pick up	Ready now
Cost Per Month	\$ 90.00	\$ 11.25	\$ 67.50

0:00:38 0:02:05

🔊 🗨️ ⏪ ⏩ ⏹️ 🔍 📄 ↶ ⋮

## CHALLENGE #2

**Ask about price  
in a relevant way**



**FRONT END:  
Cost Per  
Month**



**BACK END:  
Cost Per Mile**



**COST PER MILE**

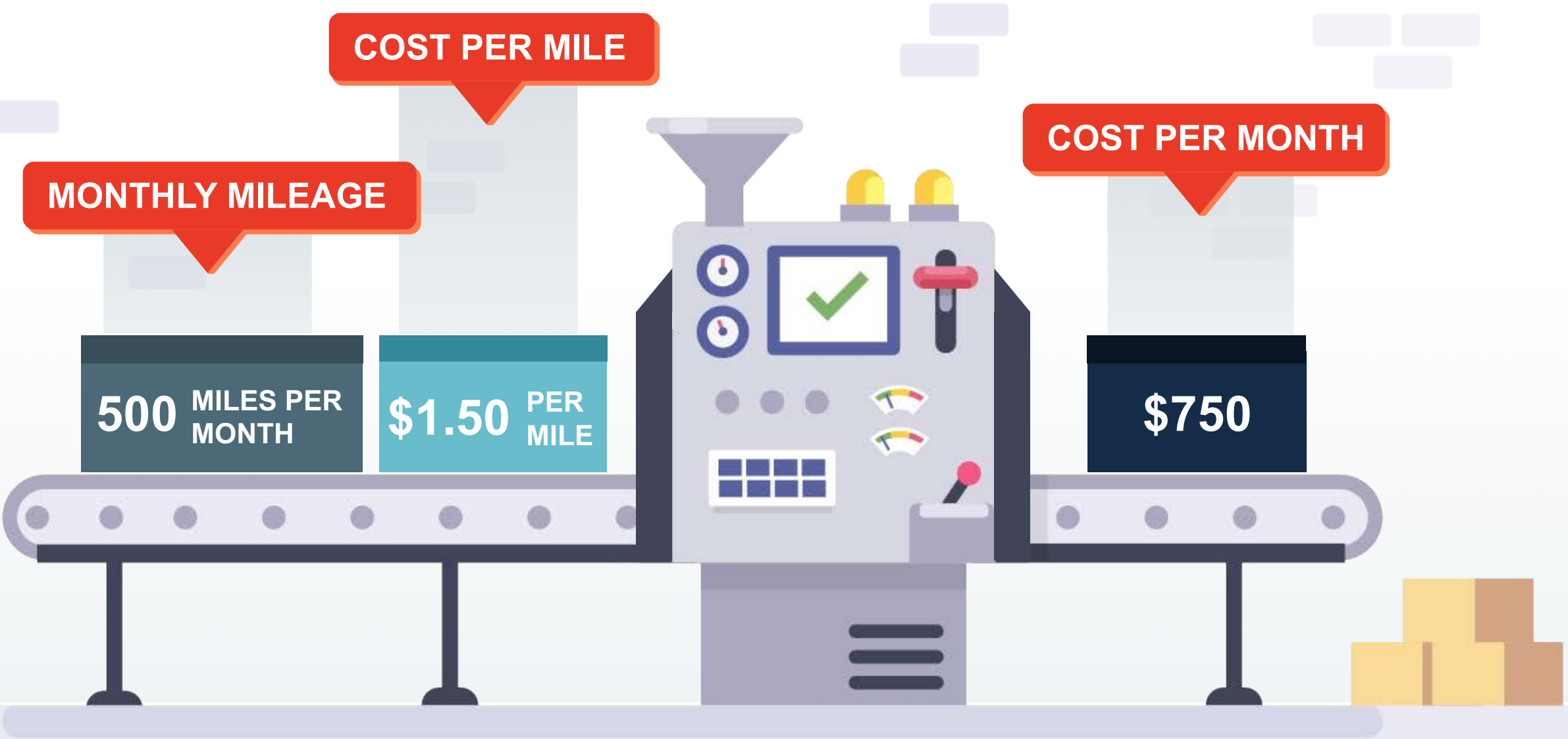
**COST PER MONTH**

**MONTHLY MILEAGE**

**500 MILES PER MONTH**

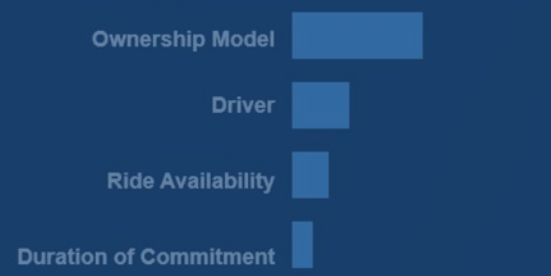
**\$1.50 PER MILE**

**\$750**





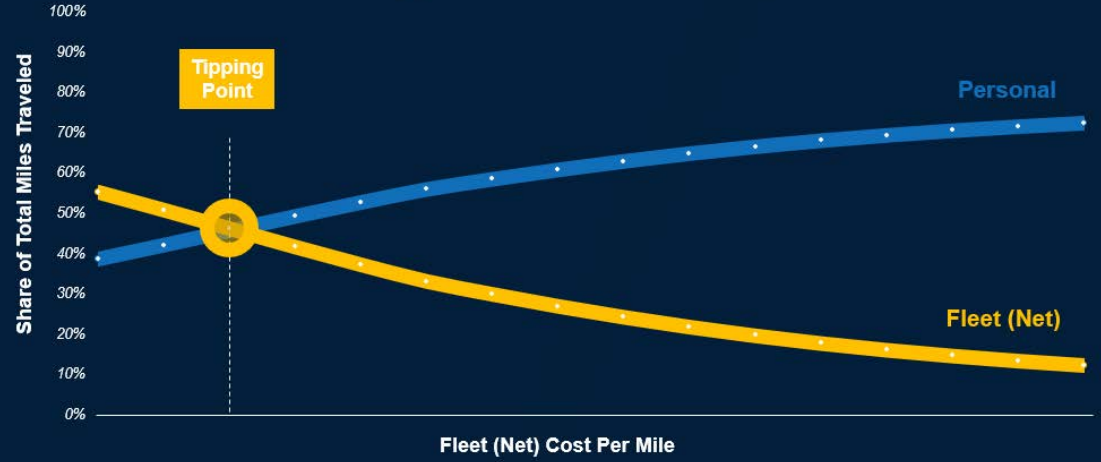
# Ownership Cost



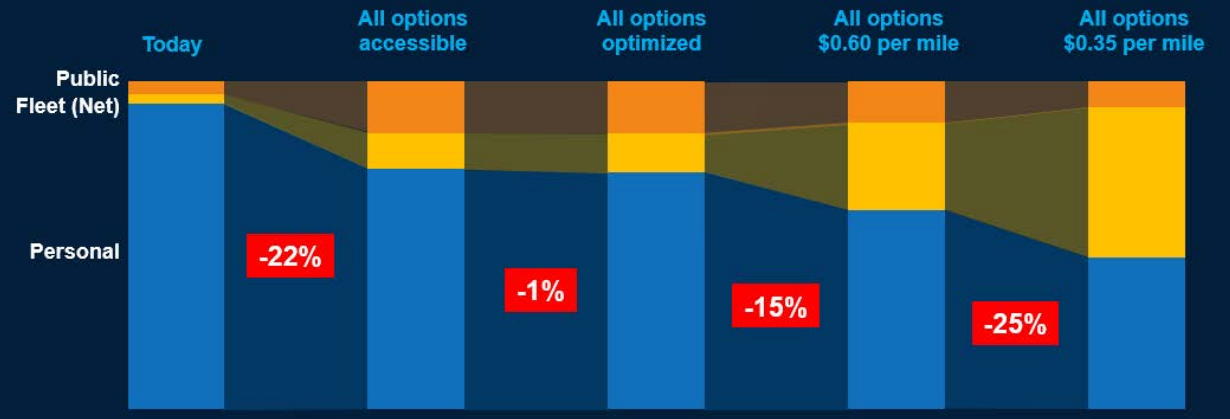
Price has nearly 2x the influence of "ownership model," and is 4x more important than who is driving



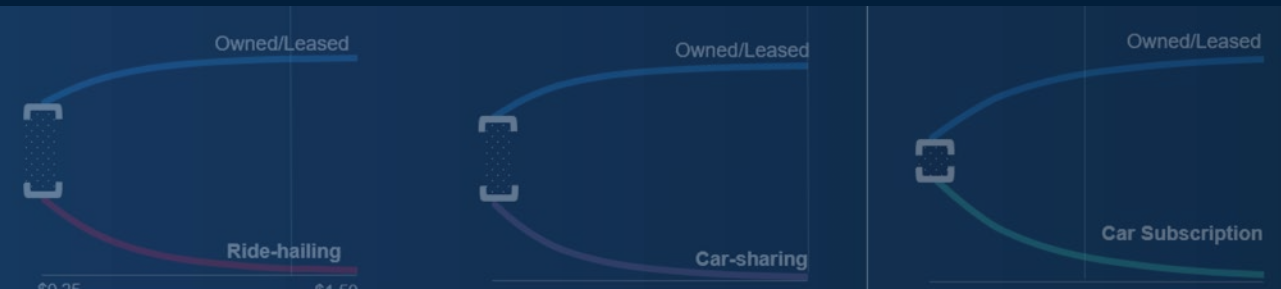
## Tipping Point from Personal to Fleet



## Share of Miles Traveled



Factor	Percentage	Impact 1	Impact 2	Impact 3	Impact 4
Cost Per Mile	49%	●	●	●	●
Ownership Model	25%	●	●	●	●
Driver	11%	●	●	●	●
Ride Availability	6%	●	●	●	●
Duration	4%	●	●	●	●



## Mobility Shift Will Come with Mass Autonomous Vehicle Adoption

### LATEST NEWS

Car subscriptions could gain steam as costs come down

RETAIL

WHOLESALE

TECHNOLOGY

FINANCIAL

ANALYSIS

MAGAZINE

More mobility choices, fewer new-vehicle retail sales, Cox Automotive study predicts

HOME

NEWS

OPINION

DATA CENTER

VIDEO

EVENTS & AWARDS

JOBS

+MORE

**Affordable, accessible mobility services would upset vehicle sales, Cox says**

# Podcast Deliverable To Reduce Screen Time

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## The Research Challenge

Understand a new product category and uncover the implications for the business



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## The *Real* Challenge

Grab the organization's attention so they can plan for how this new product category will change their business

Playbooks

Video

Workshop

# Design Options Considered



# Raising THE BAR

The evolving beer scene



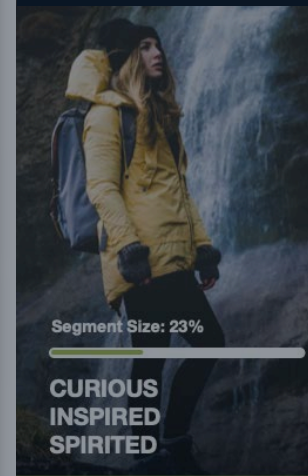
Podcast

Posters



TALK

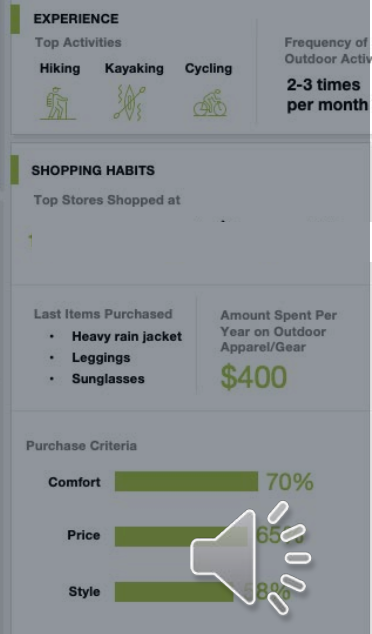
TIME



Segment Size: 23%

CURIOUS  
INSPIRED  
SPIRITED

"Don't climb mountains so that people can see you, climb mountains so you can see the world"



# MARKETING PLAYBOOK

VITAL FINDINGS

# Why A Podcast?

Buzzworthy &  
Shareable

It gets off the screen

Fits into other parts  
of the user's life

Shifts consumption  
mindset from  
work to play



# Finding Inspiration



Theme Music



SERIAL

Clips of regular folks



FROM SERIAL AND THIS AMERICAN LIFE

S·TOWN

Countdowns



planet money

FREAKONOMICS RADIO™




Expert Interviews

THE JOE ROGAN EXPERIENCE



Playful Banter

WONDERY



DR. DEATH

Someone dies

## ORIGINAL PLAN

- Hosted by Brian & Robyn
- Top 5 Insight Countdown
- Clips from the qualitative
- Call to action

## MUCH BETTER IDEA

- + Client 1 & Client 2
- + Context from SVP
- Top 5 Countdown
- Clips from the qualitative
- + Call to Action From Head of Research

# Podcast Tips & Tricks:

## The Jingle:

Pond5 (big selection and songs starting at \$15)

## The Program:

Premiere Pro (or Audacity)

## The Sound Effects:

Freesound.org (it's free!)

## Interviews clips:

Can be re-recorded by team members if audio is bad

**Delivered in MP3** (They can play from email)





# Leaping Off the Page To Maximize Breadth

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## The Research Challenge

Segment the cleaning market in a forward looking way which takes new trends into account

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## The *Real* Challenge

Get product designers, accounts, and other parts of the organization on board and using the segmentation



Past

## SEGMENTATION

Current



Insights



Product Designers



Marketing



Accounts



Planners



C-suite



Past Segmentations Didn't Fully Take Hold

Need a broad-based coalition of stakeholders to adopt the segmentation

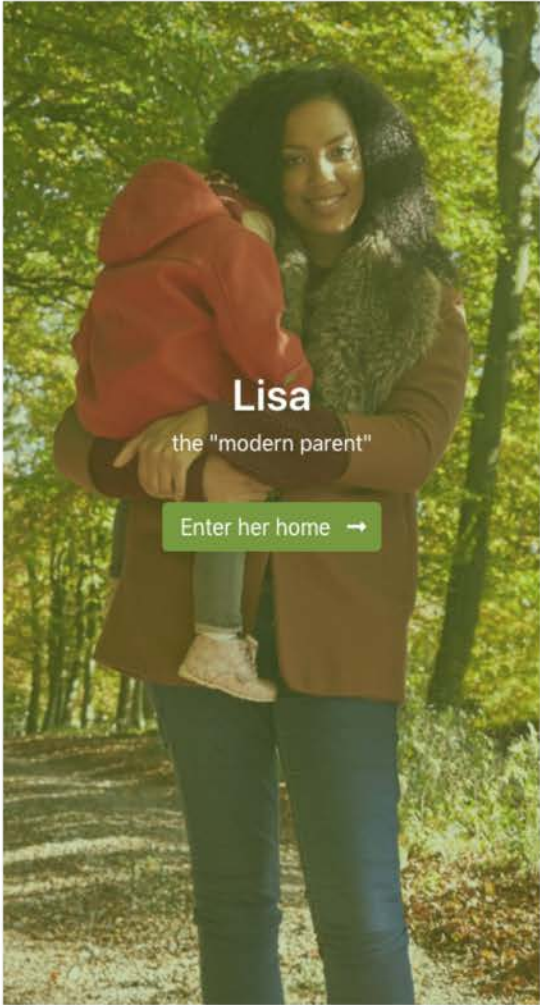
# First Step: Research Installation

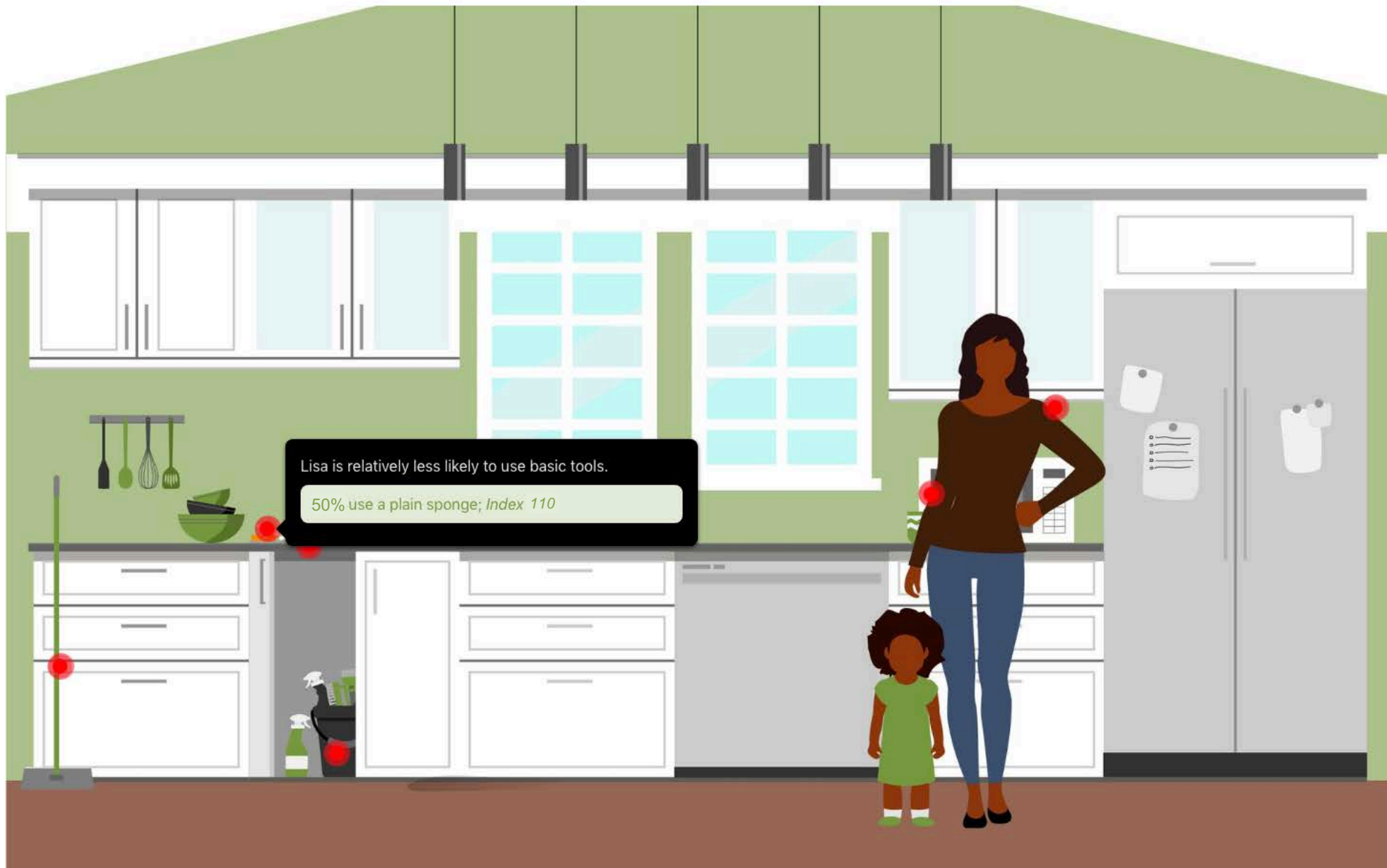


## Homecare Segmentation



Homecare Segmentation





Lisa is relatively less likely to use basic tools.  
50% use a plain sponge; *Index 110*

**VF** Lisa  
from Vital Findings

# Meet Lisa

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## Time-strapped, Modern, Dual-income Parent

03:20

▶ 🔊 ⚙️ 📶 vimeo

# Why An Interactive Website?

Breaks free of  
the PowerPoint

Users get to  
explore



Not a one-size-  
fits all approach

Can focus on  
what's  
important to  
them



# Webpage Tips & Tricks:

**Website developer:**  
Thumbtack.com or  
personal network

**One Step At A Time:**  
Make sure everything  
is final

**Be collaborative:**  
Listen to developer's  
UX knowledge

**Think About the Future:**  
Consider website hosting,  
maintenance, and  
upkeep



**Making a DCM  
Media-Worthy**

**Reducing Screen Time  
With a Podcast**

**Infiltrating the  
Organization With  
a Segmentation  
Website**

**Thank you!**

*Questions?*

