



CREATIVE  
CULTURE

EXPLORE

家庭 和谐永顺社区



# LOCAL MARKET INTELLIGENCE OFFERING

November 2020

# INTRODUCTION



In the current digital age, it is increasingly important for brands to keep abreast of the rapid changes in both the market and consumer behaviour in order to showcase that they can morph and adapt to them accordingly while staying true to their core values. Over the past few years, AI and technology have made a whole range of tools available to track performance, behaviour and followership. AI and algorithms only address the tip of the iceberg though – without cultural insights and local experts, clients won't see what is there and why.

Feeding local insights into a centrally designed global campaign or strategy is absolutely critical to ensure the highest levels of local engagement, relevance and thus compliance. Without this preliminary stage, brands could face various unwanted consequences:

- Abortion of the concepts/ strategies/ campaigns following a costly development stage
- Poor engagement and local compliance (internal and external)
- Minimised roll out to a small selection of markets only
- Brand reputation damage and having to plan for a crisis management comms plan

All of the above would result in unsatisfactory ROI and often a lack of consistency across markets. At Creative Culture, we draw upon the expertise of over 2,900 in-market specialists in over 120 countries to unearth cultural differences and insights, and turn them into opportunity. Clients can benefit from real-time, granular insights (from consumer and industry trends to benchmarking, market segmentation, and hot campaigns) to maximise the impact of their communications across borders and with communities and subcultures.

## A selection of brands we support with local market intelligence:



# OUR BESPOKE APPROACH



As for all its cross-cultural solutions, Creative Culture follows a customised and modular approach to research. Methodology, teams, budgets and processes are designed for each so that we can best meet your KPIs. Our local market intelligence services fall under three categories:

In the following pages, we've cherry-picked the hottest topics and requests in local market intelligence right now. For more information about the services listed above, please contact your account manager at Creative Culture.

## DESK RESEARCH/ HUMAN-POWERED AI

## EXPERT CONSULTANCY

## TRADITIONAL QUAL AND QUANT

### WHAT

Online/ digital research performed by teams of in-market specialists:

- Target audience segmentation
- Channels of choice
- Key moments
- Local trends
- Local trending topics via keyword research
- Hot campaigns
- Benchmarking

### WHAT

In-market teams can identify specific industry experts or stakeholders in the local markets to support:

- Strategy audits
- Stakeholder engagement
- Product or brand launches
- Thought leadership initiatives

### WHAT

Field and/or interactive research performed by teams of in-market specialists:

- Target audience segmentation
- Key moments
- Local trends
- Hot campaigns
- Benchmarking
- Consumer feedback

### HOW

- Local platform access and subscriptions
- Online trends (incl. SEO for trending topic identification)
- Behaviours on digital platforms (incl. social listening)
- Behavioural science (tech)
- Human-led AI research
- Shopper insights (online)
- News, articles, etc.

→ Data-driven insights

### HOW

- Panel of experts
- One-to-one interviews
- Focus groups (single market or multi-market)
- Micro-communities of influencers
- Real-life or online interactions
- Behavioural science
- Cultural compasses (D&I, internal and external stakeholders)

→ Rational and emotional industry-driven insights

### HOW

- On-site visits
- OOH reports
- POS activations and customer journey
- Local market safaris
- Focus groups (single or multi-market)
- Consumer connects
- Quantitative surveys

→ Visually-driven and/or rational and emotional user-driven insights

### WHO

- Strategic planners
- Cultural consultants
- Semioticians
- SEO specialists
- Social listening experts

### WHO

- Recruiters
- Moderators
- Influencers
- Community managers
- Anthropologists
- Industry experts

### WHO

- Strategic planners
- Cultural consultants
- Consumers and/or industry experts
- Market researchers

# DESK RESEARCH TRENDS



## Keyword research: identifying local trending topics

Knowledge of what potential local customers search for online is invaluable to increase a brand's online visibility but also to determine their strategy. Keyword research can help identify trending topics related to the industry or certain consumer behaviours and give clear direction on relevant activation topics.

We recommend performing regular SEO keyword research throughout the year to stay up to date with changes in search trends; this research can, in turn, be fed into the overall content strategy as well as be used for content optimisation.

## Google Trends

Our experts also use Google Trends to identify trends, measure behaviour over time and gather general trends and nuances across different markets and audiences to feed straight into your global/local projects.

## How it works



# DESK RESEARCH TRENDS



## Social listening

In addition to centralising all social conversations into one platform, social listening tools allow users to listen to and assess what's being said about their brand, products and services as well as pick up on local trends and online behaviours. These insights will allow brands to steer their strategy in the most relevant direction. As opposed to metrics, social listening focuses on "sentiment" which cannot always be interpreted by looking at metrics alone.

Creative Culture creates customised measurement plans on a per-project basis to support our clients' internal data and metrics, and enable them to listen in on topics discussed on social media in a truly bespoke manner.

For further information about our global social media solutions, please read our service offering deck [here](#) or contact your account manager at Creative Culture.

## Some of the tools we work with:



## AI-driven local human intelligence

Time is a decisive factor in research and with the wealth of online data available, gathering the relevant local granular and actionable insights can present a challenge. Creative Culture combines the advantages of AI and local cultural experts to ensure all data is covered but no cultural nuance is lost.

Unlike keyword research or social listening, working with an agile AI-driven platform enables us to generate qualitatively driven insights related to key themes and any content related to these themes. This broadens the search perspective and enables us to cherry-pick local market topics that are most relevant to our client's research brief in a time-efficient manner.

The platform works from a customised question whose answer helps to identify the market context. Platform experts and cultural consultants then compile a list of relevant local sources to perform research on.

As a next step, Creative Culture and the platform analysts determine global 'springboards' of research, while our in-market cultural consultants gather granular cultural sensitivities from collected data in original language content to identify key contexts, experiences and attitudes and how these vary by region.

This type of research accelerates the process of determining priority topics to explore further in the next steps of research (all from a true cultural standpoint).

# EXPERT CONSULTANCY TRENDS



For a more personal approach, or if our client operates in a technical or B2B industry, we can recruit and consult industry-relevant experts to support or to substitute to desk or field research. Our in-house team and in-market experts will identify the right profiles for the briefs. We will then conduct one-to-one interviews with them. For a richer exchange, we are able to conduct and moderate international or local expert panels. Additionally, we can provide our clients with (translated) transcripts of the interviews along with conclusions, executive summaries or reports.

## **Influencer insights**

Around the world, influencers are at the forefront of all coming trends for both B2C and B2B businesses. Our local experts can help identify influencer profiles that could provide industry or trend knowledge that is on-brand. Once the profiles have been selected, our local recruitment experts can help to contract these influencers. The partnership between influencers and a brand goes far beyond simple content dissemination. They play an ongoing, active role in the brand's strategic development via online micro-communities.

Creative Culture can create and manage these micro-communities of local influencers. They are hosted on online platforms such as Slack and managed by our local community managers either in the local language or in English.

## **Behavioural science**

Local consumer behaviours are often shaped by inherent cultural nuances. Creative Culture partners with in-market anthropologists and ethnologists to interpret research data and uncover the underlying

drivers behind local attitudes. We also have access to a range of behaviour tools that produce accurate results when curated by local experts.

By looking at the ways people in the market think and at the 'rules' of local social interactions, we can objectively distil concrete cultural truths that clients can respond to strategically in their brand strategy.

## **Inclusivity compasses**

In the current climate, ensuring sensitivity, appropriateness and inclusivity is more important than ever. Brands are more and more at risk of being called out and criticised for posting problematic content, delivering the wrong messages or making empty claims. When operating internationally, it is essential to understand that diversity and inclusion mean very different things around the world and a one-size-fits-all approach simply won't do.

With this in mind, it is essential to not only create an additional layer of awareness among internal teams but also seek ongoing support and advice from external experts. Thanks to targeted local market intelligence, clients will be able to co-create inclusivity compasses that internal teams can consult during the strategic and creative development stages.

For more information on our cultural sensitivity offering, please read our service offering deck [here](#) or contact your account manager at Creative Culture.

# QUAL AND QUANT TRENDS



## Customer safaris and on-site visits

What better way to understand local trends than visiting the market and meeting the stakeholders you are looking to engage with?

Once international regulations allow us to resume face-to-face activity across the board, our experts on the ground will be able to give you an authentic view and experience of the local market and trends. Those experts are carefully selected to match your project requirements: industry expertise, fluency in English to guide you around the points of interest seamlessly and previous international experience so that they truly understand what you are trying to achieve across markets. To date, we have accompanied clients on various safaris from retail to off-trade venues as well as consumer in-home visits.

If budgets are a concern, another good way to report back local trends without incurring travel expenses is to deploy the teams on the ground for a photo reportage. They will visit the main points of interest and share visual insights and conclusions. This can range from hot retail trends to graphic design trends related to a specific category as well as benchmarking.



## Focus groups: face-to-face or virtual

To support our field and desk research initiatives, we have developed an extensive focus group offering. The real value of focus groups is the more direct and emotional nature of the insights gathered. Insights can be documented on video or through transcripts, but we also offer our clients the opportunity to observe the sessions from an observation room.

The sessions are facilitated/ moderated by a senior, industry-relevant, in-market moderator, who will be able to generate more response through discussion. For clients who do not speak the local language and want to take part, we also offer support in the form of simultaneous interpreters during the sessions.

The real added value Creative Culture brings to the table is the ability to organise and moderate multi-market and multi-cultural groups. As opposed to isolated national or local focus groups, international ones enable to consolidate learnings from the various markets and come up with solid conclusions more effectively. Panels can include consumers, industry experts and even local influencers for a more diverse group and exchange.

We offer support in the different stages of organising, hosting and reporting.

# QUAL AND QUANT TRENDS



## Virtual consumer connects via WhatsApp

The digital sphere is where much consumer interaction and sentiment exists, so clients can obtain direct answers and experiential feedback about their products or services using WhatsApp as a channel.

Virtual consumer interactions reduce the pressures placed on participants with an informal environment that increases honesty and candour in their responses. This is a vital asset when covering culturally sensitive topics. Virtual consumer interactions also offer many practical advantages such as lower costs, less physical preparation and wider geographical coverage.

With this methodology, our teams can reach a wider range of consumers due to ease/flexibility, as participants answer in their own time using their smartphones. Virtual environments also cater well for onboarding or data consent experience testing.

We can create an experience that is simple and enjoyable as our local moderator sends a short introduction video and stays in touch with the consumers throughout the process to maintain engagement and ensure the quality of their answers.

Participants answer questions by sending short video clips at pre-determined moments. All videos are uploaded onto a shared drive, where they are tagged and organised into appropriate folders for ease of viewing and analysis.



## Online surveys to cross-check qualitative results

Quantitative surveys are useful to support and confirm the results gathered by qualitative studies. This is achieved by surveying large groups of people representative of a target group. It is an objective and reliable method to gain a picture of the attitudes and characteristics of a large group.

The data collected from online surveys is processed statistically to make insights easy to analyse. The standardised format of questionnaires also allows for repeatable research to reliably track trends and changes over time.

We can use this methodology to establish the context of our research, segment audiences and validate marketplaces and demand, as well as shape the market proposition and gain a more thorough understanding of how to market to the target audience.

Using a structured questionnaire, our teams can also use quantitative research to prove or disprove a predetermined hypothesis that may have arisen during the qualitative research as well as test customer satisfaction or assess the proportion of a target audience that recalls a message.



# QUALITY ASSURANCE



## Quality assurance and consolidation

In order to ensure we can deliver on our bespoke approach, we co-create briefs and professional questionnaires (top-line or in-depth, depending on our client's needs) with clients.

Extensive quality assurance processes are put into place to ensure we deliver targeted insights across markets. Our teams are experienced in managing both single-market and multi-market requests, and can simplify the task of central client teams by coordinating the requirements from various markets.

Data is always presented in visual conclusion decks that are supported by executive summaries. If we are working on a multi-market request, the Creative Culture project management team will consolidate research findings to present consistent recommendations across markets.

## Meet some of our experts

### Leon

With over 15 years of experience in top network creative agencies, Leon is a well-rounded strategic planner. His understanding of the Chinese market, as well as international requirements, is second to none. His experience spans across a large spectrum of industries ranging from luxury, FMCG, food and beverages to automotive and finance.

## Cherry-picked teams of experts

In order to source targeted local market intelligence, Creative Culture works exclusively with native, in-market teams of experts. Profiles range from cultural consultants, strategic planners and focus group moderators to digital strategists, SEO specialists and influencers.

Our professionals are based locally, so they understand both the local language and culture and provide real-time, qualitative insights through access to relevant local platforms, data and resources.

Creative Culture carefully selects and tests teams as well as ensures they have proven experience in our clients' industry. To ensure consistency across projects, we also build set teams of experts for clients who need support on an ongoing basis.

### Yousra

Yousra is a Moroccan strategic planner and analyst specialised in technology, consultancy and digital. She has worked for major consultancies, agencies and brands to date across a range of industries including hospitality, finance and FMCG, giving her a broad perspective and understanding of international challenges.

## Grand Mercure defines global brand with a local feel

Asia-Pacific and Eurasia

### Context

In 2019, a major premium hotel brand operating in over 12 countries reached out to Creative Culture to help support their local teams bring the brand's global framework to life in the relevant markets.

Born in the 1990s as a local brand for sophisticated domestic guests, the hotels now combine those original local cultural characteristics with a universal sense of hospitality.

The brand asked Creative Culture to support their markets with limited research resources to build a cultural compass that would help them bring the global brand strategy to life across the board. From the menu to the services and design of the lobby, our objective was to incorporate a meaningful local cultural approach to the hotels' offering.

### Challenge

The main challenge was to identify unique cultural elements across the brand framework that would be instantly recognised by locals and could be implemented in a premium manner: from welcome rituals, sensorial immersions, wellness dimensions like sleep, fitness or spa, to comfort food, breakfast and local bites. Additionally, the insight used to build proposals for implementation in the hotels needed to resonate with domestic guests but also to appeal to international guests visiting the country to provide them with a unique premium experience.

### Solution

Creative Culture provided a comprehensive combination of services, starting with local market intelligence research to support the creation of brand proposals to localise the brand characters, passions and platforms. Our teams of cultural consultants and brand strategists then assessed how the local rituals, habits and values could be brought to life in the hotels in a meaningful, on-brand way.

We then worked with our team of writers to produce an aspirational brand tool – the cultural compass – in English for each market that could be used by all teams involved in bringing the brand to life in the hotels.

### Results

Our teams were able to produce a fundamental tool that captured the local culture in terms of brand proposal as well as visual representation for all hotel staff to use, from the chefs designing the menus, interior designers furnishing the rooms and lobby, to the front desk personnel welcoming the guests.

*Using Creative Culture's local, cultural expertise on the ground enabled our client to roll-out a consistent global framework with a unique, relevant identity in each of its markets.*



## **Creative Culture provides detailed insight for Groupe ADP international pitch**

China, India, Japan, US

### **Context**

A leading French comms agency was taking part in a pitch for Groupe ADP that specialises in airport conceptualisation, finance, management and construction, with Charles de Gaulle Airport, Orly Airport and Le Bourget Airport under its ownership.

ADP was looking to expand in four main markets: China, India, Japan and the US, and the agency needed to demonstrate its knowledge of the target markets as well as a solid strategy to support the company's expansion.

### **Challenge**

Key challenges for the client included understanding whom to target (government & trade unions), how to contact them (channels) and how to find opportunities to win business in those markets. The airport authority sector is rather niche, and Creative Culture had to ensure that the appropriate strategic planners in each market undertook the job.

While completing the project, our Chinese strategic planners informed us that the vast majority (99%) of all airport projects in China are completed by one Group (the CACC), rather than by various key contacts. We therefore had to rethink our approach to segmentation for this market.

### **Solution**

To ensure top-quality results, Creative Culture contacted and recruited two senior strategic planners per market who had experience in the aviation industry. This led to the identification of three key influential contacts in the airport authority sector in Japan, India and the US, and three core pieces of advice given to establish relations with the CACC in China.

We also presented three different strategies to target each key contact, including the best media channels, the desired format on these channels, and the topics to cover.

Finally, we presented a list of sites, events and publications in each market where the airport authority could find new commercial opportunities in each market and apply for tenders.

### **Results**

CC are pleased to announce that the agency was successful and that they won the pitch!

*Another success for Creative Culture in market strategy advisory based on superior local insight.*



## Connecting Nurses launches awareness campaign and tools around self-injection

Canada, France, Germany, UK, US

### Context

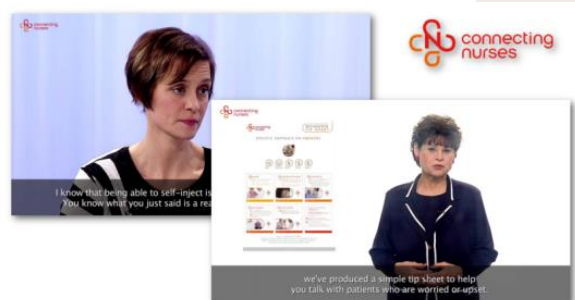
A leading global nursing community, Connecting Nurses, needed to develop a suite of communication tools that allowed nurses to better train their peers, as well as inform and engage patients. These tools are especially important following the diagnosis of chronic diseases that require self-injection on the part of the patient. Operating across diverse markets including Canada, France, Germany, the UK and the US, Connecting Nurses wanted to develop insightful content for their innovative platform, where nurses can access best practice comms tools, available in a range of formats (videos, print, digital, etc.)

### Challenge

The primary challenge of this project was how to integrate insight from both nurse and patient perspectives, across various countries, and interpret the information to create a set of communication tools. The differences in regulations and cultural perspectives from country to country added an additional layer of complexity to the task at hand.

### Solution

Creative Culture coordinated various expert teams to generate insight, conduct research, organise and moderate focus groups, copywrite content, as well as produce video and communication tools. We organised focus groups over a six-month period, which gathered the necessary intelligence for the project. Once this was done, we could create the relevant comms tools that ensured equal representation of the target markets.



The focus groups were composed of both patients and nurses, which allowed us to collect invaluable insights regarding differences in cultural understandings of healthcare systems and professionals. Our local-to-global approach allowed us to develop comprehensive and relevant communication tools for nurses and patients that satisfied all key elements of the brief.

### Results

With the added value and flexibility of our team of experts, we delivered technical solutions and comms tools of exceptional quality to both the nursing and patient communities.

As **Sylvie Coumel, Stakeholder and Advocacy Director of Connecting Nurses**, said: *“Our collaboration with Creative Culture enabled us to create communication and educational tools around the topic of self-injection. The added value of their methodology, and the excellent moderation skills during the focus groups helped us reach our objectives.”*

*Solid cultural intelligence can deliver relevant communication tools, focused on two different target audiences and resulting in improved patient welfare.*

### CREATIVE CULTURE

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Creative Culture is a cross-cultural consultancy. We draw upon the expertise of over 2,900 in-market specialists in over 120 countries to unearth cultural differences and insights, and turn them into opportunity. We understand and apply cultural differences, drive relevance, optimise delivery and enhance local engagement with your customers and within your organisation.

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