

On-The -Go!



Ever since man invented the wheel there has been an endless race for more convenience. Today's food and drink industry has met this deep human desire by offering fast food, 24-7 stores and semi-manufactured products.

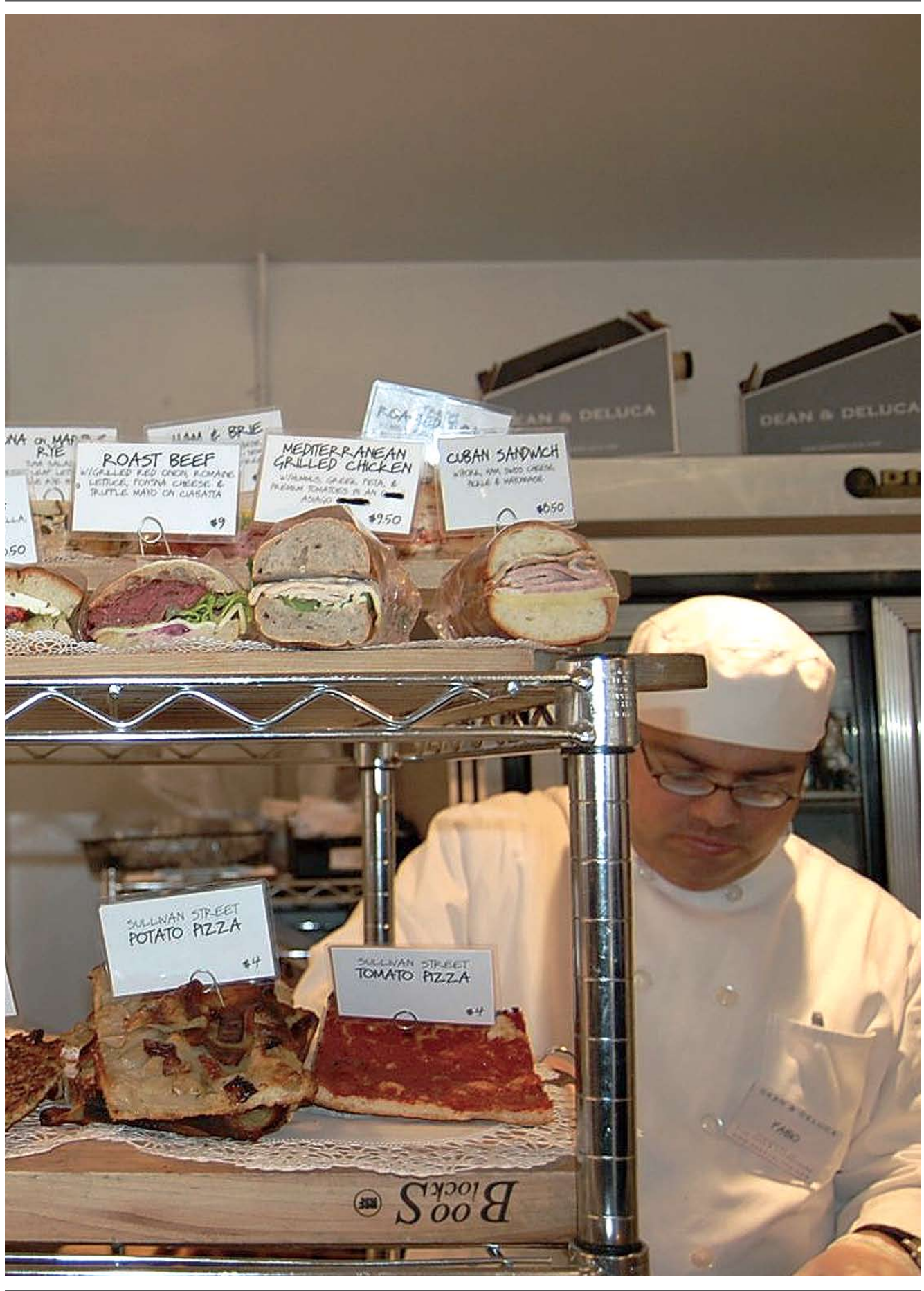
During the last decade the concept of “on-the-go” has emerged as an increasingly important food and drink category. The questions now however are:

- **How will on-the-go develop from here?**
- **How will consumer preferences shift in the coming years?**
- **What concepts may appear and which of them will be successful?**
- **What other important issues and trends will influence on-the-go?**

This multi-client study aims at answering questions like these. The project will use qualitative methods (ethnography) to get under the skin of today's consumers. The results will be analyzed and interpreted in the light of No Picnic's previous consumer research. The project will start during the summer of 2010 and the results will be presented on the 23rd of October 2010.

What will you get?

By participating in this project you will get a “one-stop-shop” for the latest trends within consumer behavior related to on-the-go. The following parts are included in the project:



Ethnographic study.

To obtain a broad perspective the 24 respondents (people to be studied) are picked from four different countries (six per country). The countries are Sweden, Norway, Finland and Denmark.

The field work will be conducted by native ethnographers with thorough understanding of the local culture. Ethnographic methods included are participating observation, deep interviews and photo-elicitation.

Participant observation

Participant observation means following and tracking the respondents in their daily life. By spending time with them and studying their real behaviour when it comes to food, shopping, convenience, health etc. we get an understanding of what they actually do. In addition our ethnographers ask follow-up questions to get better insights of why they behave like this.





Deep interviews

The ethnographers make a thorough interview with each respondent to get a broader view of their life in general, as well as collecting demographic variables, e.g. age, income, living conditions, family, friends, etc. All interviews are recorded, transcribed and translated for further analysis.



Photo elicitation

By showing pictures of meals, packaging, food stores etc. the ethnographers have a conversation with each respondent. The respondents comment the pictures and describe what they see and how they feel. This is a way of triggering a response and getting a deeper understanding of how they perceive the world.

Workshop seminar.

To transfer all findings and insights to you the analyzed material will be presented during a half day workshop seminar (1pm-5pm, Oct. 23). The results will be discussed in plenum. In addition there will be a panel with experts in the fields of consumer insight, food and packaging.

Workshop Seminar at No Picnic
Autumn 2009



Report.

A final visually appealing report, highlighting the key results, will be produced and printed. You will also get the report in a digital format (PDF) plus a PowerPoint-presentation with speaker notes for internal presentations.

Example of report from previous ethnographic study
Spring 2010



How can you use the results?

The results from this study can be used in different ways throughout your organization. Just to list a few examples:

- **Product and service development**

What future consumer demands can you meet already today?

- **Packaging design**

What will be needed to attract the attention of future consumers?

- **As a basis for strategic change and business development**

Is there a need for new strategies?

Who should join?

The study is aimed at B2C as well as B2B companies in the food and drink industry, that want to get a deeper understanding of consumer behaviors and preferences related to on-the-go.

Costs

The cost to participate per company is:

Co-organizer 70 000 SEK*

Participant 35 000 SEK

(Maximum 2 people per company)

* As a co-organizer you get the possibility to influence the focus of the study to suit your particular needs, e.g. a particular product category.

Contact details

Please do not hesitate to contact us for further information or to discuss how you and your company can benefit from this study.

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About No Picnic

No Picnic is a strategic design and innovation agency based in Stockholm. We work with the whole innovation process, from research to concept, service and product development. We are currently 50 people with different backgrounds: trend analysts, graphic designers, product designers, architects, engineers and strategists. The company was founded in 1993 by a group of industrial designers.

No Picnic Consumer Insight is a department devoted to one question: what is going on in the real world? By using ethnographic methods we research what real people think and how they behave. No Picnic has its own global network

of educated field researchers carrying out ethnographic consumer research supervised by an experienced trend analysis team. Based on the conclusions from the ethnographic research we generate innovative ideas for future business development. These ideas are then visualized by our world-class, awardwinning designers. By visualizing the ideas we take the conclusions one step further and bridge the gap between logic and magic.

Examples of product and packaging designs
by No Picnic 1993 - 2010

