

Discovery *In-Market Workshops*

Getting beyond conventional wisdom - an innovative, more revealing and real-life alternative to focus groups



Breaking new ground

Discovery Workshops are high energy, interactive working sessions that get your external target audiences sharing their experiences and deep-rooted beliefs, motivations and values and putting this insight to work for you.

Based on the principles of collaboration, rather than evaluation, and using highly creative techniques, Discovery Workshops harness the collective wisdom and imagination of the people you want to influence to discover new thinking, new ideas and new territory to claim.

An insight-rich, detailed, narrative report

with high visual content is delivered within 10 working days. It begins with *The Bigger Picture* and ends with very specific guiding principles for *Breaking New Ground*.

Why Discovery Workshops work

- They capitalize on the power and efficiency of the larger group. A typical Discovery Workshop involves between 18 and 32 target consumers, separated into 3-4 teams which encourages engaged and active participation.
- Different target group segments typically attend the same Workshop to spark debate and challenge the status quo. Being able to see how people influence each other, how they challenge each others' opinions, ask each other questions or try to persuade or dissuade others from certain points of view is extremely revealing and more closely mirrors what happens in the real world.
- They are anchored in *collaboration*, not evaluation; rather than sitting back in judgement, participants literally and figuratively lean forward to identify and solve problems and develop new solutions.
- They use non-traditional, highly creative visual stimuli and proprietary projective techniques to help surface those unfulfilled, unrecognized and under-merchandized needs to get beyond conventional wisdom and fuel sustainable competitive advantage.
- There are no one-way mirrors or separate client viewing rooms. Clients and other stakeholders are on the spot observers and are often given specific roles to play as they join in the discovery process.
- This format is not only insight-rich but very efficient. One Workshop is usually all that is required in any market.
- The Workshops are run by two highly experienced facilitators with a track record in communications, marketing and research.

Putting them to work for you

Discovery Workshops are customized to meet a client's specific needs and can address a wide range of issues and objectives. For example:

- inspire and bring dimension to a new product or service
- uncover new opportunities for a mature brand
- gain a much broader and deeper understanding of the dynamics of an organization or brand, its equity, its elasticity, its hidden strengths and potential fault lines
- surface potent positioning territories
- more fully understand the range of beliefs and feelings about current controversial social or political issues and how to influence them
- solicit ideas and ways of working together from different community stakeholders
- collaborate with customers on how to tackle a serious issue facing the company
- delve deeper into the lives of target audiences and the client organization's role in them

"Not everything that can be counted counts, and not everything that counts can be counted."
Albert Einstein

Logistics

- A typical Discovery Workshop involves 18-32 participants, working in teams. It lasts 3 hours
- COST: \$26,000 - \$32,000 + HST depending on required number of participants, demographics, and desired location

Significant geographic variations can make multiple Workshops necessary. A 5-10% discount is applied to additional sessions.

Past clients

Sectors as diverse as energy, telecommunications, government, advertising, automotive, financial services, retail, packaged goods, education and health services.

www.TerraNova-msi.com

LOUISE DOUCET ldoucet@TerraNova-msi.com 416-697-6052

LIZ TORLEE ltorlee@TerraNova-msi.com 416-949-1020

