



**Emergenetics provides us with the unique lens that allows us the ability to see the world from the respondent's perspective.**

*Melissa Mizer, Founder*

**Sprout Strategy is a brand growth boutique offering brand and communication strategy, market research, consumer immersions, ideation and trend identification who has created a distinct methodology for conducting market research and focus groups called GEM.**

GEM's unique focus is built on what they call "human sense", the desire to know and understand consumers from their perspective. The result is a more holistic and tangible recruitment of research respondents—resulting in more profound and nuanced insights and actionable recommendations for clients.

### **Sprout and Emergenetics International > A More Advanced Market Research Strategy**

With a research and recruitment model centered on delivering a wholly different, and more effective gauge of personal reaction to brands, products, campaigns and other marketing messages, Sprout had differentiated themselves from traditional market research firms. Finding more qualified, knowledgeable and influential research participants armed Sprout with more advanced findings for their clients.

With an eye on continual improvement, Sprout looked to Emergenetics to add an additional layer of focus group insight that tied respondent results to thinking and behavioral preferences. Sprout partnered with Emergenetics International to advance this research strategy even further, integrating the Emergenetics Profile into the recruitment process and Profile analysis into their findings.

*"By adding Emergenetics to our process we believe it provides an added layer of rigor to the recruiting process and therefore research analysis due to our ability to include it as a recruiting specification and/or an analysis tool."* - Melissa Mizer, Founder



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## Overview > How Sprout Utilizes Emergenetics in the Marketplace

### Schupp and Co. Project

Sprout was retained by Schupp and Co., a full-service advertising and marketing agency with strong emphasis in on-premise retail solutions. Schupp's on-premise expertise extends to developing channel strategy and planning, creating meaningful dialogue and lasting relationships with key influencers, and keeping a finger on the pulse of both the target consumer and the retailer.



Schupp hired Sprout to help them understand the best ways to ultimately drive more sales at a consumer level for their major alcohol beverage clients, including MillerCoors, whose Miller Lite brand was specifically explored in this research. Because Schupp's work centers on on-premise marketing, it is critical to gain the input not just of end consumers (bar patrons) but also of the many intermediary influencers that drive a brand and a campaign's success (the bars/restaurants themselves, the servers and bartenders, and the beverage distributors).

In this particular study, Schupp focused on the bartenders and servers, as they hold a huge influence over beer sales—driving approximately \$6.2 billion in sales each year—and can foster brand loyalty. Sprout's focus was on gaining a deeper insight in to their mindset, working environment, practices and needs, looking specifically at the following objectives:

- 1. Gain insight into bartender/server perception of the light beer category.**
- 2. Gauge the role bartenders/servers are willing to play and level of involvement they are willing to contribute during promotional periods.**
- 3. Determine the tools, resources, knowledge bartenders/servers feel will help them do their job better.**

Because Sprout's approach is one of high-quality and in-depth qualitative research, they specifically sought out a mix of research respondents that fell into specific categories including the type of establishment in which they worked, age and gender, and experience. This allows Sprout to pinpoint those respondents whose opinions and responses would deliver the deepest and most reliable insight. Sprout narrowed the pool of respondents to 13 participants, all of whom would be interviewed extensively and given an Emergenetics Profile. This level of personalization and qualitative focus sets Sprout apart from the traditional mass-produced focus group and detects valuable insights by those people pre-selected to produce them.

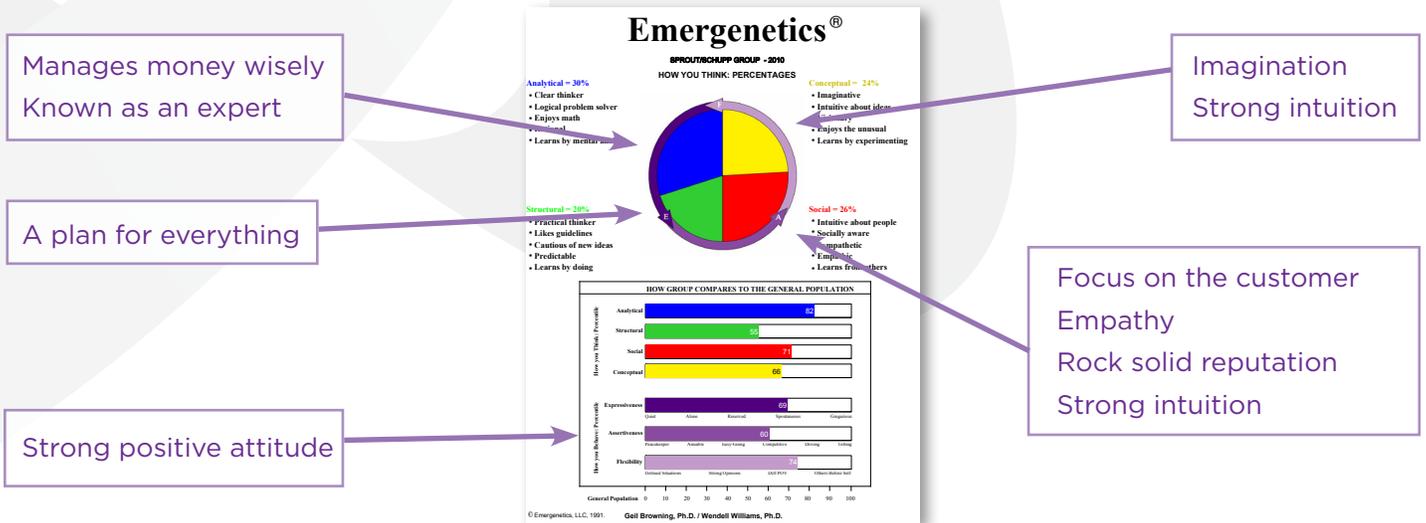


## Case Study Findings > Implications for Schupp

Through Sprout's proprietary research intake process, including detailed Videoblogs for participant reactions as well as the Emergenetics Profile results, key findings emerged:

1. An initial hypothesis (shared by Sprout and Schupp) on the way that bartenders/servers viewed their work—namely as a “job” (in the vein of a necessity) as opposed to a “career” (which hypothetically is tied to true passion for or longevity in a particular profession) proved incorrect. This was evident in respondent comments—“I like this work because I have a feeling of control...I'm in control of my own destiny.” In-depth survey findings reinforced these comments and indicated an entrepreneurial spirit: desire for control, desire to create something, a desire to make the customer happy, a feeling of freedom.
2. Emergenetics Profile results painted an interesting and revealing picture of the group—as a whole, the respondents had preferences in Analytical, Social and Conceptual Thinking. They were more likely to exhibit a more gregarious, outgoing level of Expressiveness, a tendency to put others before themselves and be open to a changing environment (Flexibility) and an Assertiveness level could be both directive or more amiable depending on the situation. Additionally, every participant had a preference in Analytical Thinking, but less than 40% had a preference in Structural Thinking. *The more abstract and right-brained make-up of the respondents actually fell in line with additional research done by Sprout on proven characteristics of entrepreneurs.*

### Comparing Entrepreneurial Characteristics with Emergenetics Attributes



Via their Emergenetics results, this group demonstrated that for success in their work, they needed strong interpersonal skills and tendencies, the ability to see the big picture, and an element of control and ownership.



## Case Study Findings > Implications for Schupp *cont.*

Sprout's findings created a whole new way for Schupp to understand and relate to one of their most important market segments. According to Mizer, "This is a game-changer, because Schupp (and their clients) can now see bartenders and servers as a business segment—traditional promotions and giveaways won't work, because this group sees themselves as entrepreneurs, and they need knowledge and a partner to help them grow their own business."

**For Schupp, Emergenetics helped Sprout lay out a plan of action to engage bartenders and servers to be true brand assets. Sprout focused their results into several key next steps and implications for Schupp:**

- **Create more varied formats to deliver education on products** – A Conceptual and Flexible approach
- **Create special and interesting ways for servers and bartenders to proactively educate themselves** – This appeals to the Analytical and Social parts of the brain
- **Develop clear connections between education and sharing with customers** – With a group tending toward 3/3rd Expressiveness, this is an ideal format to encourage brand ambassadorship
- **Develop written recommendations and information for servers and bartenders and allow for research** – This resonates on an Analytical level
- **Provide opportunities for sharing insights back to the brands and to the customers** – A Social and Expressive approach
- **Recognize the need for value in terms of customer desires** – Appeals to the Analytical part of the brain

With this level of depth, Schupp was able to glean new and unexpected insights from Sprout's work. In particular, the characterization of bartenders and servers as entrepreneurs, and their calls for more education on beer-brands and beer as a whole, created a new avenue for Schupp to market to.

## Next Steps > Implementation

Sprout presented a full project write-up with detailed recommendations to Schupp—this plan is currently being reviewed by Schupp's executive team and is being considered in the company's 2011 strategic plan.



## Overall Results > Sprout and Emergenetics International Partnership

This project for Schupp represents a template for Sprout in using Emergenetics in their work and culling new information that even a nontraditional and far more comprehensive focus group process like theirs may not always find. According to Sprout Emergenetics helped them:

- **Find Additional Data Points and Context** – With Emergenetics, we are able to put into context where our respondents' answers are coming from.
- **Gain Clarity on an Individual Standpoint** – Adding Emergenetics to our process allows us to get to know our respondents so much deeper and more effectively. This is critical since our competitive differentiator is this more immersive approach to focus groups and market research.
- **Eliminate Bias and Assumption** – It is amazing how Emergenetics Profiles help us refrain from jumping to conclusions. When we see our respondents' answers through the lens of Emergenetics, we have a clearer picture.
- **Find more Nuanced Insights** – We can use Emergenetics Profiles to better ascertain the meaning behind responses. For example, in the Schupp project and our findings on the need for respect, without Emergenetics, respect may have been characterized as a need for more gifts and promotions. However, with our knowledge of respondents' Emergenetics Profiles, we knew that respect translated into things like education and partnership.

