Collective 12 uses Infegy AI to unlock consumer personas and gain a competitive edge

Collective 12 provides insights that connect brands to the people they serve in faster and more authentic ways. The firm's experienced professionals understand that humans don't make purchase decisions in a vacuum, which is why they employ a variety of technological tools, in-person interactions, and empathetic research methods that render authentic, fast, and engaging insights to support client needs.

Unlocking consumer and competitive insights with Infegy Starscape

The Collective 12 team was working with a shoe company that sought deeper insight into both consumer and competitor data. According to Sarah Wheatley, Vice President of Consumer Insights and Brand Strategy, the client was seeking answers to two main questions:

1. Why was the shoe brand experiencing lower customer retention than some of its competitors?
2. What were the brand's main consumer personas and the nuances surrounding these target audiences?

Collective 12 used the power of Infegy Starscape and Atlas to gain in-depth insights into consumer behavior, preferences, and challenges, allowing them to answer the client's questions and provide actionable steps to improve retention and target key audiences.

Delivering consumer and competitive insights to clients

With Infegy Starscape, Wheatley and her team were able to use

Sarah Wheatley
Vice President of Consumer Insights and Brand Strategy

"When I have authentic, real-life snapshots and verbatims from our consumers at such speed, I can shift my focus to more deeply empathizing with their experience and uncovering the nuances that hold the most valuable insights for our client. That's where the richest opportunities lie."

COMPANY
Market research and brand consulting firm

SPECIALTIES
Uncovering insights, innovation, and new ideas for clients seeking to better understand their brands, consumers, and competition.

SOLUTIONS
Infegy Starscape
Infegy Atlas

CHALLENGES
Delivering faster insights to support a shoe manufacturer's consumer, brand, and competitive research efforts.

Streamlining the data analysis process to give the Collective 12 team more time to act on data and develop innovative solutions to meet client needs.

RESULTS
Identified two main client personas and each group's specific needs, pain points, and nuances.

Saved time in Infegy tools to provide more value-add projects for client.

keywords surrounding the brand, its products, and the consumer experience to gain in-depth insights into consumer needs and preferences. "We conducted a full comparison of our client's brand versus competitors' brands by looking at qualitative data, such as consumer sentiment and opinions. This provided us with a firm understanding of how consumers talked about the competing products and their experience with the different brands."

Once Wheatley and the team had a firm grasp of the competitive landscape, they began looking at demographic data, such as audience age, gender breakdowns, geographic locations, linguistics/word choice, etc. "The demographic data provided by Infegy allowed us to better understand the brand's target audience. We identified two key consumer personas," said Wheatley.

According to Wheatley, "We were surprised to learn that there were two very distinct purposes that people were using the shoes for. This information gave us many ideas for how we could help our client better meet the needs of these two different consumer groups."

The Collective 12 team used the information gained through Infegy's products to guide the next step in their process – in-person interviews with consumers. "The information we gathered helped prepare us for consumer discussions," said Wheatley. "The insights gave us more confidence entering into conversations and allowed us to be better equipped to talk with both consumers and clients. We were able to dig much deeper into the nuances of our consumer audiences because we had foundational knowledge on which we could build."

Infegy Starscape offers quality, fast results

Infegy Starscape's AI Personas feature created Personas that were the same as the work and time-intensive process of finding them by hand. For

> "Infegy helped us find the answers we needed in a fraction of the time it would have taken us to find them on our own."

and the rest of the Collective 12 team, one of the biggest benefits of Infegy Starscape is the depth of information it offers. "The personas we were able to identify weren't just high level; there was depth to them. We were able to view specific consumer conversations to validate what we were seeing."

Another benefit is the speed at which Wheatley and her team were able to access data. She said, "Infegy helped us find the answers we needed in a fraction of the time it would have taken us to find them on our own.

"The best part is," Wheatley continued, "we're not sacrificing quality for speed or speed for quality. Before Infegy, I used to spend a full week just going through data. Now, Infegy puts all the information right at my fingertips so I'm free to focus on what I need to do to get the project over the finish line and deliver for my client."

Results

The Collective 12 team used these insights and data collected in in-person conversations with consumers to put together a detailed report and recommendations for the client. According to Wheatley, "Our client was blown away by the depth of information and insights we were able to deliver. This was the client's first experience with a research supplier, and the team was extremely pleased with our work. The client has expressed an interest in working with us again for both research and innovation."