



***The Home Use Blog** or How a community of consumers test innovations and share their experience on a blog*



## INNOVATION IS KEY FOR DANONE

Bring new benefits for the consumer

Bring Added value for the consumer



**Today, 2 main challenges :**

Define a good process

Define a predictable evaluation

# How to improve evaluation...

## 3 opportunities

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Integrate  
real experience

Integrate  
the consumer  
as a partner

Define an evaluation  
for innovation

Integrate  
Real life

## **Without specific experience:**

- consumers are reluctant to think ahead
- manufacturers do not know what consumers will make of their innovations, and what appropriation can ensure their success



***Our challenge :***  
***define a tool centered on consumer practice***

## 2. Consumers become partners



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We feel strongly it's possible to work with  
the consumer as a partner

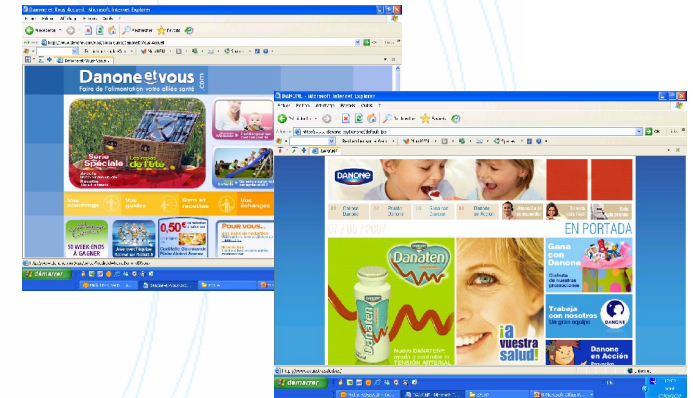


L'atelier !  
the ideation lab of  
le laboratoire d'idées de Danone Research  
el laboratorio de ideas de



**Our challenge :**

**To create a tool that ensures a real partnership with the consumer**





### 3. Real life with sociocultural interactions

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Appropriation of innovation is complex :

A lot of factors can interfere

- adoption time
- peer influence



**Our challenge:**

**To validate consumer appropriation of the product**

# The construction of the new tool...

To meet our 3 challenges

Integrate  
Real Experience

Integrate  
the consumer  
as a partner

Real life context



The current methods are not adequate

Focus ~~X~~ groups

Ethno ~~X~~ graphy

Home ~~X~~ use test



This is when we decided to create a new methodology with the help of Repères and when the Home Use Blog / HUB was born

# What is the Home Use Blog ?



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## *Home Use Blog®*

*A community of consumers  
who test a product and share  
their experiences on a blog*





- **Involving 10 to 15 consumers**

- Adapted target criteria (no specific internet culture)

- **Face-to-face meeting:**

- Training + meeting + delivering

- **10 to 15 days test (for a daily use product)**

- Experiences shared daily on the blog (using text, images, animations, etc.)

- **The moderator embraces the spirit of the blog:**

- Daily workshop combined with spontaneous expression for a rich and involved feedback

- **Several factors can involve according to the brief**

- Amount of respondents
- Length of project
- Additional touchpoints
  - Individual Depth Interviews
  - Focus groups





# Home Use Blog



Bienvenue à vos impressions...

vendredi 5 mai

Posté par : admin    Sujet : Présentation des bloggeurs

7 commentaires à " vendredi 5 mai "

Mariegourmet dit :  
Mai 5th,2006 at 9h48

Bonjour à tous...

Ce matin, j'ai glissé deux barres dans mon sac...pour le petit dej que je prends toujours au bureau.

Je ne sais pas si c'est la chaleur ambiante dans le métro ou alors les coups que mes barres ont pris dans le sac...mais à l'ouverture, elles ne ressemblaient plus du tout à la photo publicitaire !!! Et je n'ai que 30 min de transport ... la barre ne se tenait plus du tout.

Par contre, j'aime toujours autant le goût...personnellement, je ne la trouve pas trop sucrée.

Mais on peut lancer un jeu...à votre avis, combien de calories par barre?

>> écrire un article

**Votre Consommation de HUB au jour le jour**

		M 3
J 4	V 5	S 6
D 7	L 8	M 9
M 10	J 11	V 12
S 13	D 14	L 15
M 16	M 17	J 18

**Libre-cours**

Ateliers images (9)

ça fait penser à... (7)

Bilan 1ère semaine! (7)

Expression libre (19)

Présentation des bloggeurs (13)

Qu'est-ce que le blog

Terminé

Poste de travail

*"I just came home and I've already eaten 4 bars on the way, that's how good they are!...I feel a little guilty about the calories and I would feel better if the calorie content was shown on the package"*



*Because I'm hooked!"*

*"I must say that my favourite time is still the morning, because I can find balance without guilt!!!*



*But this does not replace the pleasure of eating a ... "*

*"I'm just back from a cycle. I told myself it was time to eat the bar waiting for me in the fridge. I noticed a difference with yesterday, when I ate it at room temperature...it was a bit more sticky to touch but I find it has an acid aftertaste"*

*"I've gotten used to the bits of fruit, but for me this confirms that it is more of a weekend product, when I'm relaxed, especially with a drink"*

*"After a week, in my opinion, the proportions between the effect should be visible.... »*

*"I agree with the composition, it's a bit too much..."*



*...a mix of genres"*

*"Unlike certain other opinions, I love the bar. It needs just a bit more freshness. I would have liked to have felt that....*



*....freshness for lovely sunny weather"*

## Double immersion of the innovation

**In real life  
personal, specific**

**In a community blog**



**A team discussion forum between customer/institute**



**Direct, interactive follow-up**

**+**

**All the benefits of asynchronic communication**

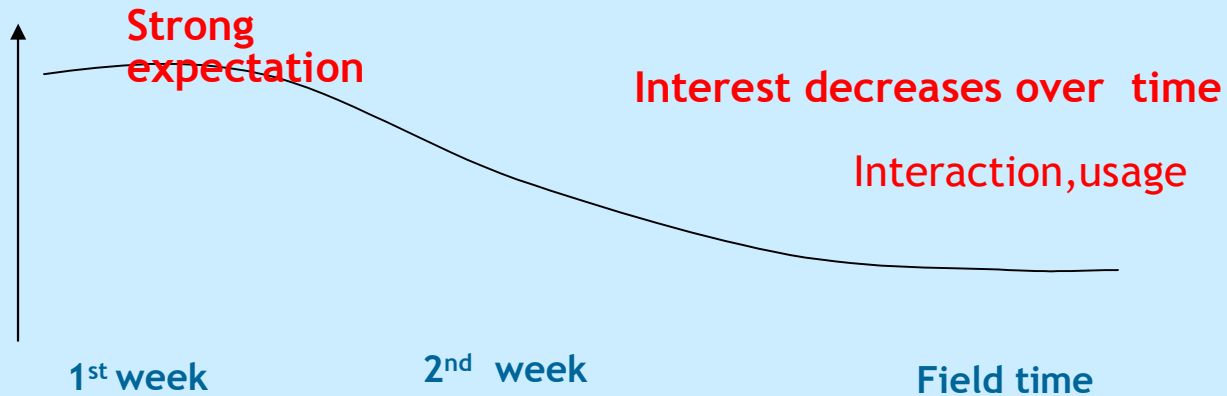


- **Detect insights**
- **Discover consumption occasions**
- **Uncover triggers and barriers to product ownership**
- **Find out which positioning fits best (the product and the brand)**
- **Identify possible improvements to be made to the formula and/or the pack**
- **Suggest communication routes**

# Debriefing of a project



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## ➤ Sensory Product SWOT

- Contrasting texture creamy / cereal coating
- Fruit
- Sweet perception

## ➤ Benefit SWOT

- Not clear enough

## ➤ Usage SWOT

practical Barriers to spontaneous consumption:

- optimum texture: 30min post fridge
- on-the-go usage : falls apart, sticky fingers

## Practical perspective

HUB is being integrated into the Danone evaluation process.

One limit

Need finalised prototype / finalised positioning

## Methodological perspective

The method is finalised & validated

It has now been implemented in multi-country projects

2 working areas

How to improve consumer motivation for a long term test (2 months) ?

Quantify the added value of this method (better success of the innovation)