



Aperture

Psychological Insight

Some Frequently Asked Questions

The application of business psychology in B2B sales and marketing is a relatively new phenomenon – and it's one that we at Aperture are delighted to be leading.

As it's so new, it's understandable that clients often have a lot of questions. Below are answers to some of the more common ones. If you have any that aren't covered here, then do let us know at hello@apertureinsights.com.



What's the difference between a psychological approach to insight gathering and more traditional forms of market research?

Traditional market research only measures conscious responses to questions. In the simplest terms, in traditional research someone is asked for their opinion on something, then what they say is recorded and analysed.

There are two problems with this. The first is that the way the human brain works means that 95% of our decision-making is non-conscious, and therefore hidden from our view. So we often don't understand why we think and feel as we do. The second problem is that, when asked to explain ourselves to others, we tend to make things up to save face. This makes traditional research wholly unreliable.

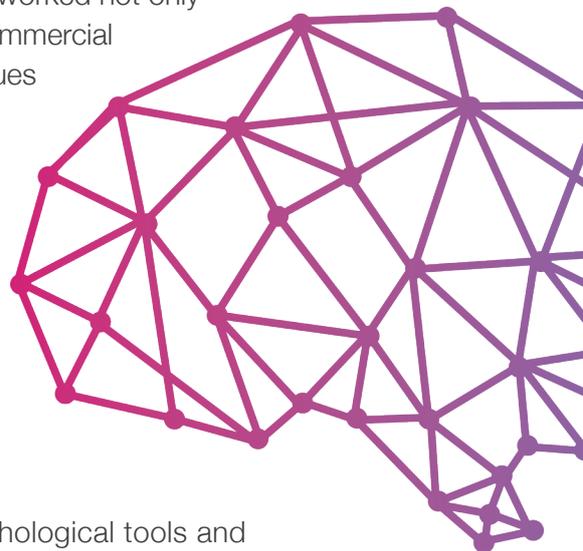
A psychological approach to insight gathering looks beyond what respondents say to identify what they really think and feel, which is what drives their behaviour. In effect, it assesses the hidden 95%. This makes it far more reliable than traditional market research.

Indeed, it is often when we compare and contrast the findings of traditional market research with psychological insight that we can spot salient differences between what people say and what they actually think. These differences often provide big clues about issues that brands need to address.

But how can you be sure that your insights are accurate?

It's common for our insights to directly contradict the findings of traditional market research. This is because people are notorious for saying one thing and doing another – and it's the driving forces behind this that we will uncover.

So we need to be able to stand firm in our findings. We can do this because all our insights are gathered by Chartered Psychologists who have worked not only at the highest levels of academia but also across multiple commercial categories, usually for a decade plus. The tools and techniques themselves have been developed based on award-winning research by renowned scientists such as Daniel Kahneman. Finally, our Psychologists conform to the highest academic standards and adopt best practice techniques such as peer reviewing to ensure that all findings are robust.



How does it work?

The Aperture team has developed a unique range of psychological tools and techniques that we can deploy in order to answer a range of questions about categories, competitive sets, brands, products, communication campaigns, design treatments – the list is, in effect, endless.

These tools and techniques are modular, and both quantitative (numerical data-driven) and qualitative (story-driven) in nature. We often use quant and qual techniques in combination, and can deploy them across different markets and verticals as required (including non-English speaking markets). We employ native psychologists in each market to ensure that no important nuances get 'lost in translation'.

As a general rule, we will start any project by developing a range of hypotheses that the research will then proceed to validate or invalidate. We tend to devise research scopes in close collaboration with our clients. This ensures that our work is efficient and focused on the issues where the greatest business threat or opportunity exists.

Clients are welcome to observe the research process itself, which generally takes a minimum of 4-6 weeks to conclude. Many clients have found the process of listening to what their target market is saying illuminating in its own right – even before our psychologists perform their analysis.

When we've concluded our analysis, we actively work with clients to turn insight into strategy that is viable and effective in the real world. This focus on action is another critical way in which Aperture's work differs from traditional market research, which can often leave clients asking "What now?"

Surely your clients' customers are wary of participating in such exercises – or just too busy to do so?

On the contrary – we have around a 90% uptake in participation! We believe that this is because many respondents are intrigued by the idea of taking part in psychologically driven research. Respondents also typically benefit from insights about their own behaviour, which are delivered at the end of the interview or survey session.

But the nature of our category means that we don't have many customers or prospects to interview – surely that invalidates the robustness of the research?

Our methods have been developed such that, even with an extremely limited sample size, we can stand confident in the findings. As a general rule, a minimum of just 12 respondents is required for our qualitative methods. For quantitative work, anything over 100 respondents is generally workable.

Although clients often want to actively participate in recruitment, we also employ specialist recruiters who can help with sourcing respondents if required.

What's been your most surprising finding?

Every time we undertake a process of research for a client we have been surprised by at least one finding. It is not uncommon for our work to highlight misunderstandings in the entire way that a category has been communicating about itself, or for brands to find that what they perceive as core strengths are actually fundamental weaknesses.

This is what makes our work so exciting to us – by uncovering genuinely fresh insights as to what drives customer behaviour, and marrying those insights to action, we have been able to help a range of clients develop strategies to leapfrog their competition, build genuine, sustainable competitive advantage, and drive growth.

