



DATES
 July 7 & 14, 2018
 Saturdays
 9:00 am - 5:00 pm

PROGRAM FEE
 Php 11,800.00 (Early Eagle Rate until Jun. 25)
 Php 12,800.00 (Regular Rate)

HOW TO REGISTER Online
www.cce.ateneo.edu

Email
sales.cce@ateneo.edu

Call
 +63(2)830.2050

Schedules and prices may change without prior notice.

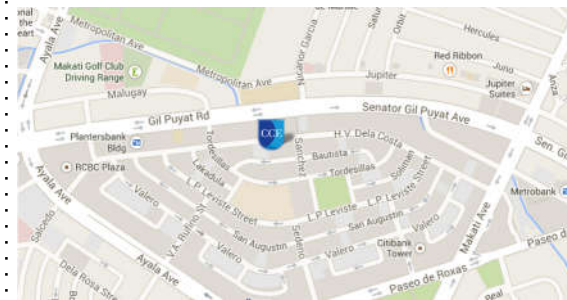
Market Insighting: Finding and Understanding your Consumer Needs

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
 3/F Ateneo Professional Schools Bldg.,
 130 H.V. Dela Costa St., Salcedo Village,
 Makati City, Philippines



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ATENEO DE MANILA UNIVERSITY
 GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Market Insighting: Finding and Understanding Your Consumer Needs

July 7 & 14, 2018

 CENTER FOR CONTINUING EDUCATION

Management practitioners know that to create impactful strategies they need to respond to their customers' needs and differentiate from their competitors' strategies and strengths. Unfortunately, customers' cannot easily articulate, let alone identify the needs and motivations that influence their purchase behaviors. Needfinding and Sensemaking are acts of discovering people's explicit and implicit needs and comprehending why certain companies resonate better with customers.

In this course, you will learn and practice a new kind of consumer and market insighting that is anchored on human sciences like psychology and anthropology instead of hard sciences. These disciplines have developed effective ways to understand how people experience themselves and their environments.

In the end, you will not only identify new market insights and opportunities, you also emerge with a more profound understanding of your customers and competitors.

Market Insighting: Finding and Understanding your Consumer Needs

objectives

After the course, you will:

1. Generate strategic consumer insights based on identifying unsatisfied and deep seated needs and wants;
2. Unlock and decode non-articulated and unconscious psychological imprints that influence consumer behavior;
3. Identify the specific strategies and programs of your competitor's that resonate with customers;
4. Identify the vulnerabilities and weaknesses of your competitors; and
5. Develop new ways to segment your customers and competitors.

who should attend

- Strategists, executives, and entrepreneurs
- Brand managers and marketing executives
- Creative practitioners and social entrepreneurs



resource persons



MR. AARON A. PALILEO is the co-founder of Bootleg Innovation Design, a consulting firm that helps organizations transcend through opportunity seeking by consumer insighting and creative strategizing. As Bootleg's managing director, he has led various market and consumer insighting, and brand identity, and strategizing projects from medium to large organizations.

He is the author of *Connect Disconnect: How to be a Creative and Innovative Opportunity Seeker*, a book on the tools and techniques to generate new opportunities for businesses and organizations. He is also a co-author of an Ateneo Graduate School of Business' book, *Innovations in Enterprise Development*.

Mr. Palileo is a faculty member of the Ateneo de Manila University Graduate School of Business and the John Gokongwei School of Management, ACE Center for Entrepreneurship, and Bayan Academy.

program content

- I. **Consumer Insighting via Sociology Anthropology / Ethnography**
 - A. Understanding the various steps and touchpoints of your customer's journey from decision making to purchasing and using
 - B. Identifying consumer workarounds, irritants and thoughtless acts
 - C. Understanding the socio-cultural history of your product and industry
- II. **Consumer Insighting via Psychology**
 - A. Decoding the psychological imprints that drive customer motivation and behaviors
 - B. Projective techniques that reveal the customer's unconscious needs
 - C. Various models of customer needs
- III. **Competitor Insighting via Archetypes**
 - A. Using psychological archetypes to decode competitors' strengths and weaknesses

complementary courses

Using "David" Strategies to Slay Big Brands: Winning Marketing Strategies for Challenger Brands

June 25 - 26, 2018

This workshop aims to equip your business with tried and tested techniques on how to compete and WIN against bigger brands.

Creative Mindset and Innovation Process for Leaders

October 6 & 13, 2018

This is a two-day workshop where you will learn the process applied by the world's greatest and innovative companies and brands. You will also discover and imbibe the principles and practices of creativity.