



PROVOCATION:
*A NEW APPROACH TO
DIAGNOSE THE TRUTH IN
MARKET RESEARCH*

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ORIGIN OF THE IDEA:

- Need for deeper insights as a response to market challenges
- Need for new ideas as the category/brand becomes well-established
- Clients' fatigue from conventional research – primarily in qualitative

WHY PROVOCATION?

CIRCLE OF
KNOWLEDGE

INSIGHT

RESEARCH

CREATIVE
PROCESS

PROBLEM
SITUATION

BRAND
MESSAGE

ROUTINIZATION

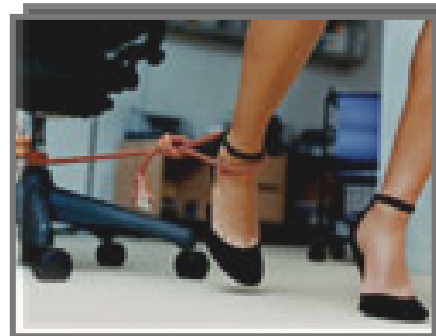
COMMUNICATION

STEREOTYPE

WHY PROVOCATION?

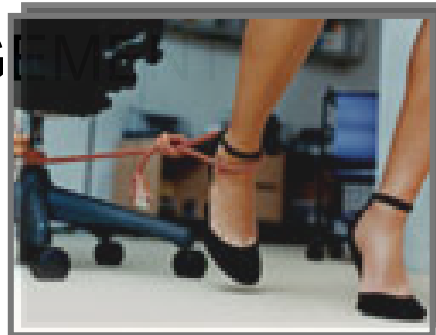
WIDER PROVOCATIVE CONTEXT:

- MASS MEDIA
- POP-ART AND POP-CULTURE
- HR AND TEAM MANAGEMENT
- BRAND STRATEGIES
- BTL ACTIONS
- ATL COMMUNICATION



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- THEORY OF COGNITIVE DISSONANCE

- ❖ LEON FESTINGER

- “THE RELATION BETWEEN TWO ELEMENTS IS DISSONANT IF ONE OF THEM LEADS TO DENIAL OF THE OTHER ELEMENT MEANING”*

$X \supset Y$

$X \supset \neg Y$

- **PROVOCATIVE PSYCHOTHERAPY**

- ❖ **MILTON ERICKSON**

- ❖ **FRANK FARRELLY**

- **CREATIVE WORKSHOPS**

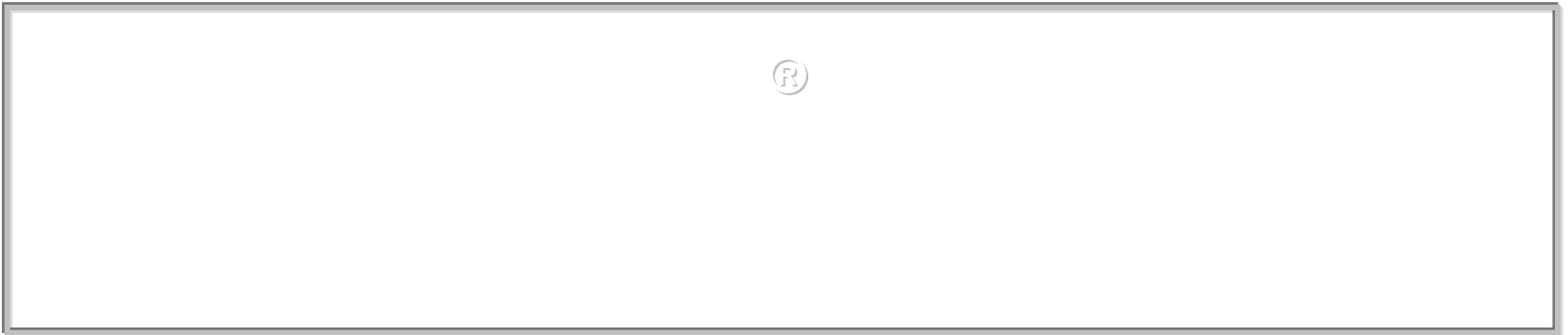
- ❖ **EDWARD DE BONO**

“PROVOCATIO”, “PROVOCARE” (LATIN):
“CHALLENGE”, “TO CHALLENGE”

TWO MEANINGS OF PROVOCATION:



PROVOCATION AS INSIGHT GENERATOR

A large, empty rectangular box with a thin grey border, intended for notes or a response.A large, empty rectangular box with a thin grey border, containing a small registered trademark symbol (®) centered in the middle.

PROVOCATION: CASE STUDIES

APPROBATION STUDY

**“MODERN WOMAN”:
LIFESTYLE AND VALUES**

COMMERCIAL PROJECTS

FMCG/BEVERAGES

JUICE - new creative ideas development

TEA - brand key validation

BEER – barriers for brand usage

TELECOMMUNICATIONS

re-branding campaign evaluation

MEDICAL RESEARCH

PAIN RELIEVERS – a part of consumer
segmentation study

PRIMARY RESEARCH FORMAT: IDI

PART I: CONVENTIONAL

Stage 1. Affirmative
Stage 2: Exploratory

BREAK



PART II: PROVOCATIVE

Stage 3. Reframing
Stage 4: Feedback and disclosure

MAIN BUILDING BLOCKS OF PROVOCATIVE DISCOURSE:

- **Sequential logic of conversation: declarations → affirmations → contradictions with previous statements**
- **Extremely emphatic tonality at all interview stages**
- **Use of a break before the provocative part (to prepare a focused impact)**
- **Use of specially crafted set of provocative techniques and stimuli relevant for the target and topic**
- **Individual fine-tuning of the techniques and stimulus**
- **Post-interview feedback (as a tool to generate additional insights)**
- **Disclosure of provocation**

BRAIN-SHIFTING TECHNIQUES

INVERSION

**DOUBLE
INVERSION**

SHIFTING FOCUS

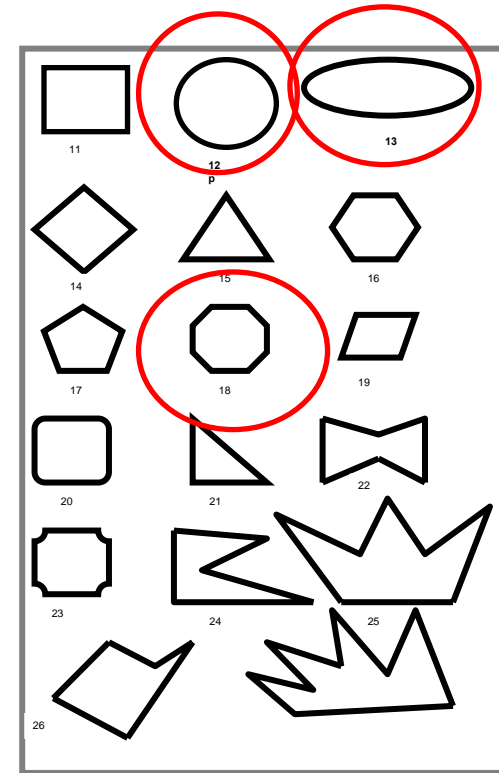
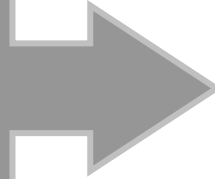
**WRONG
CONCLUSION**

**PARADOX/ABSURD
STATEMENTS**

DUMMY STIMULI

“PSYCHOLOGICAL TEST”

*Works in combination with
Inversion technique*



“BIASED EVIDENCE”

A special selection of materials:

- *with wrong attribution*
- *truth-looking but false in validation*
- *real materials with paradox/absurd content*

“DUMMY CONCEPTS”

*Specially crafted for each
project*

METHODOLOGICAL RESULTS

THE INFORMATION OBTAINED
(source: "Modern woman" study):

**BREAK-THROUGH
INSIGHTS**



**REVELATIONS, CHANGE
OPINION**

**ADDITIONAL
INSIGHTS**



**HIDDEN COMPLEXES AND
DESIRES, CONFESSIONS**

METHODOLOGICAL RESULTS

**RESPONDENTS DO
NOT FEEL PROVOKED**

**SELF-REFLECTION
EFFECT**



**ETHICALLY CORRECT PROVOCATION
CATALYZES SELF-REFLECTION PROCESS,
WHILE NOT HARMFULLY AFFECTING SELF-
ESTEEM.**

LIMITATIONS OF THE METHOD

ISSUES WITH RESPONDENTS



RESISTANCE:

Rigidity, lack of reflection: *"I have never thought about this," "I cannot answer right away."*

Self-assertiveness: *"I am very consistent person, and I have a clear goal in life."*

Relativism: *"Everything is relative in this world, except for inner harmony. But harmony is not an absolute too."*

REDUNDANCY:

"Problem-obsessive" respondents: *"The major problem is that I am a follower, with low self-esteem. I don't have energy to change myself..."*

ISSUES WITH MODERATORS



EMBARRASSMENT

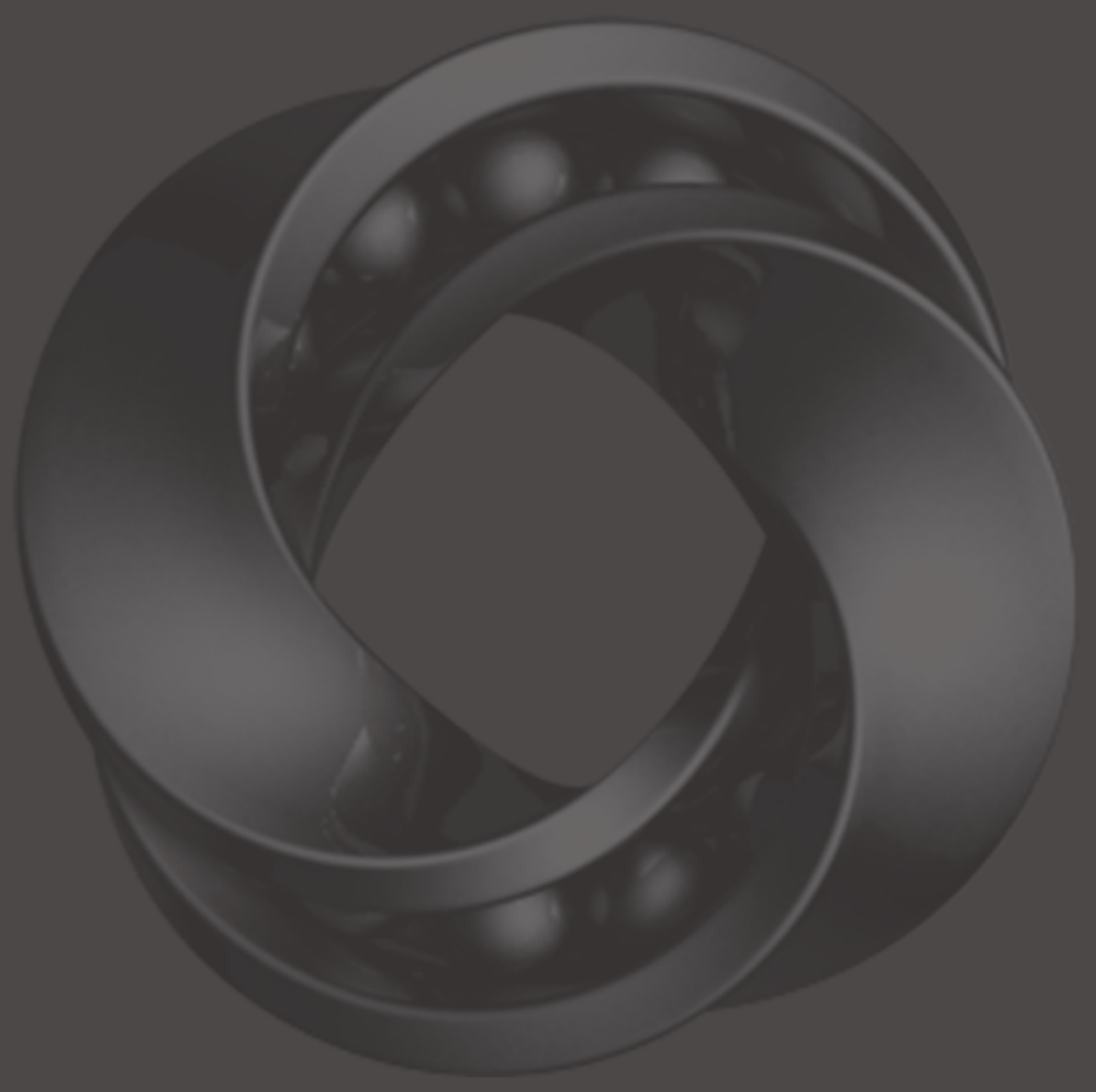
TAKING A ROLE OF PSYCHOTHERAPIST

AS A METHOD:

- In anticipatory type of research
- In lifestyle and values research
- As a preparatory stage of concept development programs
- In brand image studies
- In ethnographic research

AS A SET OF TECHNIQUES:

- In any type of qualitative research
- In particular, in concept or ad testing (as an additional dummy variable in the stimuli repertoire)



PROVOCATION IN MEDICAL RESEARCH

IN MEDICINE, PROVOCATION IS A WELL-KNOWN
PHENOMENON

MEDICAL PROVOCATION – A METHOD OF
DIAGNOSTICS WHICH IMPLIES ARTIFICIAL
STIMULATION OF DISEASE SYMPTOMS

SPECIFICS OF RUSSIAN PHARMA MARKET

- Inactive research spending vs. FMCG
- Dominance of generics
- Easy to convert groups of influence (low salaries of doctors and pharmacists)
- OTC availability of antibiotics and other strong medications
 - Pharmacists make a key group of influence versus doctors
 - End-user role in decision-making process is very high

PROVOCATION IN MEDICAL RESEARCH

CONSTRAINTS FOR PROVOCATION

RELATED TO THE CATEGORY OF HEALTHCARE:

- Double importance of ethical issues

RELATED TO SPECIFICS OF RUSSIAN PHARMA MARKET:

- Price-driven market
- Uncivilized competition
- No “circle of knowledge” problem yet

PROVOCATION IN MEDICAL RESEARCH

OPPORTUNITIES FOR PROVOCATION

- Health protection and wellness grow in importance
- OTC offer becomes more competitive
- Provocative medications are booming
- Provocation penetrates into medical advertising

PROVOCATION IN MEDICAL RESEARCH

TARGET GROUPS

PRIMARY TARGET GROUPS:

- OTC pharmacists
- End-users (except infirm patients, their relatives, and children)

SECONDARY TARGET GROUPS:

- General Practitioners
- Beauty specialists

SELECTIVE TARGETING:

- Specialists (except for psychotherapists, psychiatrists, and neuropathologists)

PRODUCT CATEGORIES

- OTC medications: analgesics, cold & flu, anti-depressants
- Vitamins, para-pharmaceuticals, cosmeceutics
- Contraceptives
- Sexual disorder treatments

PROVOCATION IN MEDICAL RESEARCH

TYPES OF RESEARCH

- Brand communication research - RTB for pharmacists and GPs
- Advertising research: from creative concept development to copy testing
- BTL strategy development
- OTC brand perception studies
- Consumer segmentation hypotheses
- Usage drivers and barriers
- Drivers and barriers for prescription/recommendation
- Usage insights: “placebo” effects and alternative treatments

**RESPONDENTS LOVE
PROVOCATION – ESPECIALLY
WHEN THEY DO NOT NOTICE
IT**

**WE BELIEVE THAT THE
CLIENTS WILL LOVE IT TOO –
WE HOPE THEY WILL NOTICE
ITS EFFECT**