



CUE CONNECT: A COMMUNICATION SHOWCASE

 **cueinsights**



Cue Connect: A Communication Showcase

- **Cue Connect** is a strategic add-on communication that links the key insights to a specialized audience in a personalized and professional format.



- While the familiar Executive Summary and key findings tell the complete insight story, **Cue Connect** relates the most impactful message from the research to specialized stakeholder audiences.
- **Cue Connect** personally engages the audience and provides additional benefits:
 - **Enhancing** added value that our clients bring to their stakeholders as they take pride in sharing discoveries
 - **Bringing opportunity** to gain exposure to a wider breadth of audience
 - **Providing a high quality, affordable communication** without pricing and timing constraints seen with large ad and consulting firms.

STRATEGIC COMMUNICATION THAT SHOWCASES THE KEY INSIGHTS

In addition to this...

14 Executive Summary slides
105 Detailed slides

You also receive this...

Single communication

Cue Connect Examples of Use

- Cue Connect is typically implemented when results need to go *beyond* the primary client.
- Specific examples of use include:
 - **Scientific Conference:** Product Development Path illustration at the client booth
 - **Cross Functional Claims Development Workshop:** Training and facilitation guide
 - **Upper Management:** Communicate study findings (*see graphic on previous slide*)

BABY PRODUCT CLAIMS DEVELOPMENT RESOURCE
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FOUNDATIONAL (Left side): SAFETY, CONVENIENCE, HEALTHY DEV., ENJOYMENT. **OPTIMIZING** (Right side)

BABY FOCUSED (Bottom)

BENEFITS

- Lorem ipsum
- Aliquam
- Duis imperdiet
- Maecenas
- Convelis
- Oloids
- Olores vel mauri
- Quam repedit
- Nihil in erat
- Consequat

PACKAGING

- Vivamus sed erat
- Fusce non metus
- Cras vel est porta
- Aenean pellentesque
- Ut viverra du
- Donec egestas libero
- Augue fructibus perne

SAFETY

- Consectetur adipiscing elit
- Praen nec libero pharetra
- Nullam a libero mollis
- Praesent in odio
- Cras ornare nunc
- Curabitur fringilla lectus
- Sed et mi pulvinar

IN-USE

- Vivamus in velit
- In telerisque
- Vestibulum in risus
- Curabitur
- Convelis metus vel massa
- Vel accumsan ipsum dapibus

FORM

- Duis id lectus
- Vestibulum vulputate
- In ultramproper libero
- Magna feugiat viverra
- Mauris in amet
- Vulputate aliquam

INGREDIENTS

- Proin
- Praesent
- Cras
- Mauris
- Nulla
- Supplidise
- Egesta
- Aliquam
- Vestibulum
- Tempus

SENSORY / FUN

- Vivamus sed nibh
- Nulla quis lacus (sapien interdum)
- Cras et metus
- Sed perferendis odio
- Praesitula (sapien vel leo)
- Risus (congue hendrerit)

ALL NATURAL

- Nunc in neque
- Fusce
- Lacus tristique
- Praesitula
- Nulla elemeum

INNOVATION Path
Capitalize on the technology inherent in **VEGETILITY**

PRODUCT Architecture

- MIXED**: Products that incorporate distinct pool use
- ESSENTIAL**: A ring system where the user controls the use of each product
- SEPARATE**: Products that are used separately/independently in different situations

Align with the right SETTINGS + CIRCUMSTANCES: Products with dual ingredients must be used in the same setting. E.g., berries used at beach become dirtied with sand and grease and consumers will not take them to a clean post-sun exposure setting (e.g., bathroom, bed, shower)

Reach the right DEMOGRAPHICS: E.g., Adult usage for skin health and beauty benefits, child usage for convenience and protection.

Focus development on "MIX" IDEAS which were the most well-received. "Essential" and "Separate" ideas were often dismissed as unworkable, wasteful and unbusinesslike.

FEATURE Spectrum

LIABILITY	FEATURE	BENEFIT
EMOTIONAL FEATURES	Price value, feature, packaging	Saving money
CONCRETE	Highly visible, available for display	Confidence in ingredient quality
PROFITABLE	Proprietary, real use of ingredients	Gain free usage
SKIN HEALTH FEATURES	N/A	Products from UV damage
MOULDED	Enhance skin health	Youthfulness
DIFFERENTIATED	Subtle, neutral after-sun response	Long-term skin health
UTILITY FEATURES	Less time to use for products, minimal application	Time savings
COOLING	Products packaged together	Compliance with regulations
REPAIR	Products packaged together	Consumers less likely to "forget" oil

DUAL Chamber TECHNOLOGY

Two products paired by a physical barrier. Driven by patented patented B2V barrier, can enable innovative formulations in a single package format. Advantages include durability, stability, novel effects (i.e., foaming or gelling), and versatile zinc products.

SUCCESS Factors

- SYNERGISTIC benefits
- SENSORY benefits
- SKIN HEALTH benefits
- SKIN BEAUTY benefits
- MULTITASKING product use
- CONSUMER LANGUAGE without negative connotation

IDEA Framework

- NEW SOLUTION PROBLEM**: The skin does not change over time until before, and you can use needs help with cooling and managing the skin's moisture.
- NEW SOLUTION PROBLEM**: Introducing Product X, an after-sun spray designed to be used after a day in the sun.
- PROTECTIVE BASE CRYSTAL AND SPF STABILIZER**: Consumers are an important part of outdoor activities, but sometimes you worry about getting sunburned from your previous day's activities.
- PROTECTIVE BASE CRYSTAL AND SPF STABILIZER**: Introducing Product X, a new way to get sun protection without the active ingredients of sunscreen penetrating your skin.
- VITAMIN ENRICHED SPF STABILIZER**: You're to be responsible with great sun protection practices for your skin, but you worry about tanning too much sun. Introducing Product X, a vitamin-enriched sunscreen designed to reward your skin with vitamins to create softer, healthier, better-looking skin.
- PROTECTIVE BASE CRYSTAL AND SPF STABILIZER**: This sunscreen spray is infused with a vitamin serum that gets distributed into your skin during application, replenishing your skin with the vitamins that your sunscreen blocks your body from absorbing.

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How Cue Connect is Implemented

- **Cue Connect** benefits from a collaborative effort between Cue Insights and the primary client.
- First, they work together to establish the key insights based on the key findings and the brand strategy.



- Next, the client provides information on the specialized audience so that **Cue Connect** can personalize the link between the key insights and the specialized audience.



CUE CONNECT BACKGROUND

- **Cue Connect** applies best practices from an industry-leading communication agency to market research.
- **Cue Connect** was inspired by the process that ad agencies use to develop creative briefs.
 - This process is a comprehensive approach that keeps the end user on the center stage.





THANK YOU



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