

Challenge

To better understand and engage younger consumers of office supplies.

- Avery Office Products currently has a consumer base which mirrors the U.S. population. However, their consumer interaction and their product and service portfolio is biased towards the needs of older consumers.
- The objective is to develop a deep understanding of the needs, attitudes, and behaviors of Generation “Y” (Gen “Y”) to help define the company’s future product portfolios and customer engagement strategies.

Solution

Three qualitative approaches – Focus Groups, Client/Consumer Immersion and Expert Panel Workshop built on each other to maximize clients’ engagement with an understanding of Gen “Y.”

- Focus Groups – Understand Gen “Y” from “behind the glass” – compare and contrast with Generation “X.”
- Immersion – Spend a day really getting to know younger consumers. Immersions conducted with pairs of respondents to increase their comfort level.
- Workshop/Expert Panel – Design and present ideas. Understand best practices of “expert” – designers and marketers that target Gen “Y.”

Outcome

A better understanding of Gen “Y.” New branding and product concepts were developed for testing.

- By immersing the clients with the target consumers and experts on youth, Avery Office Products was able to gain insight and a much better understanding of the needs, habits and tastes of the younger consumer.
- Video reporting allowed the experience to be shared by those who could not be present.

“The three phases together helped us not only develop a much deeper understanding of the target market, but allowed us to develop actionable implications that we can start to use immediately.”

- Avery Office Products



Two Gen “Y” respondents with immersion team

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