

Scrappy research tactics

Virtual
Insight
Summit



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Studio abstract:

Bootstrapping: act as if you have no budget even if you do have some. But bootstrapping isn't just about fast and low cost — it can get you to interesting new places too.

Instructions:

Use the scenario and prompts provided to explore stretching into new spaces for insight. Share your thoughts with colleagues afterward or save them for your own reference.

Scenario:

“Mood Food” – You help manage a food brand that wants to position itself as giving customers a mental or emotional “boost.” You’ve been asked to think about all the different and interesting places where mood, mental health, and emotional positivity might feature to better inform the brand approach.

- 1** List out all the potentially related stretchy spaces that might give you an interesting perspective on mood, mental health and positivity. Try to think about it from a consumer, cultural, expert, and brand perspective to get a 360 view.
 - For example, one space might be getting insight from motivational speakers.

- 2** Pick 2 spaces from your list that interest you most and jot down where and how you would get insight from these spaces.

Would you look for blogs and websites online? Go to magazines? Interview someone? How would you go about it and what would you be looking for?

- For example, for motivational speakers, you could watch one of their videos and note down what some of the drivers of positivity are in their message.

- 3** Finally, review your answers above and consider the questions below.

- Do they spark any ideas for how to take a different approach in your own organization?
- If yes, list the next few actions you could take to advance this thinking internally.