



INCREASING THE ROI OF CONSUMER INSIGHTS FOR DANONE

Danone, a multinational food products corporation, recently launched the Danone 2020 Manifesto, a business transformation program designed for a sustainable, collaborative and community-engaging future. Inspired by this Manifesto, the Danone Benelux Consumer Insight Team wanted to create an environment where consumer insights come to life, stimulate collaboration and catalyze bottom-up innovations. But how to engage and unite employees and how to trigger meaningful actions from consumer insights?

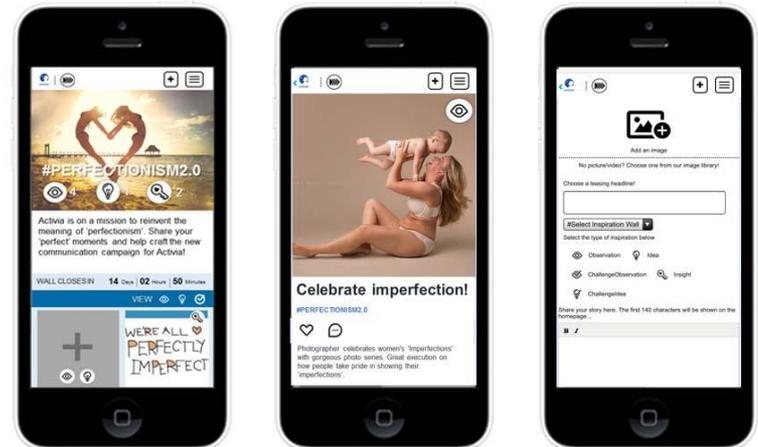
What did we do?

Together with Danone Benelux, we took on the challenge to turn insights into action across their organization. We developed a collaboration platform, the Danone Activation Studio, helping Danone 1) to improve insights through interaction and by adding own observations, 2) to share insights (from their Consumer Consulting Board, Living Room and e-listening activities) with more people more rapidly, 3) to identify their consumer insight enthusiasts across the different teams and 4) to ultimately increase the ROI of insights by turning them into action.

This mobile application consists of several Inspiration Walls, each starting from a business need that is linked to verified insights coming from a variety of sources (e.g. consumer research, trend reports, business reports), where people can add Inspiration Tiles through observations and ideas.



The Danone Insight Activation Studio



Impressions of the Danone Insight Activation Studio: An inspiration wall, an inspiration tile, add tile option



The results

Below we provide you with an illustration of how we triggered action from an insight on the Danone Activation Studio.

The insight

Research shows that women in their 20s and early 30s take pride in perfectionism. However, many of them also struggle to find the right balance and feel that life the way they live it takes too much energy.

From insight to action

For people to take action on a consumer insight, we first need to create empathy with that insight before entering the solution space. Next to that, in traditional market research, only a limited group of people is involved in this knowledge exchange. With the Studio, we involve a wider group of employees as the theory of open innovation teaches us that the one golden idea can come from anywhere within the organization, not only marketing or innovation.

The above insight was posted as the #PERFECTIONISM 2.0 Wall on the Studio. In a first step, we would invite people who are interesting for the project based on their experience to post practical insights about the topic. For this topic in particular, we invited the Brand Activia Team (BAT), consisting of people from marketing, research, trade, supply chain and category management sales. Even third-party experts were invited. This group of people already was closely involved in the new proposition of Activia and could help get the inspiration started.

In the second wave, we would invite all people who are interested in the topic or who are chosen based on passion. At Danone, this second group consisted of a mix of people, working for different brands and in different teams. This second wave helps break the silo-thinking within an organization and opens up the innovation and decision-making process in the rest of the organization.

All above stakeholders are prompted to add their own Inspiration Tiles to this #PERFECTIONISM2.0 Wall through observations and ideas, by posting photos, videos and stories. They interact and shape the Inspiration Tiles of their colleagues through comments and likes.

The action

Based on the Studio output, Danone uncovered insights that have provided opportunities for Activia to become the supporter of these agile perfectionist women. Activia is now on a mission to reinvent the meaning of perfectionism to support these women trust their guts to become better versions of themselves.