

DECODING MARKETING INSIGHT: INSIGHT FROM OUTSIDE

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Abstract: *Marketing insight is an extremely crucial base to make decisions in business, particularly in marketing in particular. In this rapidly changing world, marketing insight becomes more important and data from market research is used more wisely to match the needs and budget of business projects. This study clarifies the importance of marketing insight from the most fundamental level, so that we can clearly understand the effect that insight holds.*

Therefore, this article aims to help you grasp the core of marketing insight, so that all marketing campaigns are always transmitted “right person, right time”.

Keywords: *insight, marketing insight, marketers, marketing campaign*

1. Introduction

Have you ever read an advertisement that made you stop and think: “Wow, I need that product right now!”. Perhaps you were reading an online advertising at its finest. Advertising (ads) is the art of using words and images to persuade people to take a specific action, whether that is buying a product, signing up for a service or simply clicking a link. More than ever, ads can be contextual, relevant, targeted and helpful in ways they never could before. In short, ads today are content.

But the online advertising landscape is changing. New platforms, ad types and targeting capabilities are popping up all the time. From the advertisements we see on billboards to the product descriptions on E-commerce platforms, such as photo, video on Facebook or a search result in Google.

As the world becomes increasingly digital, the importance of marketing online will only continue grow. Content is available online, businesses and marketers need to find new and innovative ways to catch the attention of the audiences they want through online advertising. This means that marketers need more than just editing or wordsmiths. They will need to be strategic thinkers, creative problem solvers, and experts in digital marketing. They need to understand the needs and desires of their target audiences, and

create content that speaks directly to the target audiences.

Knowing how to do market research and identify insight is one of the most vital parts of the marketing process. The most amazing marketing has always come from these incredible and innovative ingots called insights.

2. What is Insight?

2.1.2.1. Insight definition

Companies that know how and when to use the wide array of research tools available today have a big competitive advantage in generating insight that lead to new organic growth. Do you think what Unilever, Amazon, Apple and Netflix have in common? They compete in very different industries, and while Unilever are firmly rooted in the 19th century; Amazon, Apple and Netflix are unthinkable without the Internet.

Though, what they have in common, is that they drive growth by meeting consumer needs better than their competitor do. This consumer’s core focus is a strong belief in insights, the active use of a diverse mix of insight tools, digital and analog to get better answers.

In this knowledge-based economy, fundamental changes in the social, legal, economic, political and technical environment are the basis for the recent interest in what is

insight (Smith, Wilson, and Clark 2006). The focus has been on customer or customer insight (Jaworski, Malcom, and Morgan, 2016), which is defined as “knowledge about customers which meets the criteria of an organizational strength; that is, it is valuable, rare, difficult to imitate and which the firm is aligned to make use of” (Smith, Wilson, and Clark 2016). From psychological literature (Metcalf and Wiebe 1987), insight is a personal state of mind that can be transferred to others by learning. Therefore, insight comes from the mind (Sternberg & Lubart, 1996) and it is an internal condition for a business unit based on “situated learning theory” (Gherardi, 2001).

From Wikipedia, insight is the understanding of a specific cause and effect within a particular context. Insight in marketing is about developing a deep understanding of consumers, customers, competitors and the industry in general.

There are many definitions for insight or marketing insights, but they all relate to exploring an important, actionable and previously unrealized truth about a target market.

2.2.2.2. What an insight is not

“Insight” has become a misused word, much in the same as “brand”, “strategy” and “innovation” have become misused words. So, let the research first get definitional and restore some meaning to the word by considering what insight is not:

- *Insight is not data*

Data can take many forms, but we must remember data is just that data. It's information about business, target customer, competitor or industry. It can be numbers, stats, profiles, trends, historical reviews and it can be any form of information. But it is not an insight.

Data casts light on a given topic, it informs and educates us, and it can guide our thinking. But data does not do our thinking. For example, if you are in a travel related business, it's helpful to know that a large and growing percentage of business travellers are

women. That's good data, especially if you offer services to business travellers. But that's not an insight, it is a data point. However, an insight could be that these female business travellers secretly like getting away from the daily grind of the office and like to pamper themselves a little bit when they are away. These women generally have a little bit extra time when they are travelling, so they like to spend it on themselves, something they cannot always do when they are home. But they do not like to talk about it, they just do it privately.

Insight definition requires to take a multi-dimensional view.

- *Insight come from observation but is not an observation*

Observation are just raw data, things you saw and heard. While an observation maybe true, it is nothing more than passive in its application.

The power of acute observation is essential to creating new insight definition but still only one data point to consider and should never stand alone. They are facts that lack the why and the motivation behind a consumer's behaviour.

- *Insight is not a stated customer need or wish*

Consumer insight is not an articulated statement of need. Insights are less than apparent, intangible, and latent. A hidden truth that is the result of obsessive digging. If you hear “I want” or “I need” in a statement, just pause, you probably need to dig deeper into and understanding the motivation and the why behind the want.

2.3.2.3. The importance of insight

- *Understanding the customer's needs*

In order to meet the needs of the target audience based on their purchasing habits and attitudes, marketing insights are essential. People who have purchased, engaged or repurchased products or services in the past can provide these insights. Companies can directly interact with their customers and find out what content, goods, services they want and they can meet the demands with customer

insight. This allows companies to create a better, more personal customer experience that result in brand loyalty and closed sales.

- *Increasing the revenue*

Understanding the needs and wants of the target audience helps companies better understand their customer's preferences. This information give them a much better chance of bringing in revenue.

- *Staying ahead of the competition*

Insights empower companies to outsmart their competitors rather than simply outspend them.

3. How is a good insight?

In the world of advertising, finding good insight is vital to the success of campaigns. Powerful insights contain the following 4 key characteristics, a good insight is:

- **Focus:** Someone needs to feel addressed and involved. When looking for insight, it's vital to focus your activity, narrow your research to a specific target and key gap's in your knowledge.

- **Actionable:** Innovation and different thoughts are two important factors to make a good insight. But it will means nothing if not having practical value.

- **True:** How interesting insight is, but there is based on radom thoughts, no foundation. That's not trusted. A useful insight is based on observation, survey, research and analysis.

- **AHA moment:** As Steve Jobs said: "A lot of times, people don't know what they want, until you show it to them". A strong insight brings this Aha moment: a combination of surprise and something familiar. It is something that is there subconsciously and you only realise is the true the moment you hear it.

4. Methods of finding a good insight

One of the biggest secrets and best adventures in the advertising world is to decode the minds of consumers. Enter them and know what moves them to perform some actions.

4.1. Truth – Motivation – Tension model

Each consumer has hidden psychology secrets they they do not know. A good insight is the insight can show the truth, motivation or tension that does not have any answer before. In there:

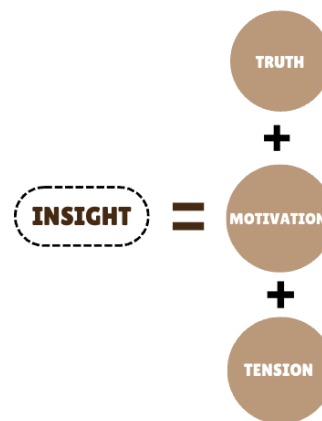


Figure 1. Truth – Motivation – Tension Model

+ Truth: is the truth brands understand about consumers

+ Tension: is the inner conflicts that cause them problem

+ Motivation: What is their motivation for the brand to know the hit point that make consumers most affected?

A good example comes from Unilever, in 2003 they made an extraordinary discovery when they ran a global survey of 3,200 women. It was reported that of the surveyed, only 2% of them would call themselves beautiful, 76% of the women wanted the idea of beauty to be changed. After conducting more in-depth research the Unilever team developed a better understanding of how women want the idea of beauty to change with insights fueling a Dove brand repositioning with campaigns, products and services, being successful worldwide for many year up to today.



Figure 2. Dove campaign: Real Beauty

Dove's Truth – Motivation – Tension model:

+ Truth: Outward beauty give women many advantage.

+ Tension: Women feel self-conscious about their look.

+ Motivation: More than everything else, women want to feel confident with their beauty.

- Insight: Beauty is for everyone.

There is no brand representative face, no professional models, campaign “Real Beauty” succeeded with 900,000 views after 4 days on air and reached 15 million views only after a week. This was called the campaign of the creativity and deeper understanding.

But some cases, insights does not need both motivation and tension. It usually needs one of the two. The most importance is that motivation or tension contains the problem that brand can solve, bring more profits for company.

Like this last March, Brand CK named BTS's JungKook as Global ambassador for CK Jeans and CK's Underwear.



Figure 2. *BTS's JungKook's CK campaign*

Do you have any tension if they do not use CK's product or the same product? Calvin Klen simply hit the right spot that let young people can have or make cheap moment with their idol with the insight: You wanna look casual but stylish; You wanna be like your idol. Take CK's product.

The collaboration between JungKook and CK kick up a media storm.

+ Jungkook helped Calvin Klein's parent company PVH Corp stock rally after the stock was constantly decreasing for more than a month. Today the company's stocks could reach a new high of \$87.93 after an explosive increase of +19% following the official statement of Jungkook becoming their new global Icon. This , along with PVH exceeding expectations by reporting fourth-quarter and full-year 2022 results that outperformed its guidance. In addition, PVH has forecasted double-digit growth in 2023 earnings, which is a promising outlook for the company's future success.

+ The news became a viral topic on the Internet among fans and locals, trending worldwide and in 172 countries.

+ All items that JungKook wearing sold out within 24 hours.

+ The CK South Korea website was down because of excessive traffic.

+ On Instagram, JungKook's reel exceeded 24 million views becoming CK's most watched reel of all-time in addition to his video becoming the brand's most like video on TikTok.

4.2. 3C Truth Model

The 3C Truth Model is stand for Customer Truth – Company Truth – Category Truth Model.

Consumer insight, simply understood as the ssecret thoughts and problem of consumers. However, among those dozens of those issues, which one should marketers touch on? How do we make sure that an insight is right for the product, brand or not? The answer is te 3C Truth Model.

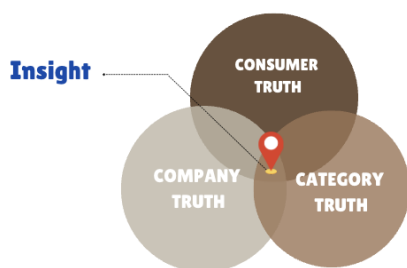


Figure 3. The 3C Truth Model

The 3C Truth Model includes Consumer Truth (truth about consumers), Company Truth (or Brand Truth) and Category Truth.

- + *Consumer Truth*: Thoughts, dreams, feelings, tension or motivation of consumers that brand can solve better than competitors.
- + *Company Truth*: Strengthens, superior features of product/service that solving consumer's problems.
- + *Category Truth*: the answer of the question: What is nature of the industry? Why does this industry exist, what needs does it solve for consumers?

The intersection of 3 truth is consumer insight. The breakdown of each of the above elements help marketer get an overview of the industry, brands and consumers. Thereby finding the good insight for their company.

For example, Brand Starbucks

- + *Consumer Truth*: I struggle to balance private and professional demands.
- + *Company Truth*: A place to enjoy good coffee
- + *Category Truth*: Having a coffee give a moment of tension relief.
- *Insight*: In this busy world, it is great to have a “refuge”. I need a third place where I feel as relaxed and comfortable, far away from busy home and tiring work place.

What if insight does not contain all 3 elements of the 3C Truth Model? If you do not have Category Truth, you're probably spending money on demand for another category, not your own. Without Company Truth, consumers will not be able to see the brand role, and who knows, you are promote for your competitors. And without Consumer Truth, the message you give will be very faint, not touch your customer hearts.

An example of Biti's Hunter's 3C Truth model:

- + *Consumer Truth*: Young people always want to go far, seeking new experiences in new lands.
- + *Company Truth*: Move inspiration (inspiration to move, discover new lands).
- + *Category Truth*: Shoes are indispensable in every trip.
- *Insight*: We always like to travel far to experience new things, but the further we go, the more we feel the meaning of family and appreciate “return”. (Biti's campaign: Đi để trở về)

4.3. 3D Model



Figure 4. The 3D Model

In this methods, the process of finding insight includes 3 periods.

- + *Direction* (What is customer doing?): Identifying the target audience, after that determining the right method of the research: group interview, dept interview, observation, etc...
 - + *Discovery* (Why are you doing it?): Ask question “why” until you find some insights that seem possible.
 - + *Double check* (Do they wow): Nobody has ever noticed or talked at such detail about that problem before. Make sure that insight new, fresh, it is close to the target audience (focusing on a single motivator or barrier).
- An example of the 3D Model by using deep questioning to find out the psychology and behaviour of a mother using drinking yogurt for her children.

+ Question: Why do you choose drinking yogurt for your children?

+ Answer: Because I heard that drinking yogurt has many bacteria for digestion and intestinal health.

+ Question: Ordinary yogurt also has beneficial bacteria. Why don't you choose it?

+ Answer: Because drinking yogurt is very convenient, easy to carry and just open and drink.

+ Question: Why is the convenience is important to you?

+ Answer: Because I want to keep my children healthy and safe. But I am too busy, my children are too young, they are so active, hardly stay in one place until finishing eating. So drinking yogurt is the best solution for me!

We can see that the mother's insight is always cares and wants to use yogurt product for her children health. Because of being too busy and dealing with active children, the mother wants to choose the product that help her saving time the most.

Conclusion

Finding insight is like playing a jigsaw puzzle. In a big picture (insight), you find the small pieces (details) and string them together.

Each piece of the puzzle is not something far away, but is from everyday materials. It can be intuitive, secret, but marketers have to analyze carefully to glue the right ones.

That methods outlined above are just some of the most common methods for businesses and marketers determine the right marketing insight for their brand. Hopefully, with the information that the article provides, business and marketers can accumulate knowledge to develop for the business.

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