

# Case Study:

## Connecting with Consumers through In-Home Research



### Framing the Context



#### CHALLENGE

A national food company sought to **connect with their core consumers** to foster genuine empathy and inform decision-making across their **cross-functional team** which included representatives from Packaging, Supply Chain, R&D, and Brand Management.

While the rise of AI has made information gathering more efficient, the company recognized that **real human connection** was essential to deeply understanding the lives, behaviors, and challenges of a diverse set of consumers, including those from **economically disadvantaged** households.

#### APPROACH

To meet this need, Southpaw Insights conducted **immersive in-home ethnographies** with brand users. This approach allowed us and the client team to **step into consumers' everyday lives**, observing their behaviors in context and engaging in **candid, unfiltered** conversations.

Engaging with consumers in their homes let us uncover **critical insights** around brand usage, food preparation habits, and household dynamics.

The process was intentionally collaborative:



- **A skilled moderator** led the interviews while client team members actively participated.
- **This hands-on involvement created a deeper connection** between the team and the insights, making the findings more tangible and actionable.

#### OUTCOME

The in-home ethnographies delivered significant benefits:

- **Deepened Empathy:** The client team built a stronger emotional connection with their core consumers by witnessing their lives firsthand.
- **Enhanced Insights:** Observations provided rich context to existing quantitative data, shedding light on nuances that elevated strategic decision-making.
- **Actionable Learnings:** The research revealed insights around unmet needs and trade-offs that directly informed product development and marketing strategies.

Inspired by the success of this initiative, the company plans to continue a series of **consumer connection** sessions to help them build empathy, adapt to evolving consumer needs, and solidify their market leadership.

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*It was eye-opening to see the trade-offs that real people are making.”*

— R&D Team Member

