

Projection Workshops

When you're seeking a broad and deep understanding of the emotional needs and experiences of your customers, you're in the market for Morpace Projection Workshops.

Morpace Projection Workshops go beyond conventional focus groups. Consumers' personal values and cultural contexts are explored to better understand the reasons and motivations for their behavior, while helping to identify unmet needs.

Projection Workshops answer the "whys" of consumer behavior by using indirect psychological measures in a casual, comfortable setting. Facilitators engage respondents in activities that include verbal, visual and activity stimuli. As participants respond to the stimuli, they *project* their emotions, attitudes, and opinions much more easily than through direct questioning.

Morpace Projection Workshops often include the following exercises:

Collage Building – This in-session or pre-session activity provides insights into both practical and emotional reasons for brand and product preferences, and can also provide a means for participants to talk about their personal goals and values.

Story Telling – Like collage building, story telling is a means for self expression, bringing to the surface

thoughts and feelings that otherwise might not emerge. Story telling is particularly effective in revealing the conceptual metaphors that people use in thinking about brands, products, and experiences.

Elicitation Exercises – Using a broad array of visuals such as people, places and abstract images, elicitation exercises effectively reveal consumer feelings. Participants sort visual stimuli into various categories – such as those that represent the characteristics of their ideal product, or the degree to which the stimuli expresses how participants currently feel about products or brands.

Role-Playing – Role-playing exercises define personality characteristics of product users, or of brands themselves.

Word Association – Key words take on new, multi-layered meanings as participants connect them with people, products, feelings and imagery.

Morpace offers you the unique combination of advanced skills in both conducting projection workshops and in interpreting results. This combination is what differentiates a Morpace Projection Workshop. To learn more, contact Morpace at 248.737.5300 or information@morpace.com.