



Ujwal Arkalgud
EVP & Group Director

TODAY'S WEBINAR WILL BEGIN SHORTLY

What Is Anthropology?

Why is it a competitive advantage for R&D and innovation?

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email



What Is Anthropology?

Why is it a competitive advantage for R&D and Innovation?

Ujwal Arkalgud

EVP and Group Director, Anthropology and Consumer Insights at Lux Research

Co-founder of MotivBase (acquired by Lux Research)



Humans act toward things on
the basis of the meaning they
ascribe to those things.



Humans act toward things on the basis of the meaning they ascribe to those things.

Role of Anthropology! →

IMPLICIT + EXPLICIT



Iceberg model of “meaning”

We not only decode core beliefs but also quantify and predict their evolution.



LOGICAL FRAME

Your questions.

implicit meaning line



CORE BELIEFS

The direction — core beliefs give your company direction.

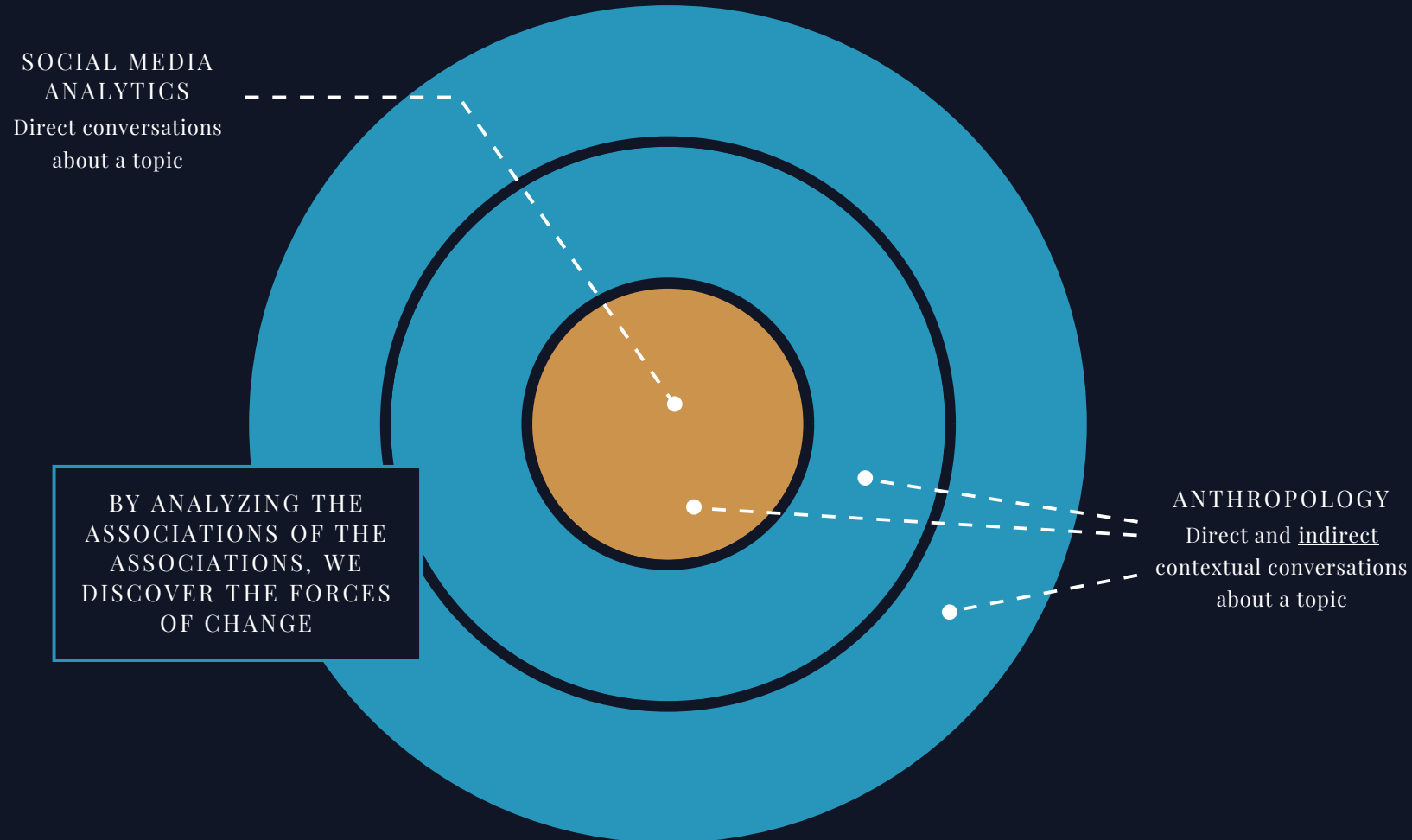


CURRENT MANIFESTATIONS

The inspiration — manifestations give you inspiration but not direction.

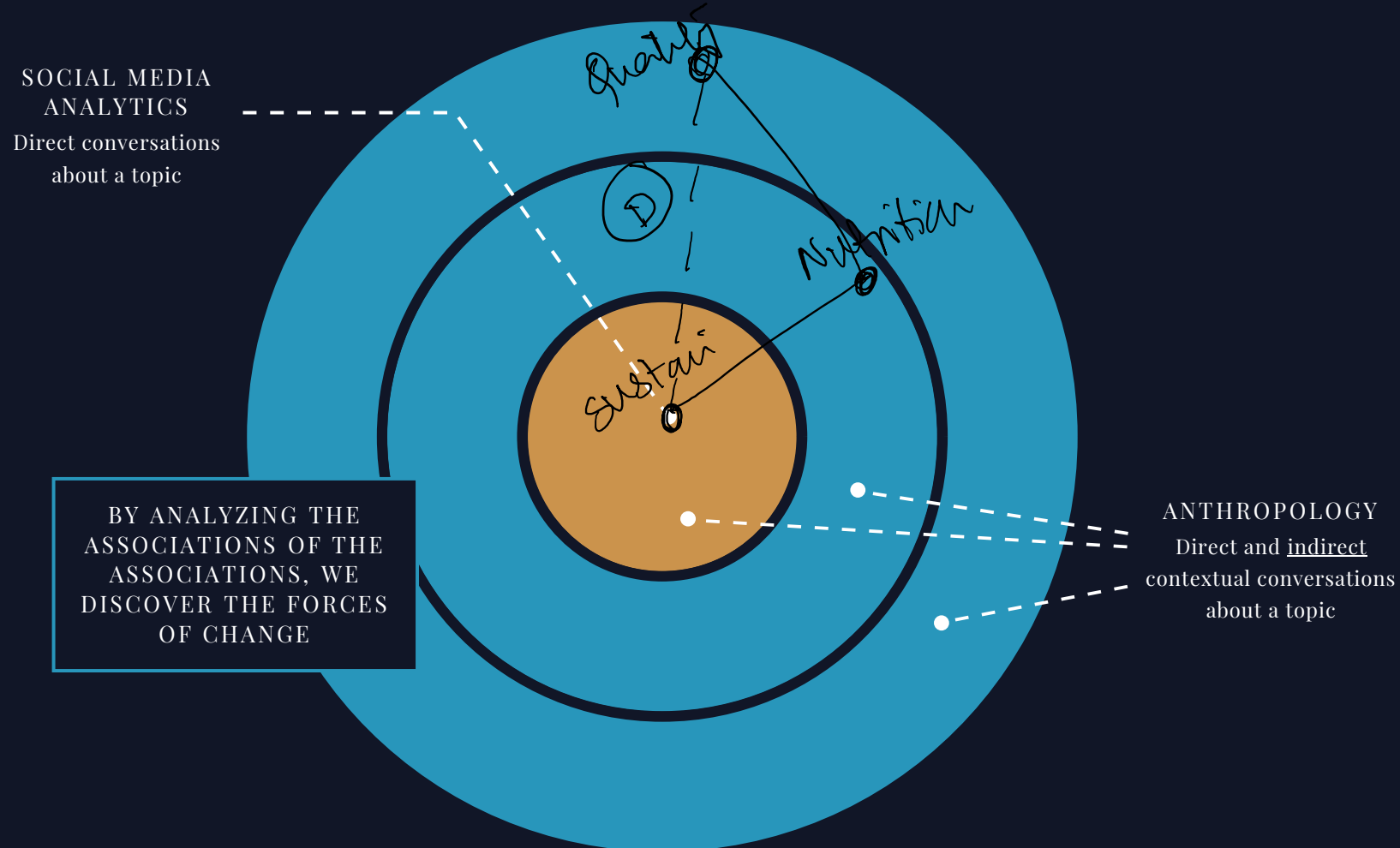
The role of anthropology

Decoding the implicit beliefs of the consumer in any CONTEXT.



The role of anthropology

Decoding the implicit beliefs of the consumer in any CONTEXT.



The biggest challenges faced by innovation and R&D professionals today:

Knowing what is real

Sizing it

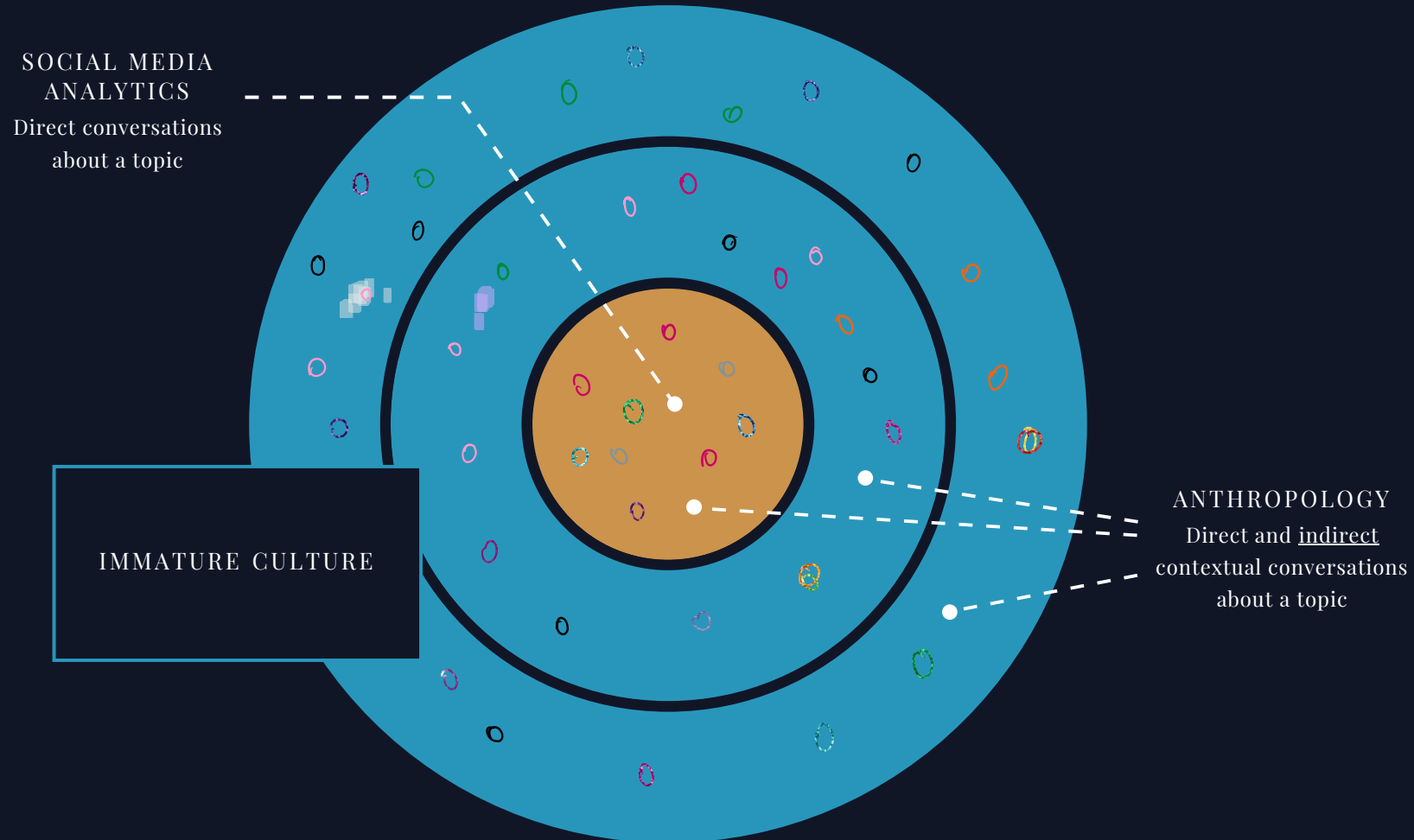
Timing it

Operationalizing it



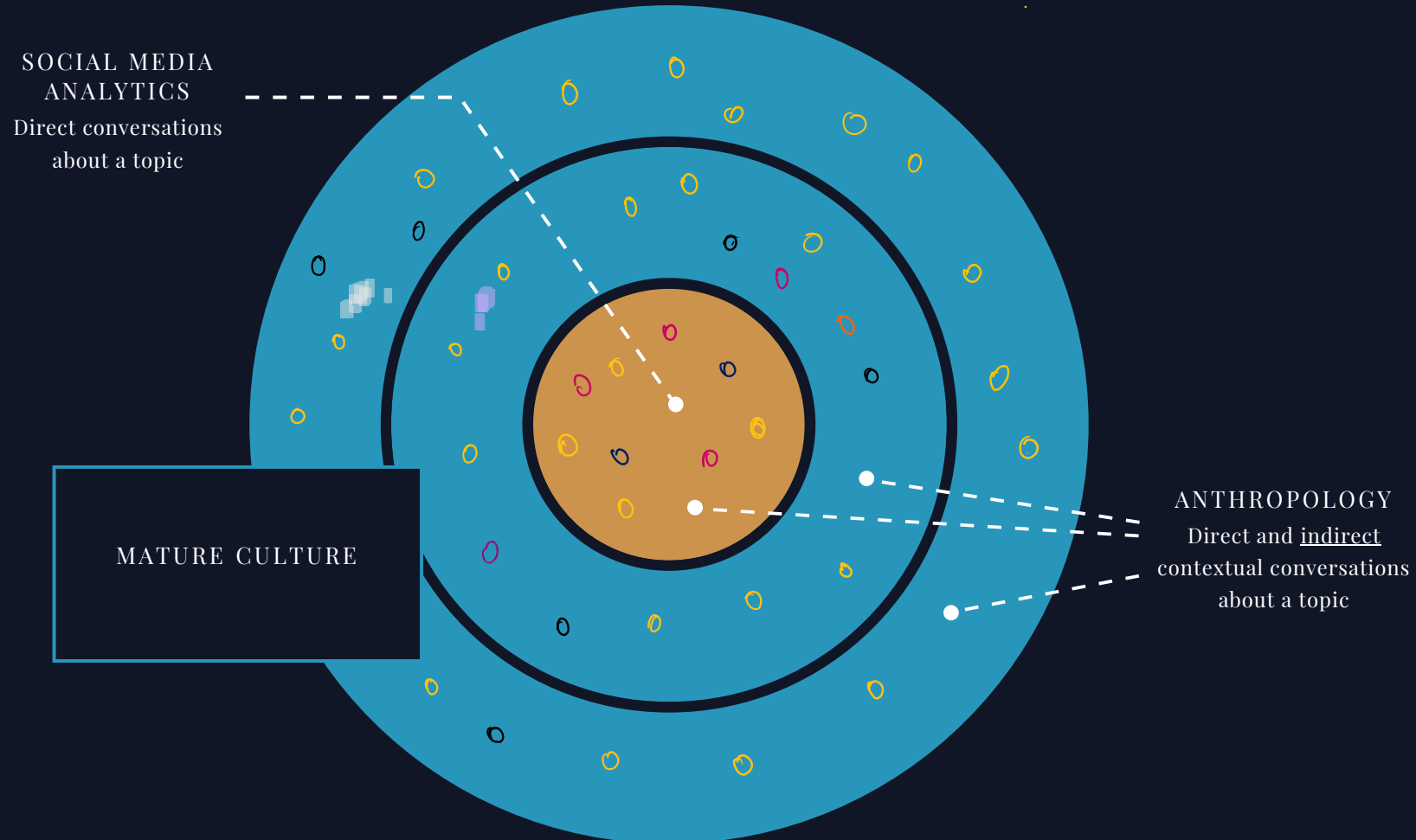
Why anthropology matters

We can understand how mature an opportunity truly is.



Why anthropology matters

Maturity is an often-ignored area that offers incredible competitive advantage.

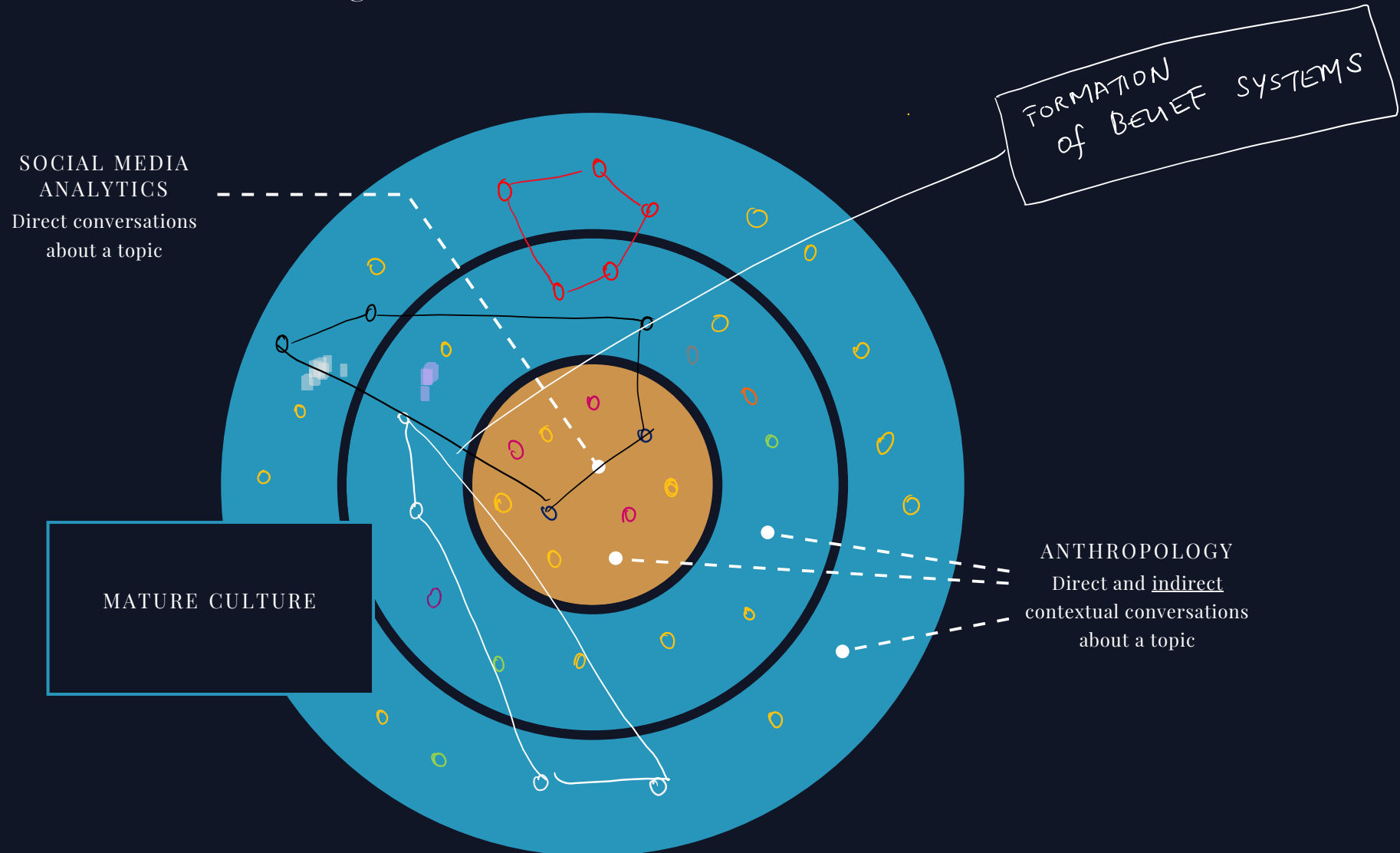


Measure and quantify maturity.

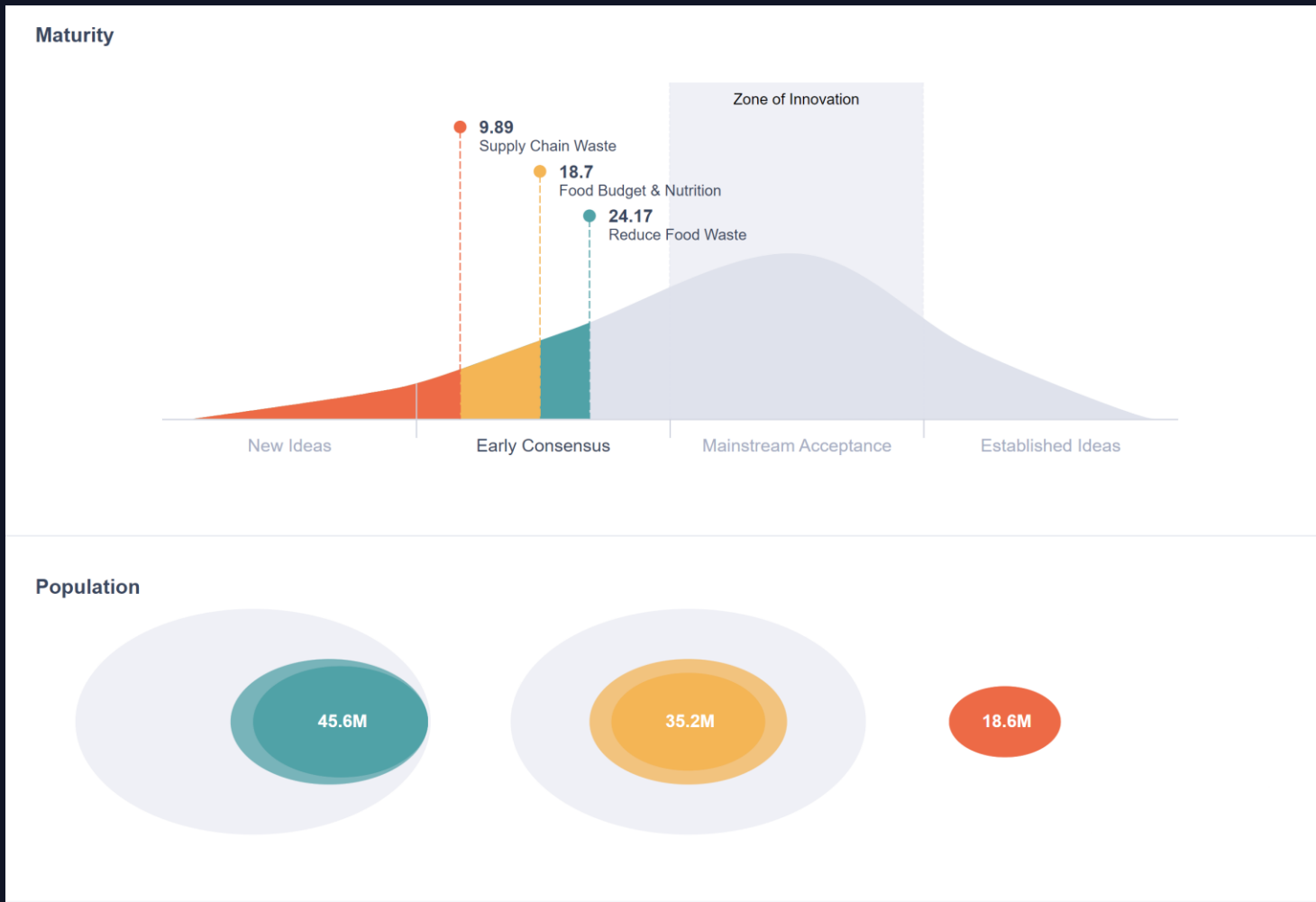


Why anthropology matters

Constellations of words create meaning.



Applying anthropology to the issue of food waste



The iceberg in action

Operationalizing insight



LOGICAL FRAME

Reducing food waste = Throwing out less food at home

implicit meaning line

CORE BELIEFS

1 of 5 core beliefs shaping food waste

**Reducing food waste = Saving money to buy more
nutritionally dense food products**

CURRENT MANIFESTATIONS

For example, better quality snack bars, organic fruit, key
items from ready-to-eat counters in retail

The iceberg in action

Operationalizing insight



LOGICAL FRAME

Reducing food waste = Using up unsold products

implicit meaning line

CORE BELIEFS

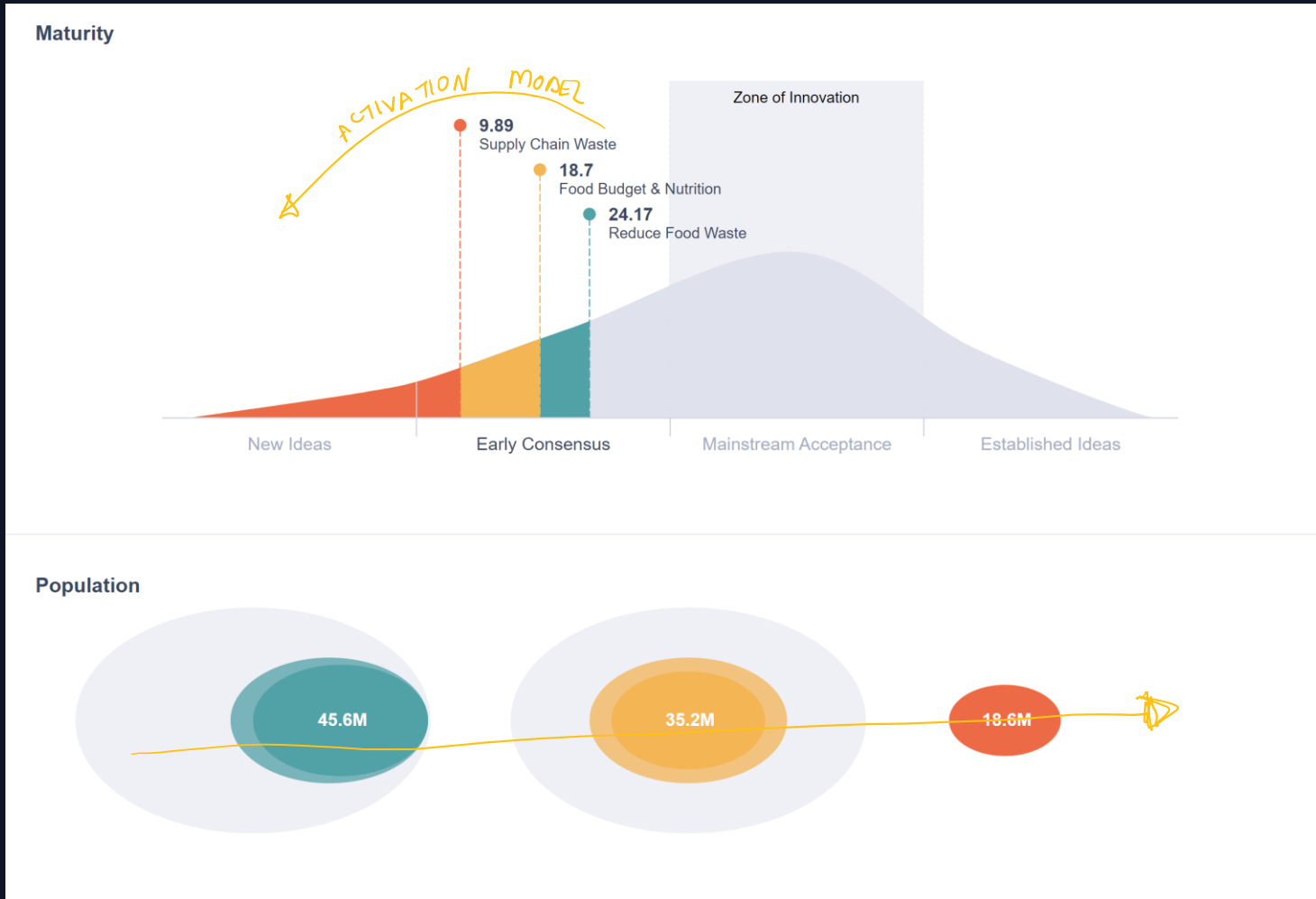
2 of 5 core beliefs shaping food waste

**Reducing food waste = Maximizing the use of raw materials
in the manufacturing and agricultural processes**

CURRENT MANIFESTATIONS

For example, sustainability scores, avoiding certain raw materials (in food products), reducing the consumption of meat, the form of energy used in packaging, wasted food materials, etc.

How to make less-tangible spaces more actionable



Humans act toward things on
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Thank You

A link to the webinar recording will be emailed within 24–48 hours.

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UPCOMING WEBINARS

August 10th:

Trend or Fad? How Anthropology Can Help You Decode and Separate Real Trends From Fads

September 28th:

The Hidden Meanings Shaping Consumer Interest In Sustainability



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[MOTIVBASE.COM/BLOG](https://motivbase.com/blog)

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