



Thinking like an Insights Scientist





Poll

How do you eat cookies?

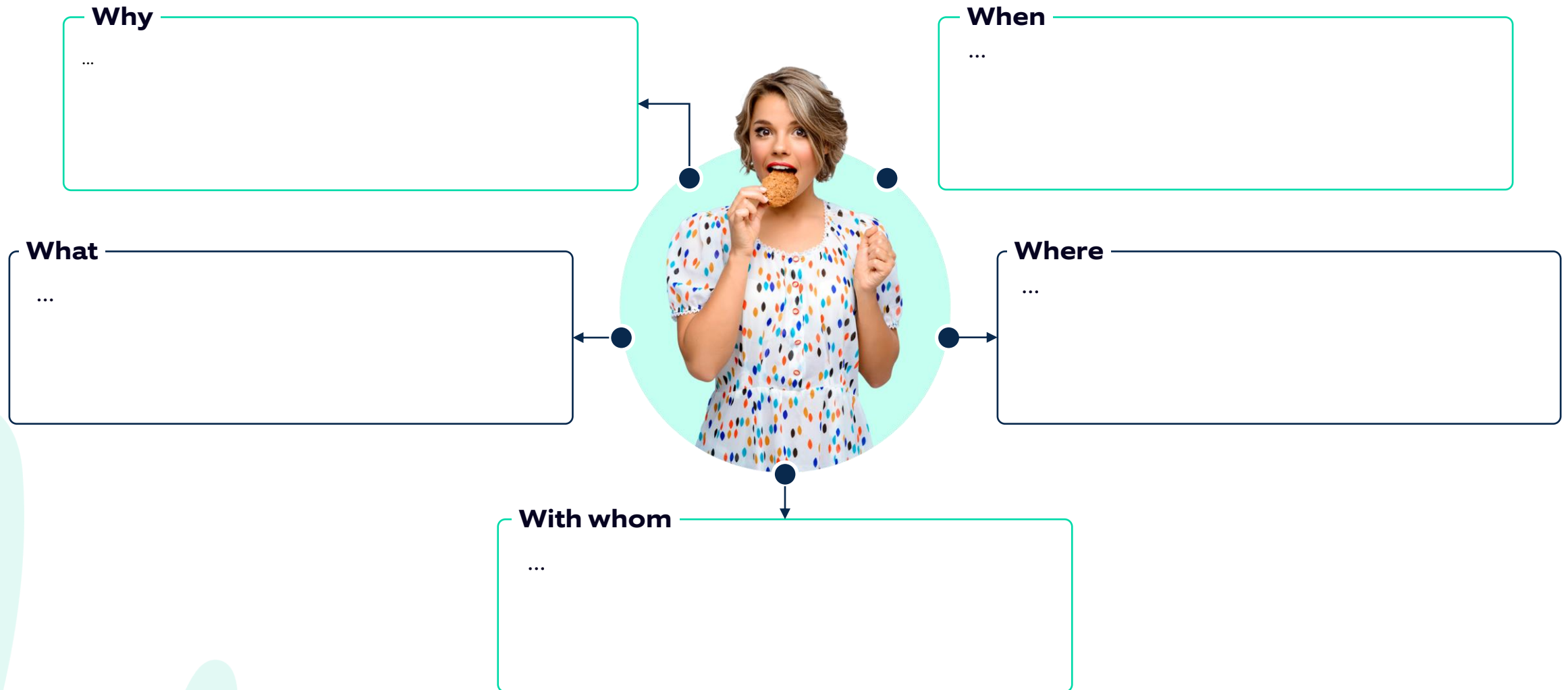


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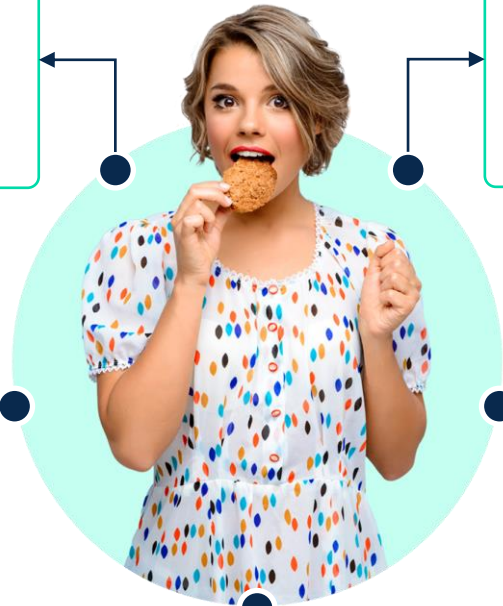
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Cookie consumption Rituals



LATAM cookies rituals of consumption



Why

Drivers

- **ALL:** Cravings, Elevate mood, Anxiety



When

Time of consumption: Users do not tend to communicate that

 **Gua:** Dinner + movies

 **Col:** Breakfast + movies/tv

 **Mex:** Snack + movies/series

What

Flavors

 **Gua:** Choco chips, vanilla, lemon

 **Col:** Chocolate, Vanilla, Lemon

 **Mex:** Chocolate, Chocolate Chips, Vanilla

Where

Place of consumption

 **Gua:** Dining room, living room

 **Col:** Dining room, living room

 **Mex:** Living room, Bedroom, Kitchen

With whom

Companionship: Users do not tend to communicate that

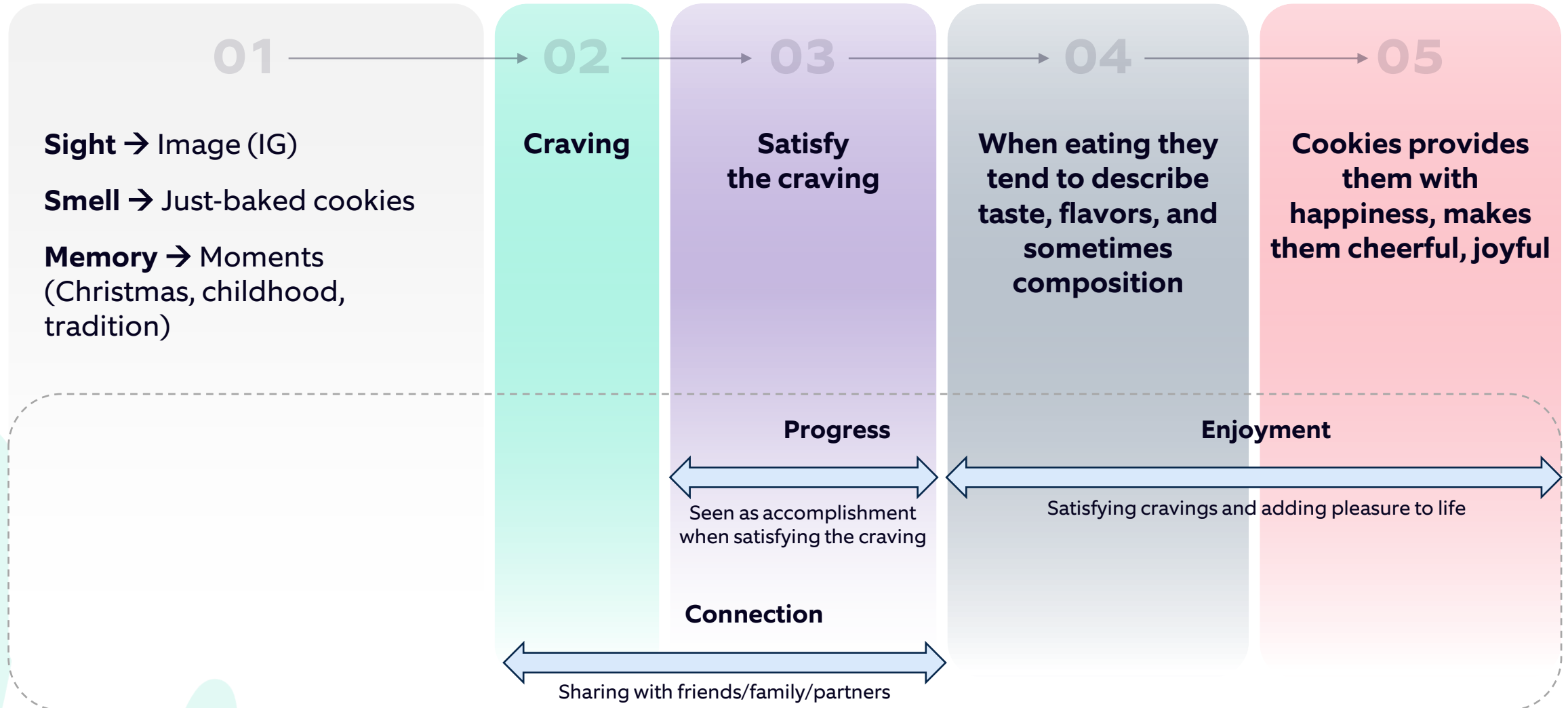
 **Gua:** Family, partners, friends

 **Col:** Family, partners, friends

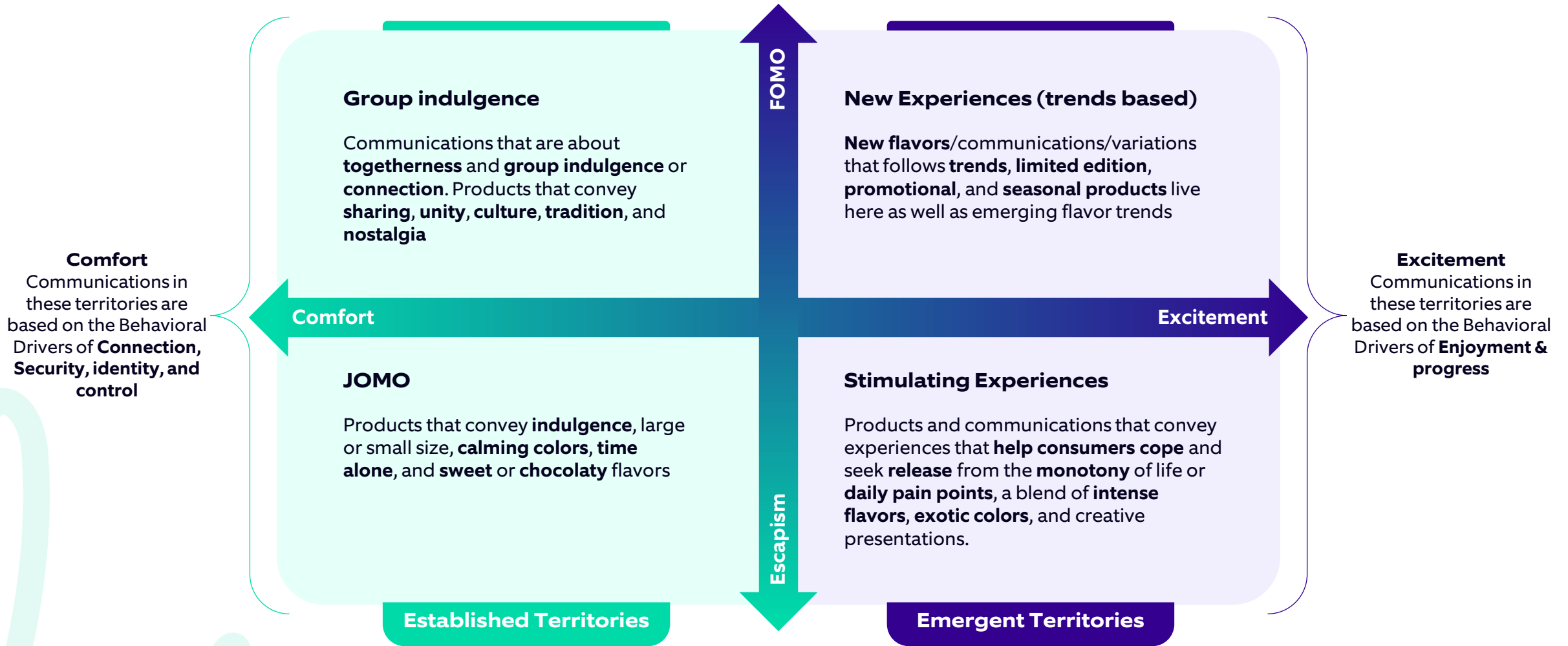
 **Mex:** Family, partners, alone, friends



Rituals of consumption graph



Key spaces in the cookie consumption landscape





“Group Indulgence” space

Communicating a familiar, comfortable, and “shared” experience is key for success in this arena.

Communication strategies

Sensorial: Warm, bittersweet to sweet, gowy and chewable, softness

Setting: Watching a movie or sports game with friends and family, breakfast, or at work/school

Pairings: Few pairings, but focus on the detail and sensorial

Ritual cue: Breaking the cookie in half, handing and gifting the cookie to someone pre-consumption

Behavioral Drivers

Connection & Identity:

Connection: Meaningful moments shared with others drives underlying emotional cravings for cookies for products and areas that navigate the “group Indulgence” space

Identity: Products and communications that remind consumers of their childhood, that brings them closer to themselves, their past, and others

Semiotic Cues

Icon: Image of cookie

Symbol: National symbols, flags, culturally relevant designs, traditional packaging, nostalgic cartoons, figures relating to childhood

Color: Bright or earthy

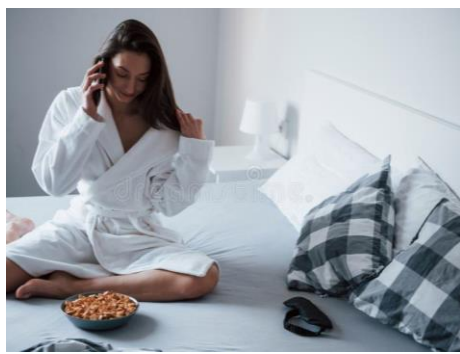
Index: Texture, chocolate chips, patterns of chips or baking pan

Emotional Triggers

Social Stress: Political turmoil, inflation, and other macro stressors may drive people to more intimate settings with people that the consumer may feel they may trust

Cold climate: When the weather is cold people seek the warmth of others





“JOMO” space

Communicating personal pleasure that represents comfort, escapism, familiarity, and is indulgent

Communication strategies

Sensorial: Crunchiness, the sound of the crunch, smell, texture of cookie

Setting: Watching a movie, on the couch, fully engaged in the experience, lights dimmed

Pairings: Milk, coffee, tea, cold and warm drinks

Ritual cues: Biting down on cookie, getting chocolate on fingers from holding the cookie slightly too long in your hand out of delight

Semiotic Cues

Icon: Image of cookie

Symbol: Permissibility symbols that enhance the experience by reducing guilt: vegan, gluten free, organic, low sugar, made with natural ingredients, etc.

Color: Blues and reds for calm and primal desire

Index: Chocolate on mouth or fingers, warm environments, pairings

Behavioral Drivers

Security & Control:

Security: Consumers want to be told that they are in a safe place, not at work or school or driving; rather, at home and alone

Control: They command the environment, their whole world changes around them and revolves around them as they indulge fully into the experience

Emotional Triggers

Interpersonal Stress: Having a long day at work, stress with partner, or schoolwork

Anxiety: Escaping an anxiety-inducing situation or an impending event



“New Experience” space

A space where consumers seek connection as well as exciting new opportunities

Communication strategies

- Sensorial:** Salty/sweet, complex flavor, floral and sweet smells,
- Setting:** Going out with friends, at the park or beach, or at home watching a movie
- Pairings:** Not many, focused on the consumption experience
- Ritual cue:** Savoring the taste, “seeing” the cookie and admiring it pre-consumption

Behavioral Drivers

Enjoyment:

Enjoyment: Meaningful moments shared with others drives underlying emotional cravings for cookies for products and areas that navigate the “group Indulgence” space

Semiotic Cues

- Icon:** Image of cookie
- Symbol:** Pop culture, fashion brands, social media influencers
- Color:** Bright and flashy, pastel and cute
- Index:** Color to indicate flavors, textures that are smooth.

Emotional Triggers

- Social Isolation:** Feeling socially isolated, having depression, feeling sick, or simply bored instigates “New Experience” consumerism
- Monotony:** Routines need to be disrupted, especially in lower-context cultures where individualism is valued most

*Code is based on trending Behavioral Drivers, product category trends and associated semiotic cues, as well as the “what, whom, why, when, and where” associated to cookie consumption across markets in social conversations





“Stimulating Experience” space

Communicating an out-of-this-world experience to help consumers escape reality



Communication strategies

Sensorial: Intense flavor, irregular shape, pleasantly smelling, fruity, citrusy, or berry flavors

Setting: Alone in a park, beach, or at home

Pairings: Water, milk, or coffee

Ritual cues: Briefly admiring cookie, have a preparation process whether it is setting up a table or preparing pairings

Semiotic Cues

Icon: Image of cookie

Symbol: Symbols that convey emotional benefits such as one saying product promotes a charity or does something for society

Color: Blues and yellows

Index: Ingredients associated to the product that make it stimulating



Behavioral Drivers

Progress:

Progress: The communication or packaging has to elevate the consumers mood, potentially through conveying status or emotional benefit

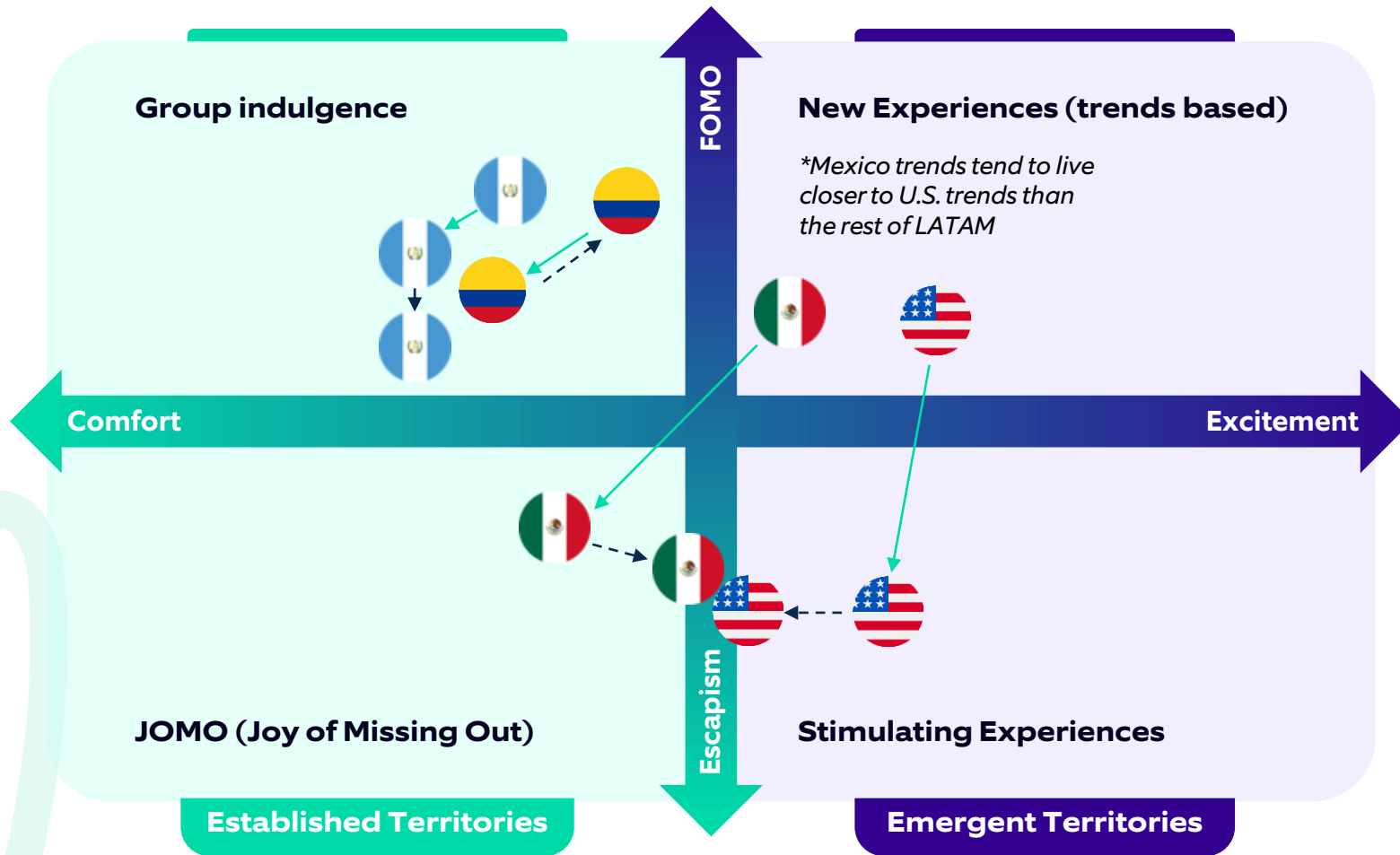
Emotional Triggers

Internal conflict: Having a conflicting perception of self or low self esteem can take a consumer to desire a product that gives them release and a sense of transformation

Anxiety: Avoiding an impending event may drive up cravings in this space



Predicting shifts in craving preferences for LATAM Countries



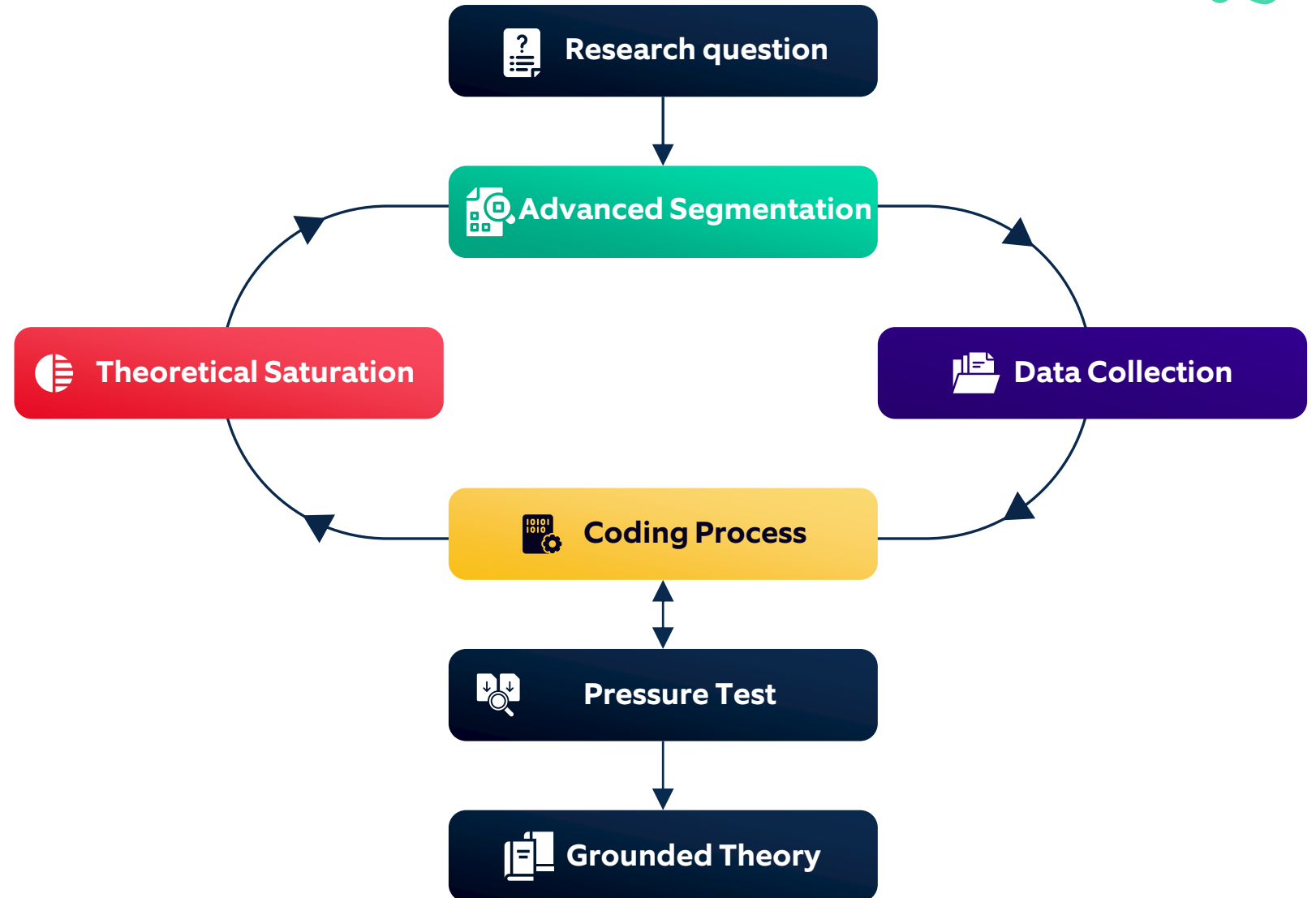
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Before: Breaking away from restraints of pandemic, group-oriented Mexico was craving new experiences, similar to US
Now: Hindered by inflation and ensuing COVID waves, Mexico has reverted back to isolated comfort with a desire to “escape” and find new experiences
After: Mexico may go towards products that communicate stimulating experiences to escape the restrictions imposed by inflation, finding proximity once again with U.S. trends
- 

Before: Consuming cookies in gathering settings characterized the landscape, with consumers seeking potentially new trend-based experiences
Now: Colombians revert to a comfort zone due to inflation.
After: Colombia may find itself returning to seeking new experiences yet still in the group indulgence territory.
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Before: Family oriented, Gua remains comfort-leaning
Now: Guatemalans find more comfort in cookies as a result of price barriers
After: Gua may move closer towards escapism aftereffects of continuing economic strain

Peeling the Onion



Approach to **Brand Insights**



The Goal:

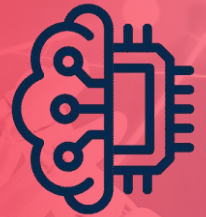
Going beyond asking the “what” and “how”
to asking the “why” behind customer behaviors.



Digital Tools



Human-Centric Methods



AI-Enabled

Making sense of the data



Not everything valuable is measurable



**Stay curious
to stay relevant**

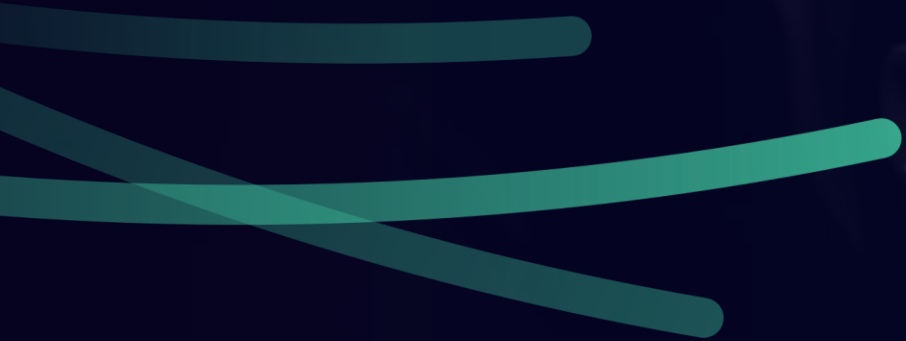


How to start thinking like an Insights Scientist?





Unleashing the True Potential of Digital Insights



Propelling Forward: The Value of Digital Insights for YOUR Business



Competitive Advantage:

Identify consumer trends, needs, barriers, and market trends (local and external) to outpace competitors and innovate with emerging technologies.



Targeted Marketing & Advertising

Gain a holistic understanding of your consumers experiences, behaviors, rituals, pain points and goals to develop better products and experiences that matches their expectations.



Improved Consumer Retention

Understand the consumer journey, identify key touchpoints – both digital and physical – explore regional variations in user search behavior to drive growth through compelling experiences that foster customer loyalty.



Holistic brand health overview

Deconstruct visual cues, explore cultural perceptions, and analyze behavioral attitudes across various life stages to attain a comprehensive understanding of your brand's perception.



Product Life Cycle Management

Utilizing Digital Insights enables a comprehensive understanding of your consumer's life cycle, facilitating efficient portfolio management and informed strategic decision-making.



New Innovation & Collaboration

Discover untapped opportunities for innovation, amplify your messages through collaborations with brand champions, and venture into new markets for expansion.

We can help you with this and much more....



Thank You!



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