CONSUMER AWNING SEGMENT ANALYSIS

9.9.19

IFAI

iSQUAD
Intel Lab

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CONSUMER RESIDENTIAL AWNING DISCUSSIONS

(END USER, BUYING FOR HOME APPLICATIONS)

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Consumer Insights

Understanding the Dynamics of Fabric vs. Metal Awning materials from CONSUMER mindset

GOAL: Understand the dynamics of decisions:
- Fabric Awnings
- Metal Awnings
- Fabric vs. Metal Awnings

You'll Discover

1) How consumers evaluate awning material selection.

2) Define opportunities/challenges in each material

3) Understand why fabric is chosen/not chosen over metal awnings

4) Define drivers (positives), barriers (negatives) and neutrals (questions) for each material category

RESEARCH CAPABILITY

- By continuously mining unstructured data created by "The Collective Voice"
  - IFAI can build a differentiated capability and deliver ACTIONABLE CHANGE
  - ADVOCATE for the fabric industry.

- This research uses:
  - Advanced technologies (AI, machine learning)
  - Proprietary toolset to gather rich insights
  - Helps IFAI completely **comprehend what's on the minds and in the hearts of their target audiences.**

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METHODOLOGY

The following insights are built on:

1. **Unstructured, <u>BIG data sets</u>.** Based on thousands of <u>unstructured data points</u>.

2. **User-generated data.** Actual, unprompted, organic discussions, comments, shares, reviews and more provided by customers and members.

3. **Reach.** Far beyond traditional social media. Mined from topical sites, review platforms, forums, the blog and micro-blog world, shared photos and video content. All unbiased commentary, in front of privacy walls, is explored.

4. **Expert analysis.** Review of millions of opinions, thoughts, needs, beliefs, and ideas. Analysis includes:
    *   Industry and category business implications
    *   Strategic opportunities
    *   Recommendations for business and marketing plans

HOW RELEVANT CONVERSATIONS ARE DISCOVERED

Tools

- Web crawlers/scrappers
- Text mining/analytics
- Natural language processing
- Profile crawlers
- Cognitive Computing
- Search bots
- Review crawlers
- Business intelligence suite

Techniques

- Motivations/intent
- Needs/unmet needs
- Sentiment mining/drivers/barriers
- Context
- Adjacencies/related
- Topical response strings
- Topical mining
- Filtering lenses
- Visual listening

Data collected from user generated content only. Pure news, PR and corporate content is excluded. Sharing of news/PR/Corporate Content etc. is only included if linked as part of consumer content.

Data is categorized based on thematic patterns.

Sentiment and context of conversations are analyzed for overall category and subcategories.

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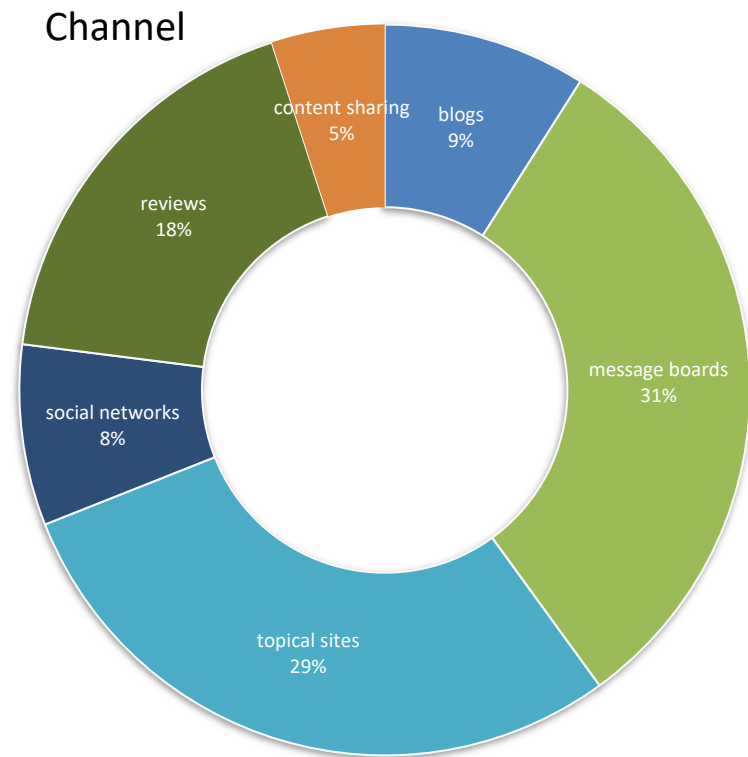# JOURNEY, TOPICS & SEGMENTATION

DETAILS: Consumer Data Set

Timeframe: 12 months through 8/31/19

Data set: N = 738,384

ANALYSIS: Consumer discussions
nearly double the data set
collected in business discussions.
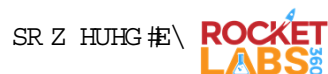i.e. Consumers more talkative =
opportunity to influence B2B.

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Channel

- content sharing 5%
- blogs 9%
- message boards 31%
- topical sites 29%
- social networks 8%
- reviews 18%

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SOURCE EXAMPLES

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Better Homes & Gardens

facebook

amazon

RETRACTABLE STRUCTURES
Division of Eide Industries, Inc.

remodelicious
DIY HOME, FAMILY & LIFE IMPROVEMENT

HGTV

Pinterest

House Beautiful

REFRESH RESTYLE

YouTube

HousePro
HOME IMPROVEMENT

diy network

RENOVATE FORUM

merrypad
Inspiring a DIY lifestyle

THE HOME DEPOT

LOWE'S

bob vila

This Old House | 40 YEARS

DIY CHATROOM

houzz

REMODELaholic

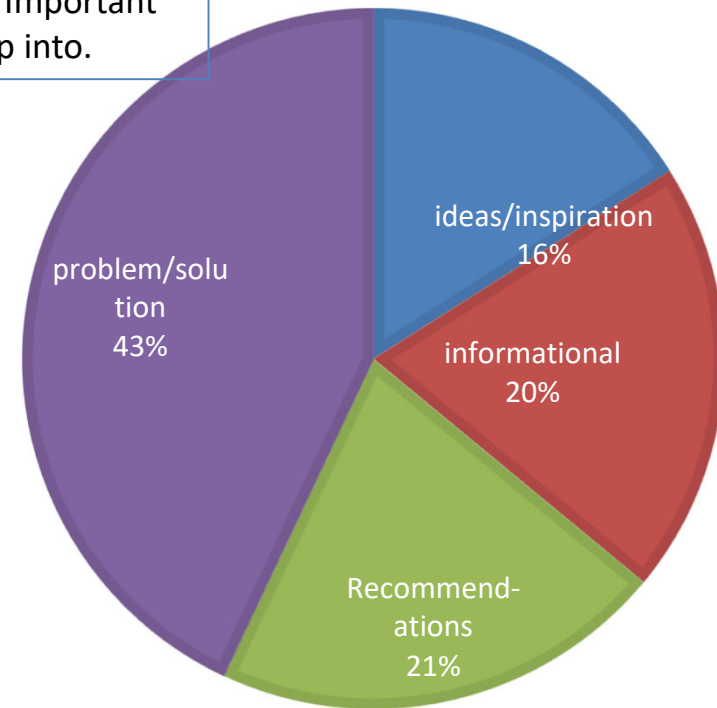ROCKET LABS 360

the spruce

Instagram

11

Consumer **Shade** Discussion

N = 584,284

ANALYSIS: Awning discussions often start with a need for SHADE. Important discussions to tap into.

Location

- other 5%
- yard/garden 11%
- windows 21%
- patio/deck 63%

Topics

- problem/solution 43%
- ideas/inspiration 16%
- informational 20%
- Recommend-ations 21%
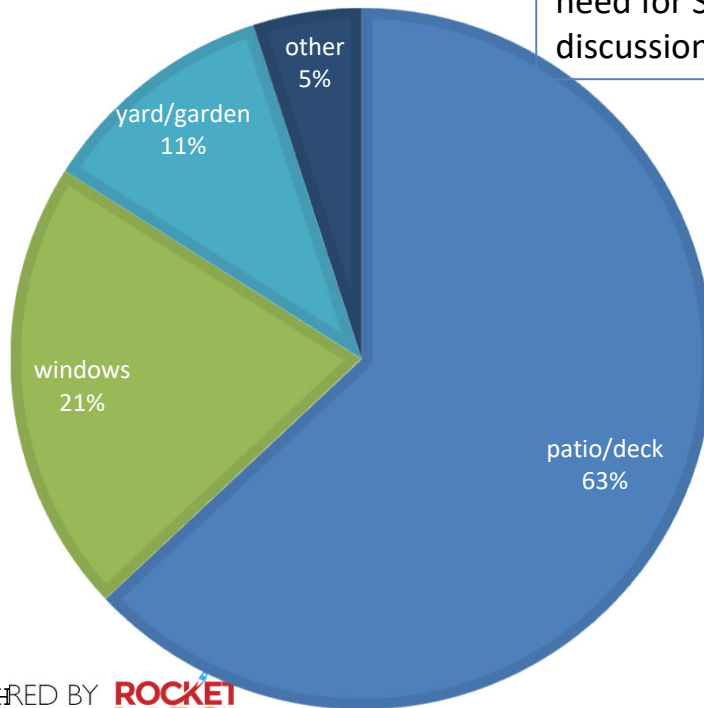
Top Consumer Shade Searches

- Patio shade ideas
- Shade ideas
- Patio shade
- Deck shade
- How to shade a deck/patio
- Sun shades for decks
- Shade structures
- Outdoor shade
- Recommendations for (shade solution)

ANALYSIS: STARTING POINT.
These search phrases represent some of the most common Google search phrases from the consumer.
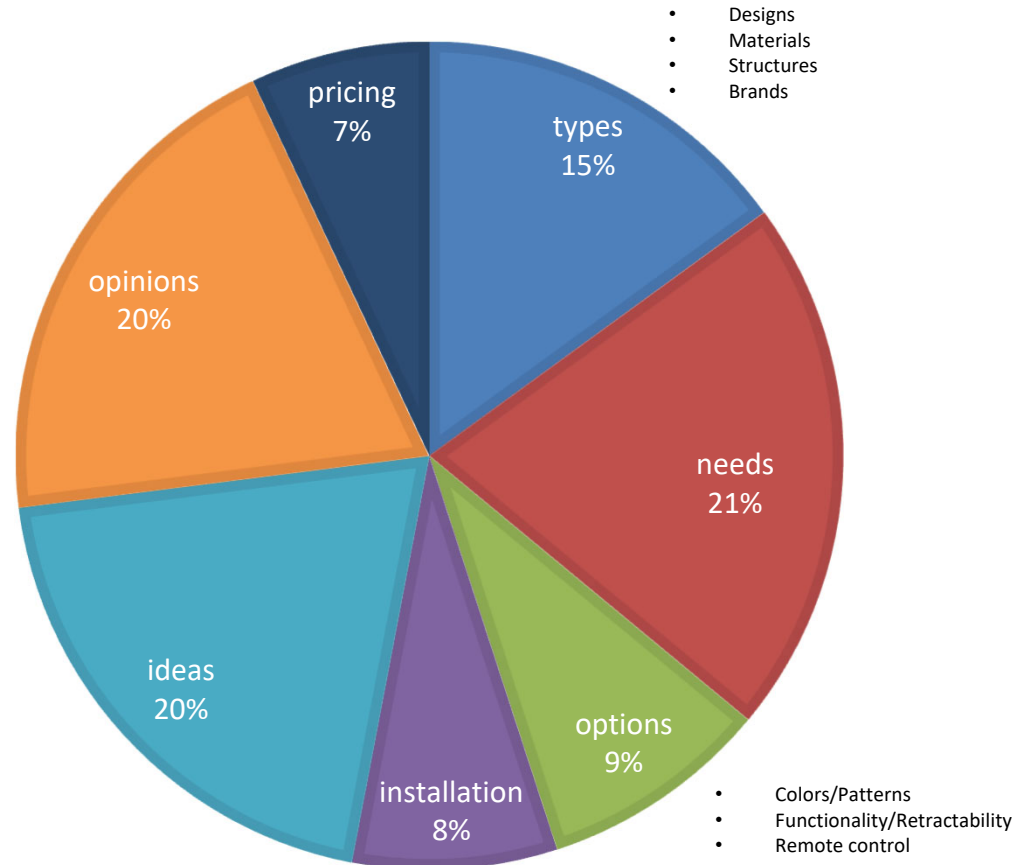
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Consumer Awning/Canopy Discussion Profile

N = 738,384
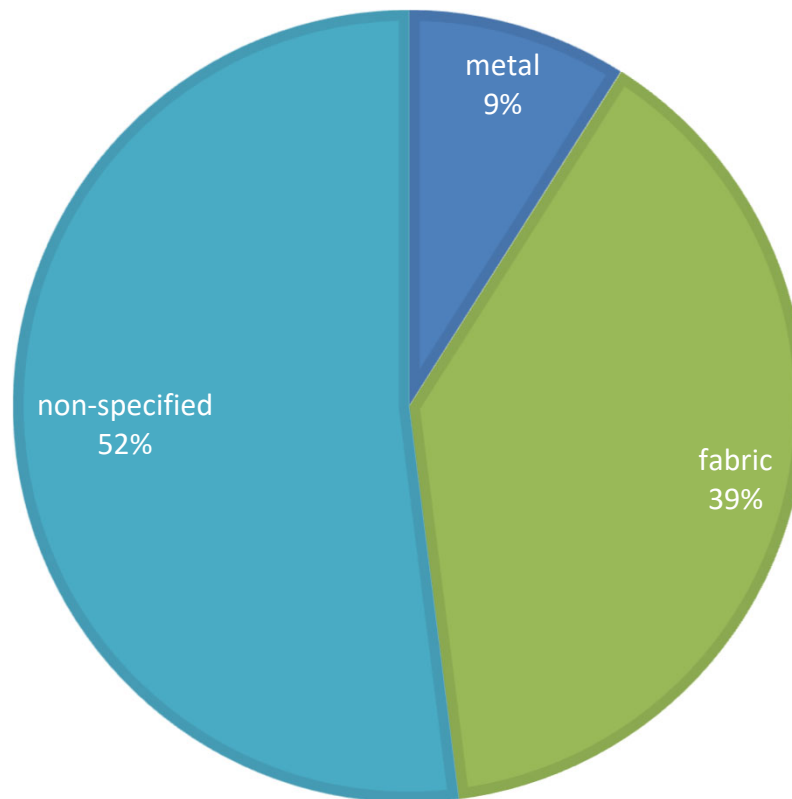
ANALYSIS: When it comes to residential needs, metal accounts for sliver (9%) of total awning/canopy discussions.

metal 9%

non-specified 52%

fabric 39%

Consumer Awning/Canopy Discussion - Topics

- Designs
- Materials
- Structures
- Brands

- Colors/Patterns
- Functionality/Retractability
- Remote control

pricing 7%

types 15%

opinions 20%

needs 21%

ideas 20%

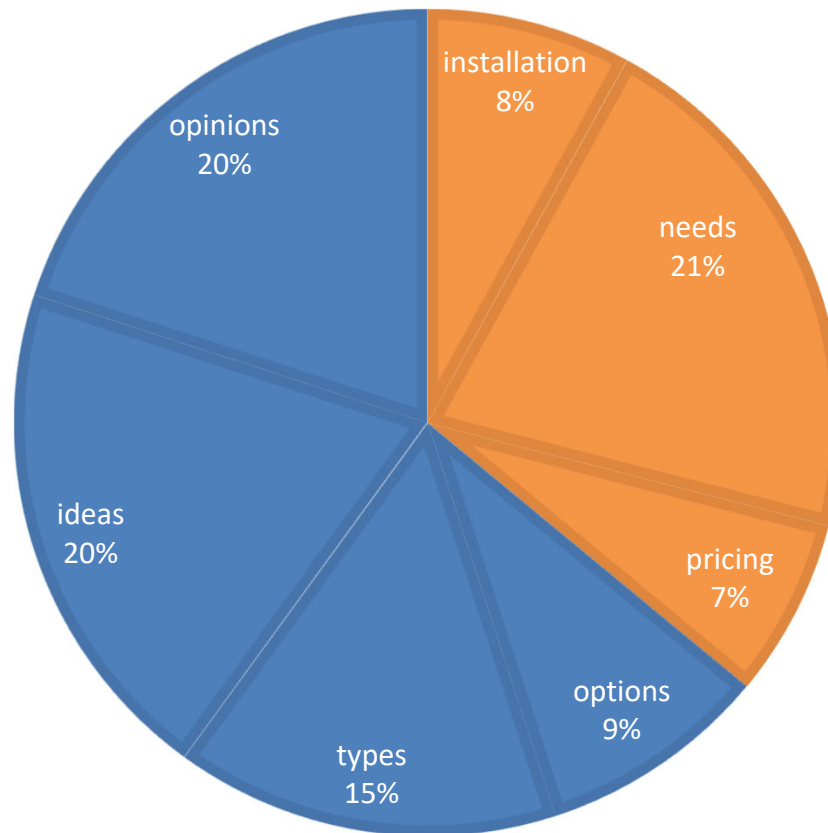options 9%

installation 8%

15

Consumer Awning/Canopy Discussion - Topics

ANALYSIS: Much heavier focus on consumer desires and inspiration.
- 64% of discussion
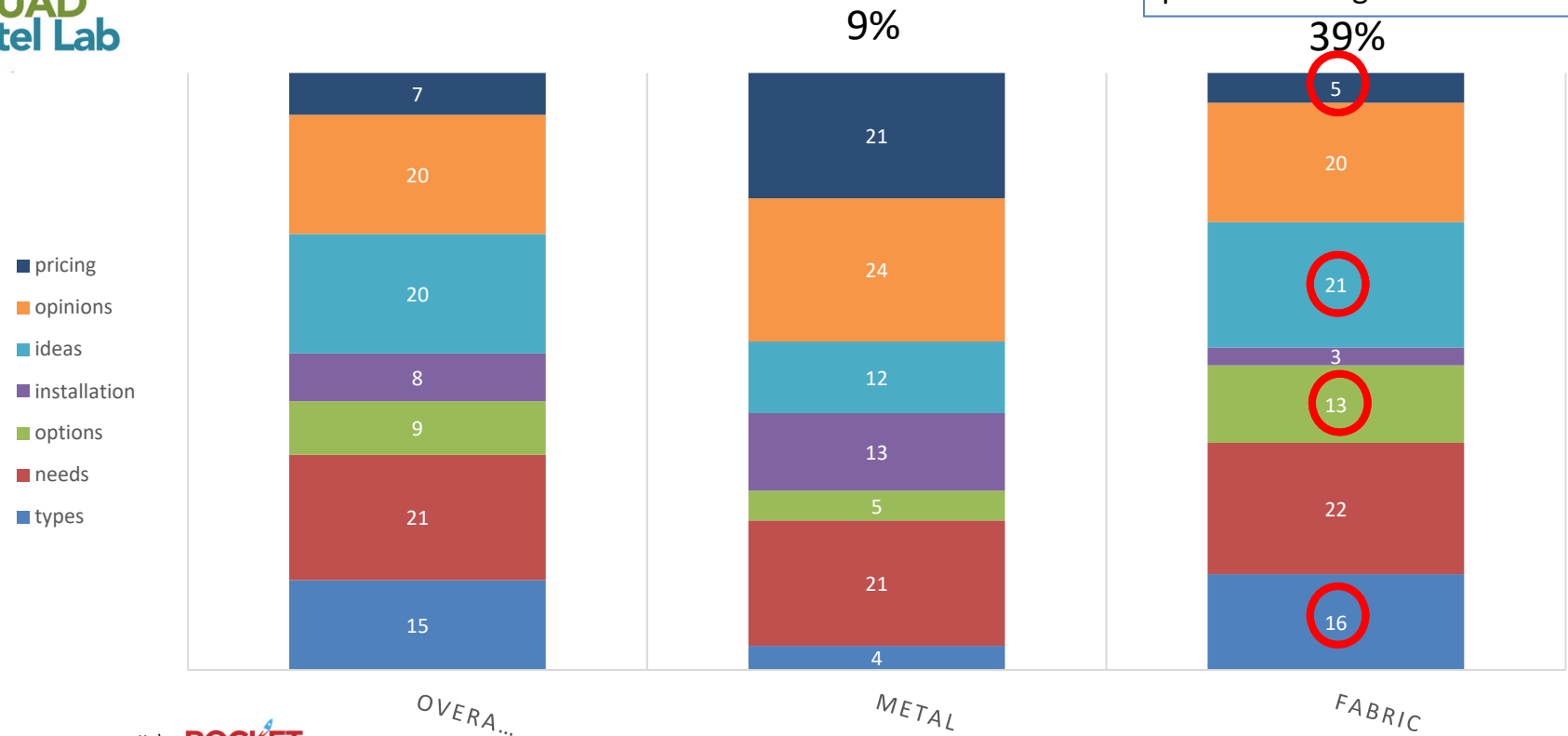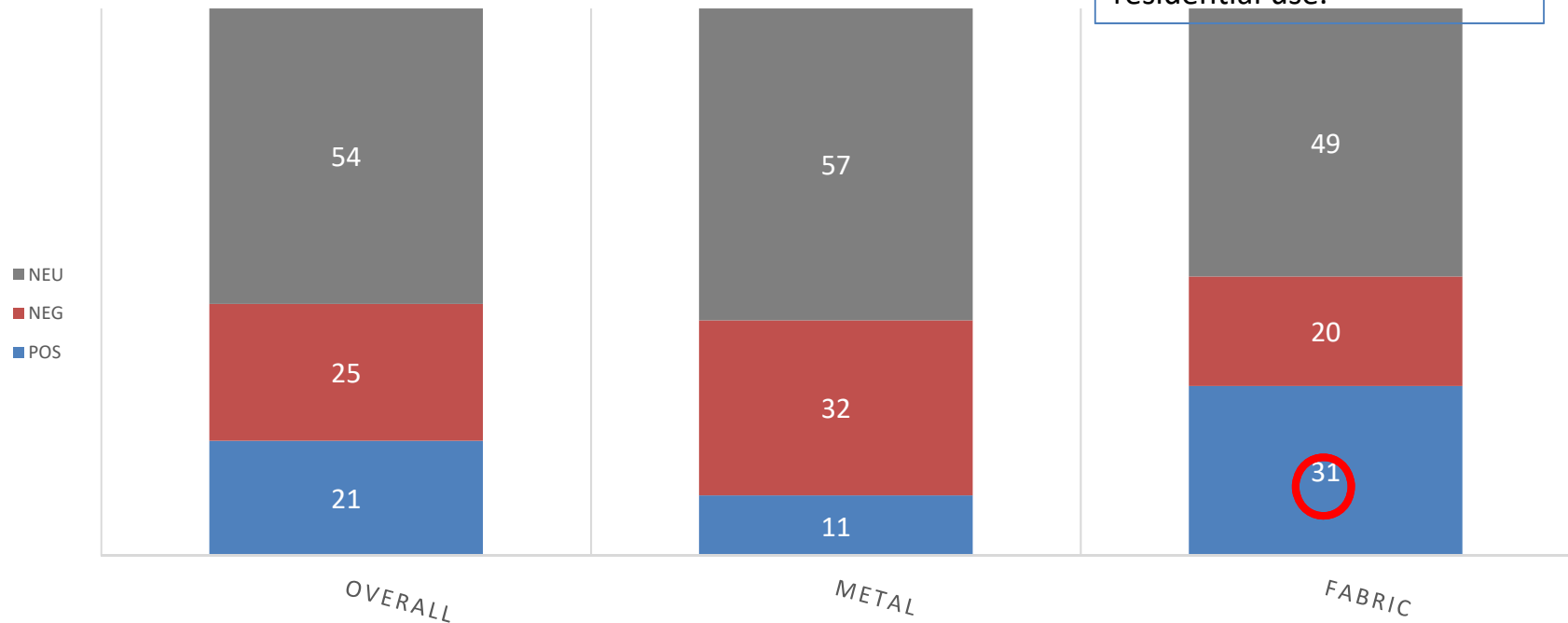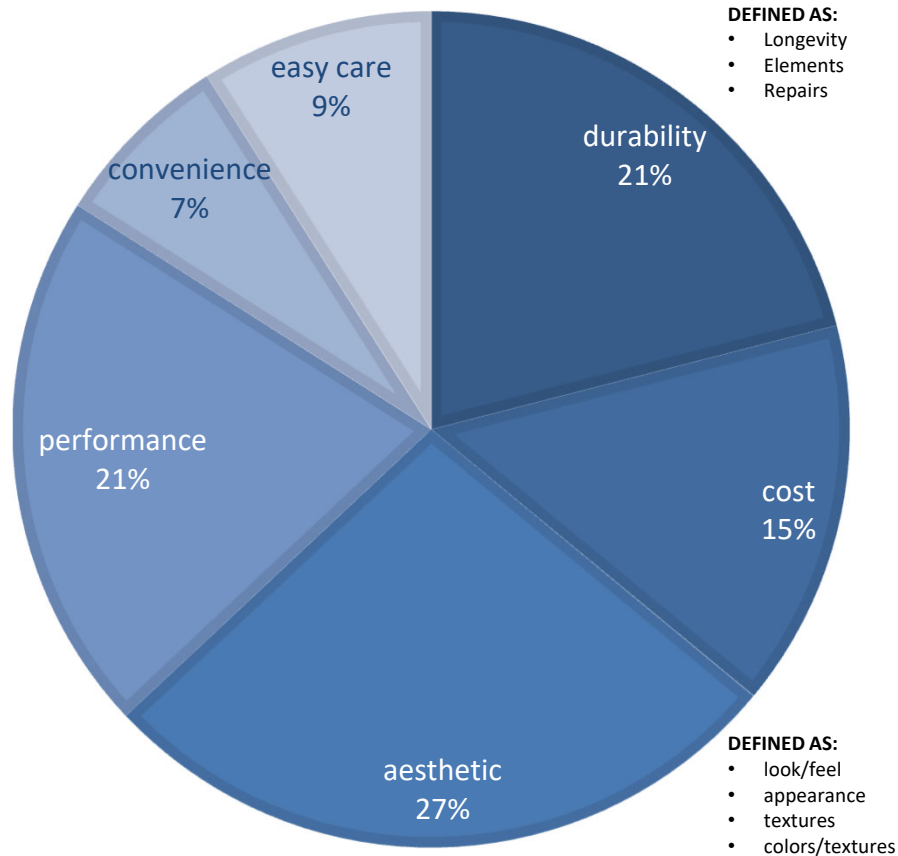
CONSUMER **AWNING**

SENTIMENT

DRIVERS

& BARRIERS

Consumer Awning/Canopy Discussion - Sentiment

ANALYSIS: Fabric = High positive advantage in residential use.

Legend:
- NEU
- NEG
- POS

OVERALL: 54 (NEU), 25 (NEG), 21 (POS)
METAL: 57 (NEU), 32 (NEG), 11 (POS)
FABRIC: 49 (NEU), 20 (NEG), 31 (POS)

Consumer Awning/Canopy Discussion
Positive Drivers

DEFINED AS:
- Longevity
- Elements
- Repairs

easy care
9%

convenience
7%

durability
21%

performance
21%

cost
15%

aesthetic
27%

DEFINED AS:
- look/feel
- appearance
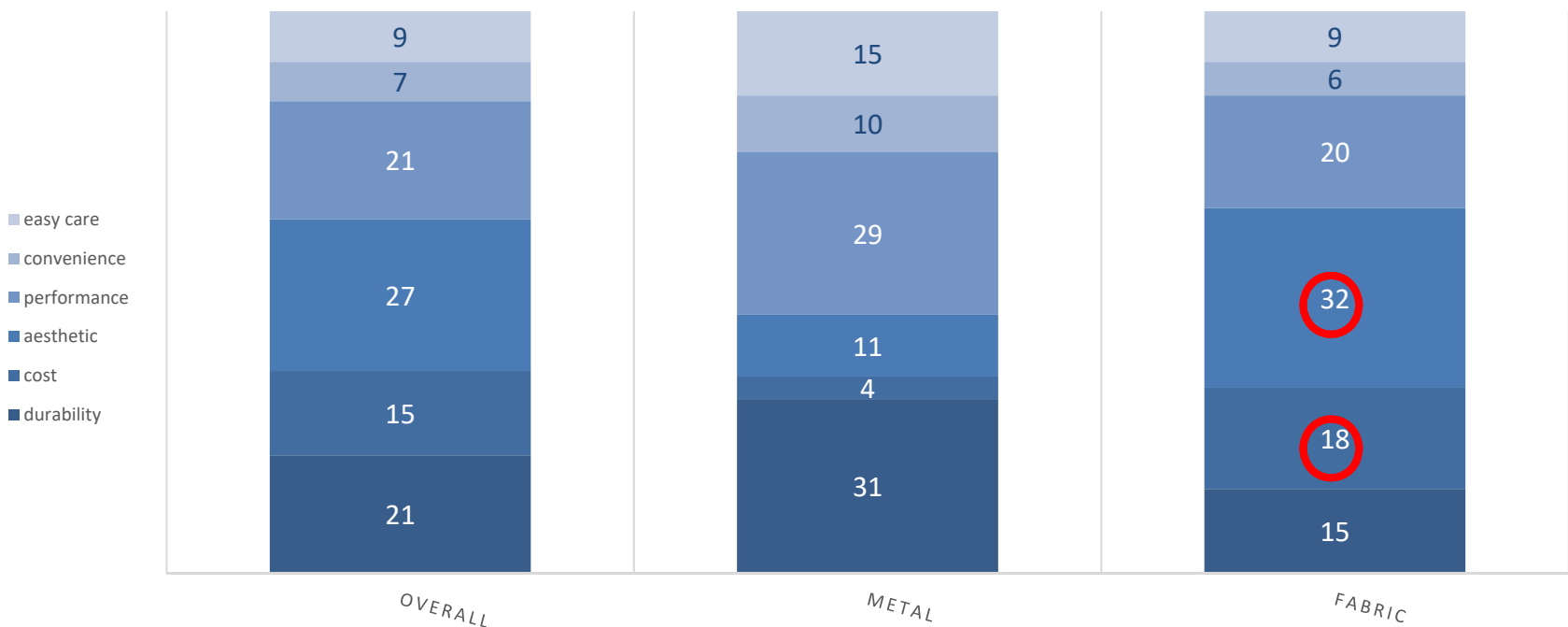- textures
- colors/textures

Consumer Awning/Canopy Discussion
Positive Drivers

ANALYSIS: Strong positives for fabric in Aesthetic & Cost. Those are competitive advantages.

Legend:
- easy care
- convenience
- performance
- aesthetic
- cost
- durability

OVERALL
- 9
- 7
- 21
- 27
- 15
- 21

METAL
- 15
- 10
- 29
- 11
- 4
- 31

FABRIC
- 9
- 6
- 20
- 32
- 18
- 15

Consumer Awning/Canopy Discussion
Negative Drivers

ANALYSIS: Negatives for durability and performance nearly 100% driven by fabric. However, cost negative falls heavily on metal awnings.
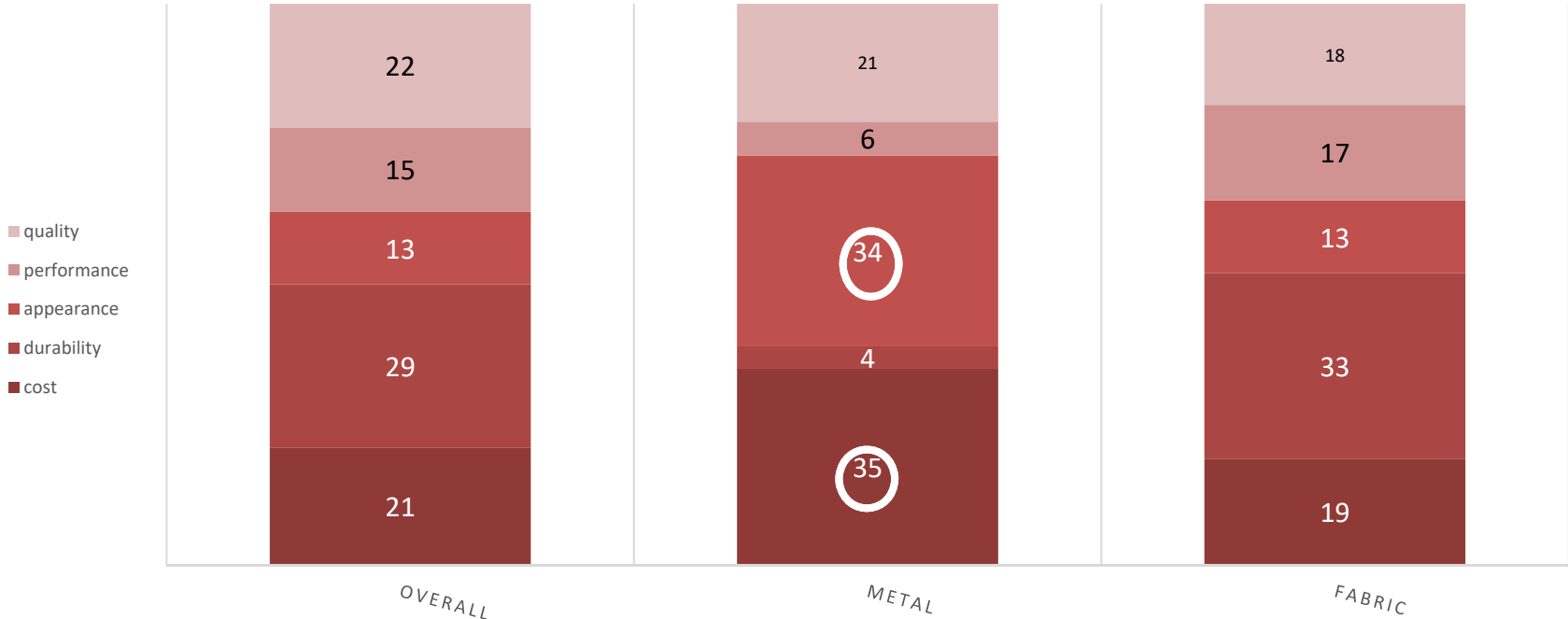

quality 22%

cost 21%

durability 29%

look/appearance 13%
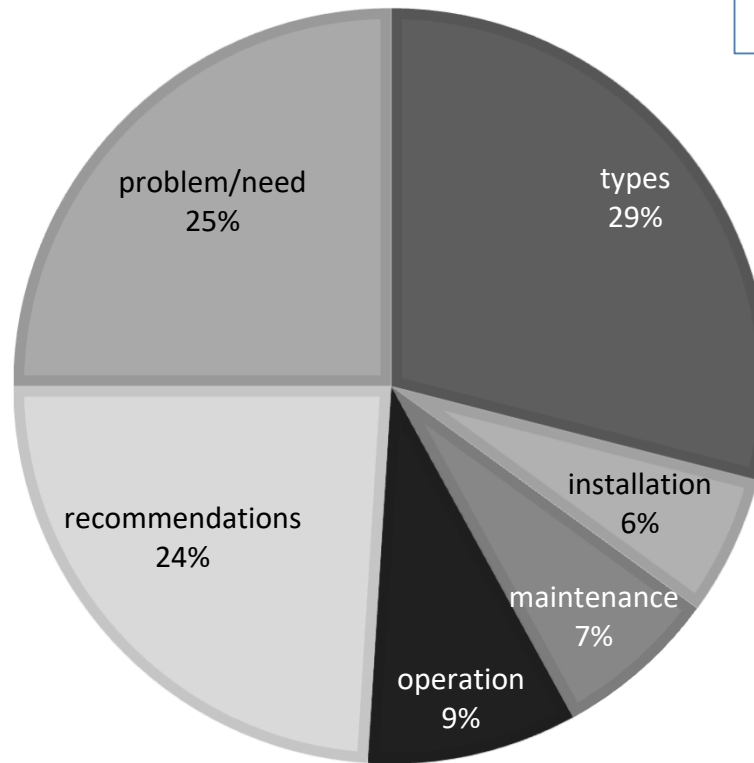
performance 15%
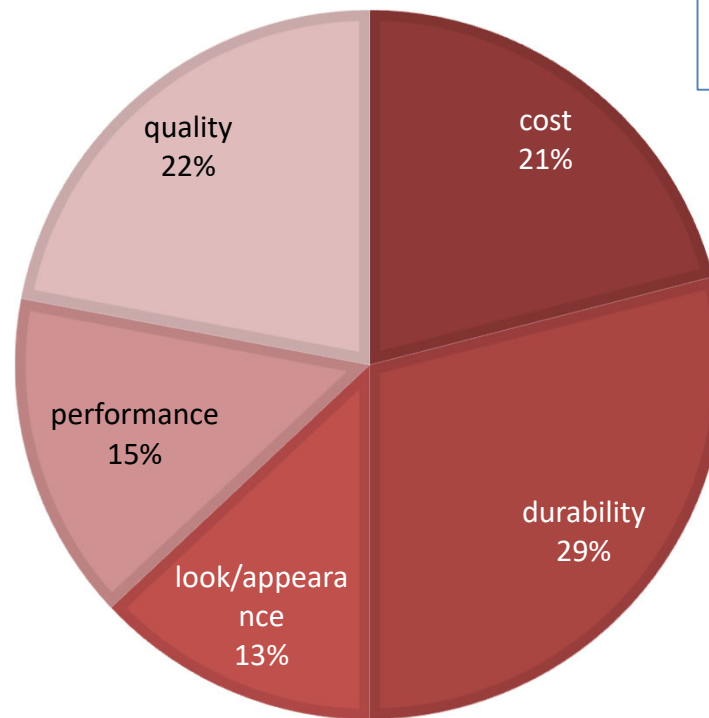
Consumer Awning/Canopy Discussion
Negative Drivers

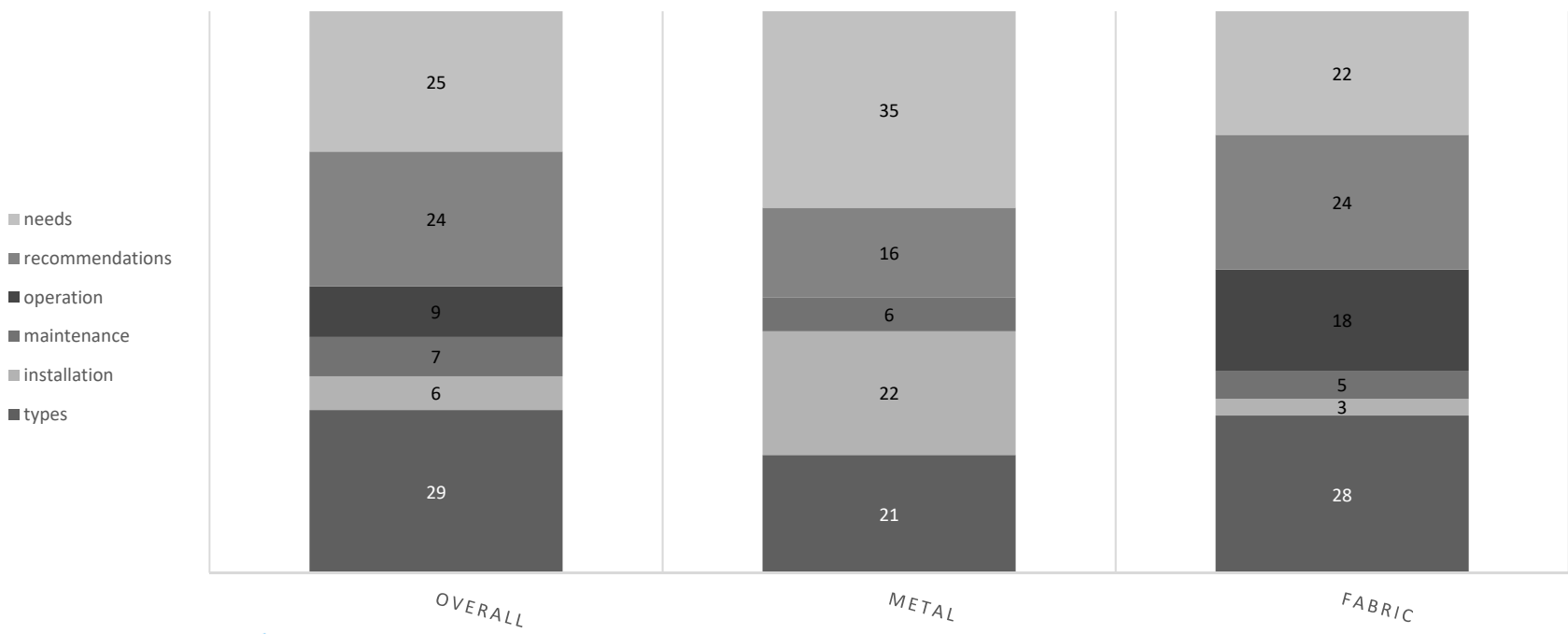**ANALYSIS:** COST and APPEARANCE are major negative factors for metal. However, durability is metal's key advantage.

Legend:
- quality
- performance
- appearance
- durability
- cost

OVERALL:
- 22
- 15
- 13
- 29
- 21

METAL:
- 21
- 6
- 34
- 4
- 35

FABRIC:
- 18
- 17
- 13
- 33
- 19

Consumer Awning/Canopy Discussion Neutral Drivers

ANALYSIS: These neutral topics are important as 50% of all discussions occur here.

(pie chart)
- problem/need 25%
- types 29%
- installation 6%
- maintenance 7%
- operation 9%
- recommendations 24%

Consumer Awning/Canopy Discussion
Neutral Drivers

Legend:
- needs
- recommendations
- operation
- maintenance
- installation
- types

OVERALL: 25, 24, 9, 7, 6, 29

METAL: 35, 16, 6, 22, 21

FABRIC: 22, 24, 18, 5, 3, 28

JOURNEY STRATEGY

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STRATEGIC FRAMEWORK

BE THERE
- Right content
- Present the right data
- Be consistent and frequent
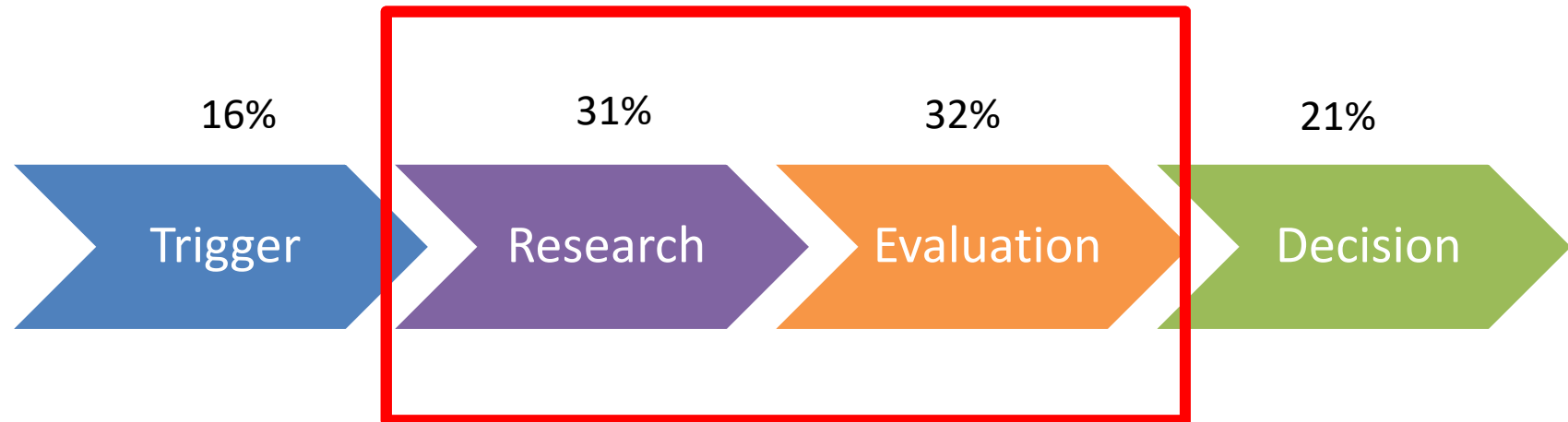
BE VALUED
- Offer relevant solutions
- Advocate for fabric

BE FOUND
- Create for target audience
- 360° Content distribution
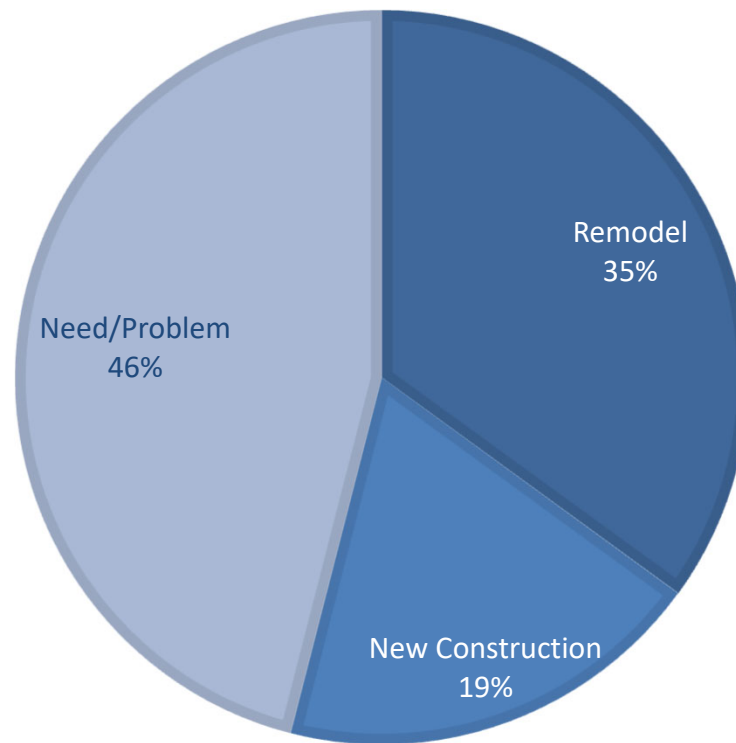
Consumer Awning/Canopy
Decision Journey Influencers

16%   31%   32%   21%

Trigger   Research   Evaluation   Decision

ANALYSIS: More than 60% of consumer discussions occur during research and evaluation stages.
- Explains 50+% neutral discussions

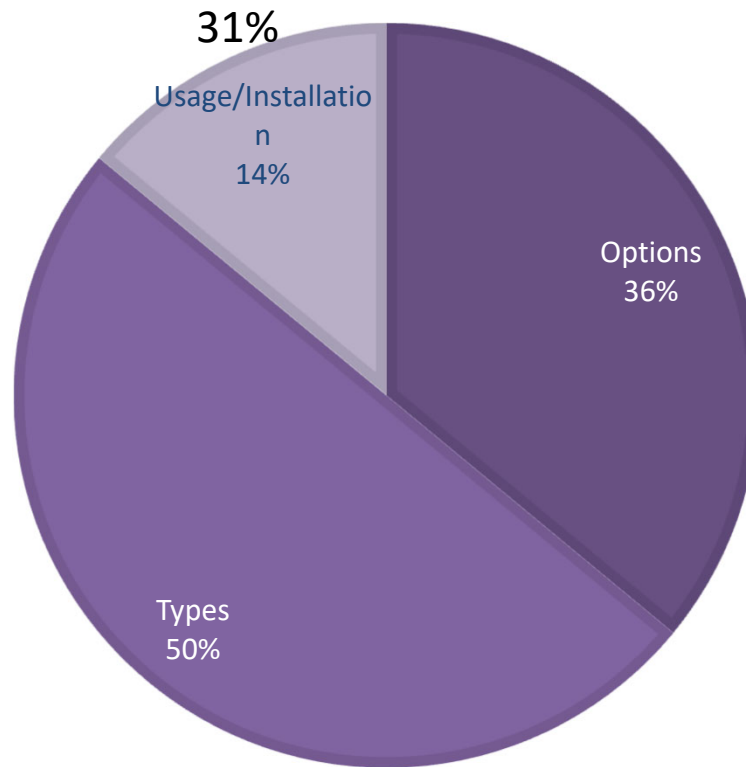Trigger | Research | Evaluation | Decision

16%

ANALYSIS: Three common things trigger the buyers journey.

Remodel
35%

Need/Problem
46%

New Construction
19%

Trigger → Research → **Evaluation** → Decision

ANALYSIS: Simply put from a consumer perspective: Nuts and bolts discussions.

32%

Quality 21%

Price 23%

Performance 29%

Selection 27%

Trigger Research Evaluation Decision
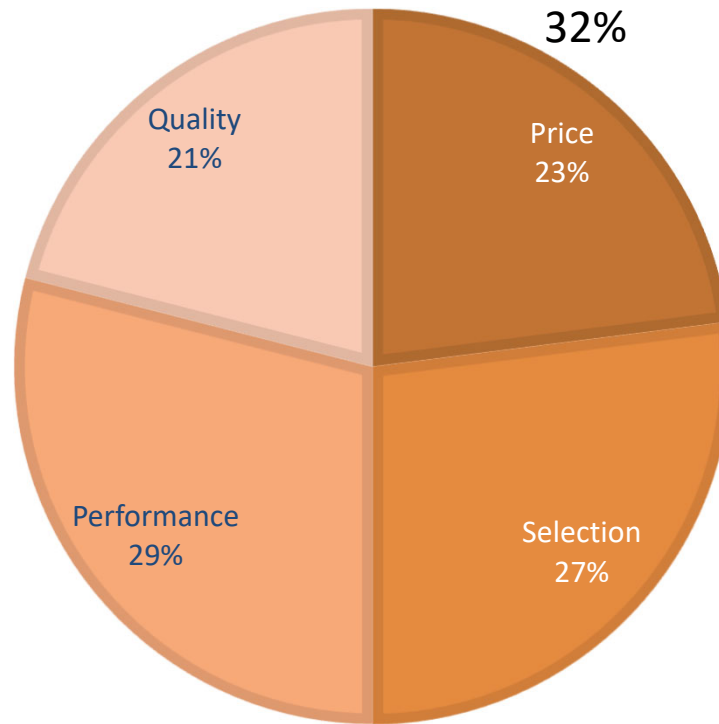
21%

ANALYSIS: Simply put from a consumer perspective: Decisions ultimately made heavily on looks.

Durability 15%

Cost 15%

Opinions 31%

Appearance 39%
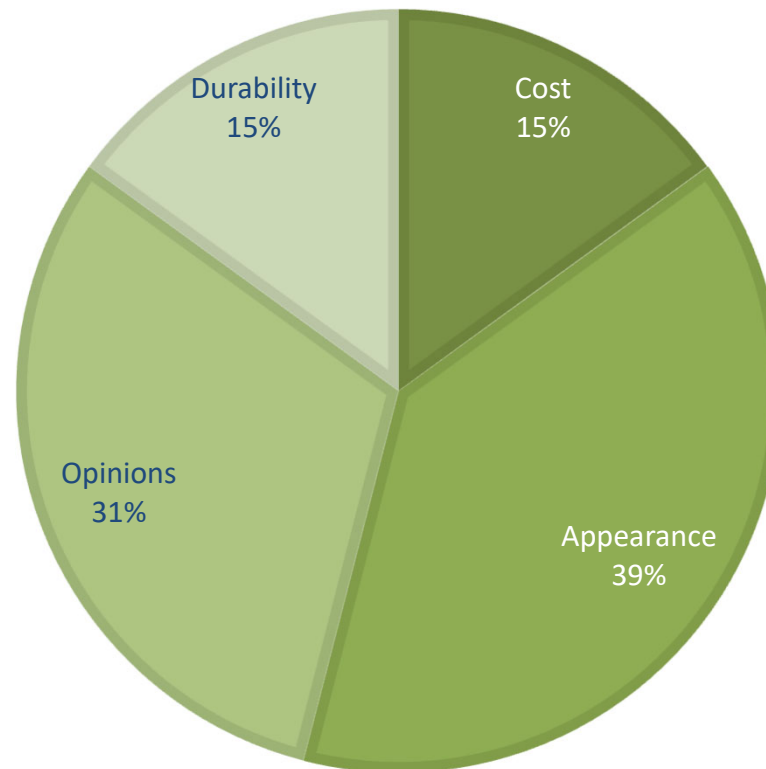
OSERVATIONS & IMPLICATIONS

CONSUMER INSIGHT - Observations

- **Shade** is the starting point of consumer awning needs

- 4:1 - **Fabric vs. Metal** discussions

- Primary context of consumer perspective is **SOLUTIONS** for their specific **Wants/Needs**

- **Consumers highly focused on**:
    - Look / Variety / Options / Inspiration - **Advantage = FABRIC**

- **Fabric nearly 3X more POSITIVE discussion**, 10% less negative discussion from consumer.

- **Cost and Appearance** are high negatives for metal. **Advantage = FABRIC**

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CONSUMER INSIGHT - Implications

- IFAI should play up consumers' **FABRIC vs. METAL preferences:**
  - **Cost**
  - **Appearance**
  - **Consumer satisfaction**

- **Benefits/Inspiration vs. Features** a stronger story
  - Focus on solutions using fabric

- Accelerate content targeting to **Research and Evaluation** stages
  - 60% of consumer discussions in consumer journey.

DISCUSSION & QUESTIONS