

# GutCheck Exploratory Research Group

GutCheck's Exploratory Research Group is an online qualitative research solution that explores perceptions and emotions, and helps you connect deeply with your target audience to uncover insights. Our research strategists develop carefully crafted discussion guides and creative activities to motivate respondents to share their thoughts, feelings, and behaviors. Our expert moderators encourage interaction and depth of response, which helps us to develop a powerful thematic analysis and rich qualitative insights in days, so you can start with a human-centric strategy.

## Product Overview

In-person focus groups can be prohibitive with costs, time, and market reach. That's why GutCheck developed the Exploratory Research Group – to use the power of technology to quickly gather qualitative feedback from your target audiences in key markets around the globe.

Once connected with your desired target audience, our research strategists deploy the discussion guide on our online platform, which employs discussion boards, polls, and video, as well as other fun activities to gather in-the-moment feedback. Respondents then have the opportunity to open up and share their thoughts, feelings, and behaviors while interacting with GutCheck moderators and other respondents.

The result? Rich, qualitative insights gathered in two weeks or less, enabling you to make more informed, human-centric decisions faster than ever before.



## Common Applications

- Illuminate the consumer journey
- Uncover habits and practices relative to your brand, product, or category
- Explore barriers and triggers, and how to overcome them to meet the needs of your target audience
- Understand current perceptions and attitudes towards key players in the category
- Dive deeper into personas
- Bring your target audience to life through context rich video
- Explore new pathways of innovation or messaging strategy

## Key Deliverables

### Executive Summary

### Key Recommendations

01

#### Generics are seen as a smart alternative to brand-name products

- Generics are seen as similar or slightly lower quality than brand-names, but with much better pricing, making them an overall better value
- Customers try generics easily and then repurchase proven generic store brands and varieties
- People appreciate "upscale" generics that offer flavors or benefits not common in brand-names

03

#### Customers suggest new logos and packaging for generics that are brighter and more informative, but still simple

- People want packaging and logos that are more eye-catching and present a more polished image
- They also want more information on generic grocery store brand packages about benefits and ingredients of the products, as well as explicit allergen labeling to help in making informed choices

02

#### Category and occasion both influence the choice between generic vs. brand-name

- Many customers rely on generics for simple staples with few ingredients and other day-to-day items
- They prefer brand-name products when the packaging will be visible to others or when they're trying to make a good impression with the foods they're serving, like at a dinner party or holiday gathering

04

#### Loyalty programs focused on generic brands seem worth doing, if done right.

- Current loyalty programs are often seen as too complicated and restrictive, both in earning rewards and redeeming them
- Customers want to see generic-brand-focused loyalty programs that have straightforward rewards for every generic brand purchase made and automatic application of rewards

## Executive Summary

### Simple packaging for generic brands appealed to most, but sometimes went too far

Participants appreciated the simplicity and straightforward approach of generic brand packaging, as long as it was still colorful and fresh enough to be eye-catching, and didn't slip into bland and boring or overly cheap-looking territory



*I like the Great Value name in white inside the dark blue background. I like the picture of cheese crackers inside the baggie. I like how the amount of baggies is in red to stand out.*

-Female, Age 57, Kansas, Walmart Supercenter



*Sometimes the store brand packages are too simple and do not contain enough information. For example, in the attached, it does not show any extra benefits.*

-Male, Age 33, Texas, Costco

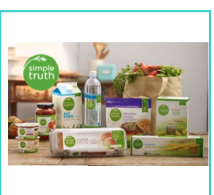
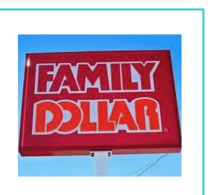
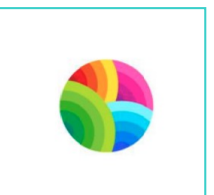
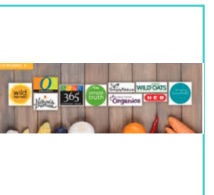
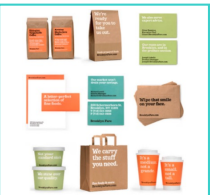


*I like the O Organics store brand... Sometimes, the plainer store brand package doesn't stand out. For example, white, plainer brand labels say basic... It doesn't get me excited about purchasing something that is going to say I bought the cheapest one.*

-Female, Age 46, California, Albertson's

## Appendix

### Appendix B: Uploaded Images – Q27 Logo Optimization





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