

## **THE UNDERSTANDING & INSIGHT GROUP**

is a product and business development firm which measurably increases the business value of products and services through the integration of deeply-held consumer wants and needs.

Look inside to learn:

- What We Provide
  - How Your Business Builds
    - How We're Different
      - Our Advantages!
        - Getting It™
          - Much  
More

## At a Glance: THE UNDERSTANDING & INSIGHT GROUP

### Who is The Understanding & Insight Group?

We are a product, strategy and business development firm which measurably increases the business value of products and services through the integration of deeply-held consumer desires.

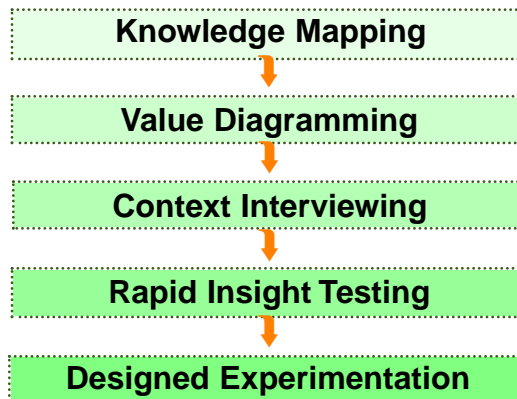
### What does the U&I Group do?

We more precisely discern consumer wants and needs, even when they can't elucidate what they are, and then help you develop practicable links for those desires throughout your entire product development process.

We bring a product, service or idea to a critical development point where it provides added business value.

### How do we do it?

We apply our proven proprietary 5-step system called Getting It!<sup>TM</sup> which combines traditional, innovative and web-based methods.



### How are we different?

- We collaborate with everyone on your team--no one or process is left out.
- We reassess your previous knowledge so that it produces more meaningful patterns and insights.
- Our proven track record spans industries, products and services at all levels from regional to worldwide. It works for any group of consumers and any size business.

### How can you work with us?

- Employ our full-service project direction.
- Take the information/insight analysis and implement it.
- Learn the process and use it repeatedly.
- Use any combination of the above, customized for your needs.

### What are the U&I advantages?

- Greater speed and accuracy of results
- Lower cost than traditional methods
- Quantification of qualitative insights
- Knowing what consumers really want
- Integrating critical selling characteristics into your product or service

*U&I, we belong together.  
And together, we can be your...  
Catalyst for Adaptive Growth*

## Take Market Competition to a Smarter Level

### How Your Business Builds:

- Improved market successes
  - Competitive market intelligence provided
    - Market changes tracked & adaptations provided
    - Product or service effectively positioned in the market
    - Chosen product concepts and attributes verified
  - Time-to-market significantly shortened
  - Product or service attributes matched to consumer wants
  - Over-riding values of the brand and category optimized
  - Pre-production and introductory testing costs lowered
- Your product development pipeline primed with focus and fuel
  - Product development process established if needed
- Reduced financial outlays for market research
- Processes taught so you become more market-agile and self-sufficient

### What You Receive:

Armed with insightful and quantifiable information, U&I develops a detailed profile of the product experience “essence.” This core knowledge can help dissolve previous stumbling blocks and pave successful pathways in areas such as:

- Opportunity analysis
- New product, service or business ideation
- Quick concept development
- Strategic product development
- Competitive understanding
- Product positioning
- Consumer segmentation
- Package development
- Display development
- Consumer complaint resolution

### Where Your Product Cycle Can Benefit from Adaptive Growth:

- Marketing & Sales
- Strategy Development
- Innovation
- Business Development
- Public Relations and Advertising
- Packaging Development
- Market Research
- Product Development
- Sensory Evaluation

### Results We've Produced

- New products launched in 1-6 months.
- Significantly higher-than-average consumer acceptability scores
- Bottom-line sales increases...up to 400 percent growth over projected forecasts.

### Clients We've Satisfied

One of the great things about the U&I process is that it works for all kinds of products and services, any size business or any group of consumers, at all levels from regional to worldwide. Our efforts have reached you, as a consumer, even though you may not have known our work was the catalyst behind the successes from this sampling of businesses that follows:

- Global office products company
- World leader in seasonings and condiments
- Worldwide snack manufacturer
- Asian functional ingredient company
- Multinational software company
- Regional art dealer
- Large specialty retailer
- Fast-growing package design firm
- European automobile manufacturer

*Whatever your needs, the bottom line is the same: Building your business by connecting with consumers in a way that resonates with them.*

*The Understanding & Insight Group wants to be your Catalyst for Adaptive Growth.*

## What We Do For You

### The Understanding & Insight Group

reaches the heart of the consumer, to what is really wanted, to the values that will satisfy those wants and needs. We put this knowledge together to create a total purchase scenario that will cause your potential consumer to “light up” both logically and emotionally, whether that is for a candy, car or cleaner; financial, health or other service...in short, anything that can be purchased.

We do this in collaboration with each of our clients and teach them how to apply our new technologies with tried-and-true methods to provide the fullest picture of all the elements that affect the final consumer purchase.

### This is what we provide:

- A proven system for gleaning invaluable consumer information in-context, where the consumer interacts with the product or service.
- A wealth of psychological, demographic and market information from many sources.
- The ability to look differently at primary and secondary information.
- Translation of the consumer response into quantifiable measurements.
- Tactical emotional insights into the purchase process.
- A deep understanding of core brand and category strengths and weaknesses.
- A system to develop the most beneficial product and purchase questions to ask.
- An integrated research program that answers questions without bias.
- Delineation of new areas for growth...even in mature categories.
- A flexible structure for understanding and insight collection.

*We connect with consumers in a fundamental way that quickly grows business... your business.*

- Hands-on experience in product development, marketing, strategic planning, business building, psychology and group processes.
- Access to accomplished business partners with market specialties.

### How We Do It So Effectively:

Through intense total immersion and proprietary processes and tools. This combination creates enticing product combinations that appeal to consumers on emotional, logical and physical levels. Some of our tools are:

#### Getting It!™

- Knowledge mapping
- Experiential learning
- Value diagraming
- In-context storytelling
- Recognizing emotional insights
- Measuring emotional intensity
- Benchmarking of consumer responses
- Recontextualizing of findings for your particular product or service

#### Insight Groups (I-Groups)™

- Filling the gap between traditional descriptive testing and focus groups

#### Ideamap.net®

- Understanding consumer response patterns
- Verifying assumptions

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#### Crave It!™

- Web-based syndicated research findings in more than 12 categories and 360 subcategories

#### It! Ventures™

- Emotional branding
- “Owning” product elements
- Linking connected ideas in business and the marketplace

*We'd like to help you grow your business, too.*

# GETTING IT!<sup>TM</sup>

U&I's proprietary process, GETTING IT!, was developed to quickly capture and understand consumers' unexpressed emotions and thoughts. It helps pinpoint what is really wanted...and not wanted. Combined with other data, this knowledge showcases those elusive feelings so that products and services can be tailored to address them. This proven process is especially valuable in early stages of product development.

## The Process

### Getting IT!

Helping companies know what they know...and don't know

- Harvesting tacit knowledge
- Data mining
- Knowledge management
- Knowledge mapping
- Competitive intelligence

### Really Getting IT!

Experiential learning for consumer understanding

- Observational adventures
- Getting IT! fieldwork
- Getting IT! fieldwork with online conjoint testing in Ideamap.net

### Telling IT!

Depth discussions and interviews

- Storytelling
- Prototyping
- Metaphors
- Laddering

### Doing IT!

Market research and insight collecting

- Lab tests & sensory evaluations
- Consumer testing
- Ethnographic observational data
- Insight Groups
- Simulations & experience evaluations

The GETTING IT! structure provides materiality to thoughts. This is instrumental in its effectiveness: It replaces the vagueness of ideas with tangible tools. Many physical tools and references that give form to mental processes are outlined here.

It all starts with gathering information. U&I processes data differently than other firms. One of those critical differences is that we use primary and secondary information sources rather than summaries. The problem with summaries is that they already have a specific focus built into them. This automatically limits understanding and the scope of possibilities.

## How GETTING IT! Works

Most people learn by doing. The doing here is creating "sound bites" derived from the original information, writing them on self-stick note paper and generating a physical Knowledge Map with them. Reviewing the information and mentally churning it creates new ideas which facilitate the exploration of concepts in a tangible manner within a collaborative environment. Visually, the information begins to reveal new perspectives such as how much is known and not known. When others explore the findings, we see

that ideas can "move" and faulty assumptions can be "corrected." As conceptualization progresses and pieces of paper shift and new ideas appear, the mental process begins to alter the physical form of the map.

Other parts of the GETTING IT! model build from this information-transforming base in varying ways. REALLY GETTING IT! involves experiential learning to understand some of the more subjective foundations of consumer motivations. This can involve fieldwork and working with Ideamap.net<sup>®</sup>, a web-based interactive tool.

TELLING IT! is the next critical phase as consumers relate their perspectives in-context, where they feel comfortable expressing themselves. The Storytelling process is iterative, that is, it repeats itself in various forms. This repetition allows professional observers to keep building on previous knowledge and to embrace the complete concept of what is being communicated. It allows better understanding of different aspects of consumer behavior associated with a particular product or service.

DOING IT! integrates traditional with non-traditional market research and insight collection to bring the best of all systems to your front line in the marketplace. I-Groups<sup>TM</sup>, for example, focus on emotional components and complement traditional focus groups. Simulations, experience evaluations, lab and sensory work all add to the store of knowledge which helps create greater consumer acceptability. Consumer testing provides hands-on verification of all the background work.

**What GETTING IT! does so skillfully is expose the unexpressed needs, feelings and thoughts of consumers. Integrated with other methods, it highlights the critical connections that consumers really care about in products and services. With this knowledge, appealing and sought-after products that mirror consumer aspirations can be created.**

**GETTING IT! is the guide for realizing more successful products and services that match the needs of your consumers...and your business.**

*Know what consumers really want...*

*Know what product attributes emotionally satisfy them...*

*Know how to fit your product into this scenario...*

*And you'll know where your next successful product is coming from.*

The Understanding & Insight Group is a product, strategy and business development firm that delivers these things...and more...quickly and accurately.

We excel at deeply connecting with consumers in a way that builds business through enhanced market acceptance. The key is understanding that the purchase experience is much more than just buying a product. It's an emotional experience that deeply colors the decision-making process.

We have created an integrated system that provides the most complete to-date understanding of what drives consumer purchases. It combines traditional marketing and product development tools with proprietary new methods and expansive web-based information-gathering systems.

This flexible system can discern consumer preference shifts in a matter of hours and can direct precise market adaptations. The resultant agility quickens business response times, significantly lowers your risks and costs, and keeps you very nimble in the ever-shifting marketplace.

We deliver results faster, more precisely and less expensively than ever before.

U&I connects with consumers at core levels. We can tell you where your next successful product or service offering can come from...

and how to get there.

## The Chameleon...Our Icon

We chose the chameleon to represent U&I's services because it's a superb example of adaptability. It alters body color to reflect the changing environment. U&I helps you adapt your product or service so you can respond to and benefit from the constantly shifting marketplace.

The wily chameleon tends to be a reclusive hunter who waits for just the right moment to make its move. *It instinctively knows the value of timing.* A planner, it prefers stealth to open confrontation. *It uses its brain effectively to minimize risks and maximize success.* It remains responsive by using a backup plan when things don't go so smoothly. *It's aptly prepared.*

*The marketplace...it can be a jungle or a jewel. U&I brings you knowledgeable adaptability so you can benefit and build your business in any environment.*

*We can be your...  
Catalyst for Adaptive Growth*