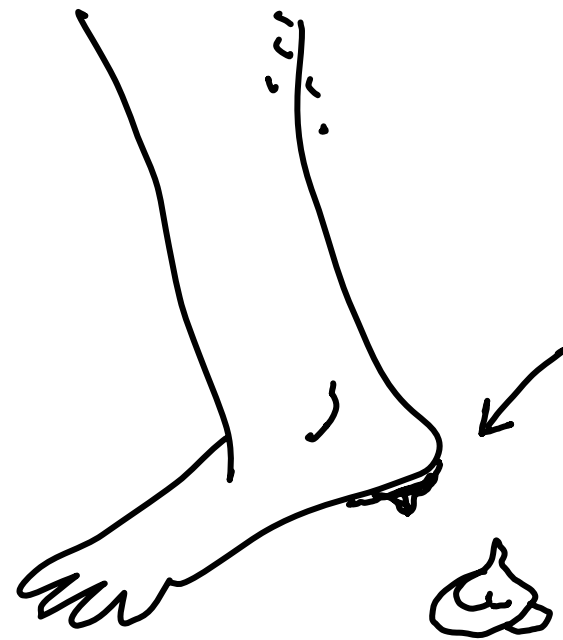




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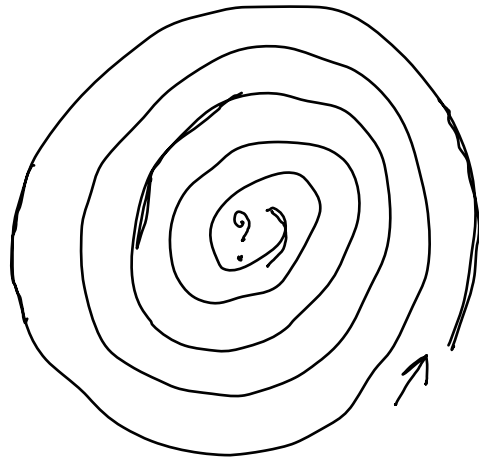


Human Research Methodology:

DIRTY FEET

CREATED BY CREATIVE PLANNING UNIT

LEO BURNETT THAILAND



WHAT & WHY

DIRTY FEET ?

Have you ever read all the research, all the retail audits, all the brand trackings, and everything you could possibly find on the internet but still felt...stuck?

**Then it's time to take off your shoes, bare your feet,
and get *dirty!***

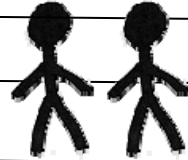
'Dirty Feet' is a human research methodology created to help unearth insights about people, and to provide a deeper understanding of their thoughts, preferences, likes and dislikes, dreams and hopes, desires and needs. By getting close to people, living with them, and **using the human senses** we believe we can create fresh ideas to drive tomorrow's conversations. Touch customers' hearts. Truly move **people**. And most importantly, bring business results.

WHY DIRTY FEET IS DIFFERENT FROM ANY OTHER RESEARCH ?

Because...in the **Dirty Feet** project,

we don't only ask the question
(WHICH WE USUALLY COULD GUESS THE ANSWER HA..HA)
but we also observe and feel.

We focus more on **what people don't say**
than on what they do say.



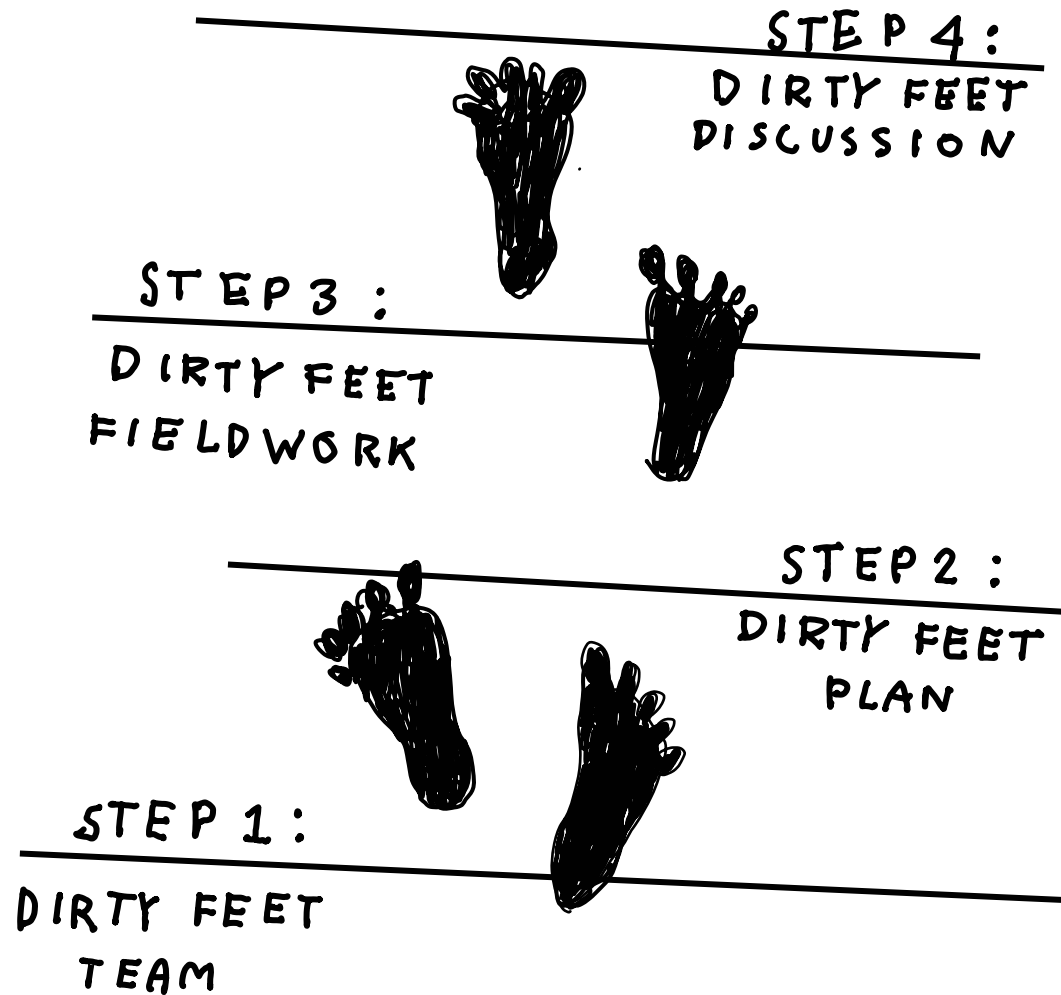
We ask the questions to
human beings not consumers,
thus we gain an insight from our hearts,
not just from observing.

We don't go as marketing or advertising people,
but as **human beings**.

It is said that "The consumer insight may make them shop,
but the **human insight** makes them love."

And this is why **Dirty Feet** is different.

How to get Dirty Feet?





STEP 1:

DIRTY
FEET
TEAM

Sometimes, you, the planner, feel stuck and isolated. You go out to find insights and come back to feed them to the creative team. After a couple of hours of discussion, they still don't have what you want...

Now you will never walk alone

The **Dirty Feet** project will get everyone to **wholeheartedly** understand the truth of the person, the business, and the market. Thanks to the Dirty Feet project, the creative team will understand why the client insists on enlarging the dealer's telephone number. By walking past a traditional store at lunchtime, the graphic designer will understand why the AMD asks for more practical and outstanding POP. By living with a couple, the planner will understand why the wife is the key influencer when buying a car. By having dinner with a sales manager, the AMD will discover the client's logistic problem. By disguising themselves as customers at the competitor's dealer, the client will realize their service needs to be improved.



GRAPHIC
DESIGNER



MEDIA
PLANNER

DIRTY FEET IS ALL ABOUT TEAMWORK

To get multi-dimensional insights, everyone in the team will be responsible for the project. The team includes the Planner, Account Management, Creative & Graphic Designer, Media Planner and Client.



CLIENT

GET TOGETHER

GO TOGETHER

KNOW TOGETHER

UNDERSTAND TOGETHER

WORK TOGETHER

SEE, HEAR, FEEL, TOUCH, TASTE
TOGETHER

DIRTY FEET TOGETHER



PLANNER



CREATIVE



ACCOUNT
MANAGEMENT
MANAGEMENT



STEP 2:

DIRTY
FEET
PLAN

PLAN TOGETHER

First of all, the team will sit together to clarify the objectives of the project, the business issues, the questions we want to answer. Everyone shares knowledge, experience, and know-how about specific topics and then together identifies the issue.

Once we've identified the issue, we can now **plan**.

WHO

- Who we want to get to know...they could be customers, dealers, people, etc.

WHERE

- Where we want to go...there could be some specified areas that we really want to explore.

HOW

- How we get the insight..
- You will follow The Dirty Feet route "Be, Talk, and Detour", to be explained in detail in step 3, Dirty Feet Fieldwork.


HOW LONG

- How long the project should take... 1 day, 2-3 days, 1 week, etc.

WHEN

- When we should go...specified date and time.
 - When all team members are ready.
-

HOWEVER IF WE CANNOT IDENTIFY ANY ISSUE, THEN
JUST GO AND FEEL.



HOMework

Before the fieldwork, everyone is encouraged to note their own questions, and the hypothesis they want to explore during the fieldwork.

MAKE →

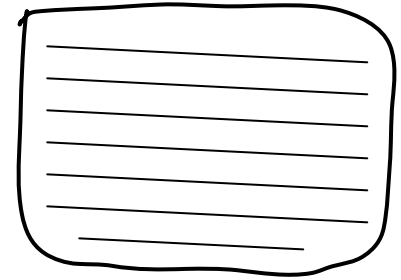
Certainly, the Creative's question and hypothesis may be different from the AMD's or Planner's or even the Graphic Designer's. This way of working will ultimately bring the multi-dimensional insights and solutions mentioned.

PERSONAL
DIRTY FEET

PLAN → NEXT →
PAGE

Personal Dirty Feet Plan

ISSUE / PROBLEM :



I GUESS

WHAT I DON'T KNOW

MY HYPOTHESIS : ↗

WHAT I DON'T CLEARLY UNDERSTAND

MY EXCURSION

WHAT I DON'T BELIEVE

WHAT I DOUBT



STEP 3:

DIRTY FEET

FIELDWORK

STEP 3.1

GET INTO

THE DIRTY FEET MODE

Getting into the Dirty Feet Mode means prepping your **mind** to all *human senses*.

~~IT'S~~ ~~IT'S~~ IT'S ALL ABOUT WHAT YOU

SEE

HEAR

FEEL

TOUCH

TASTE

SEE...what?

What you see from where they live

...Home, Office, Environment, Province, District, Village, Street, etc.

What you see from who they are

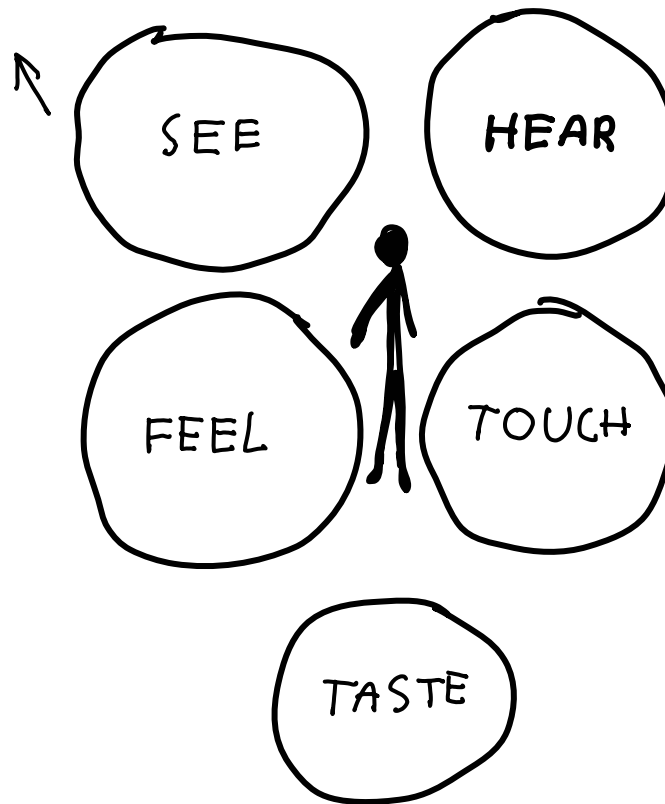
...Life, Occupation, Status, Clothes, Necklace, Car, etc.

What you see from what they do

...What are they doing, and why?

What are they reading?

What are they watching?



HEAR...what?

What you hear from what they say

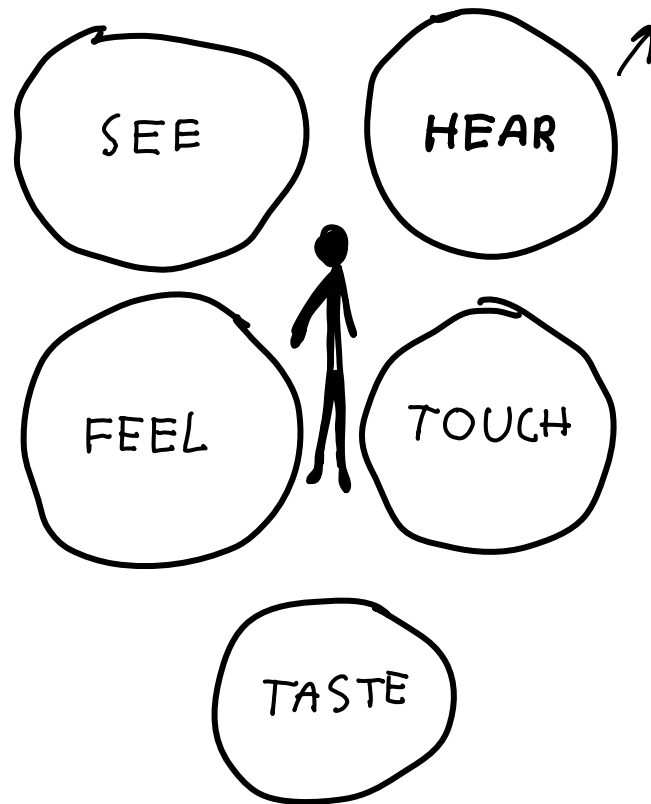
...Conversation topic, answers, questions, language, accent

What you hear from what they listen to

...What kind of song, radio station, TV station?

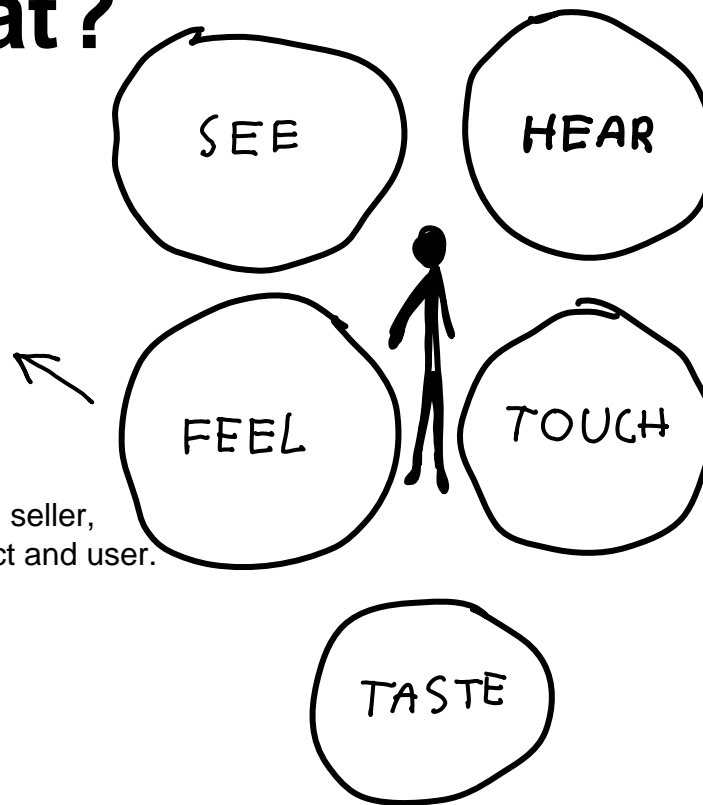
What you hear from what they complain about/praise

...What do they like and dislike?

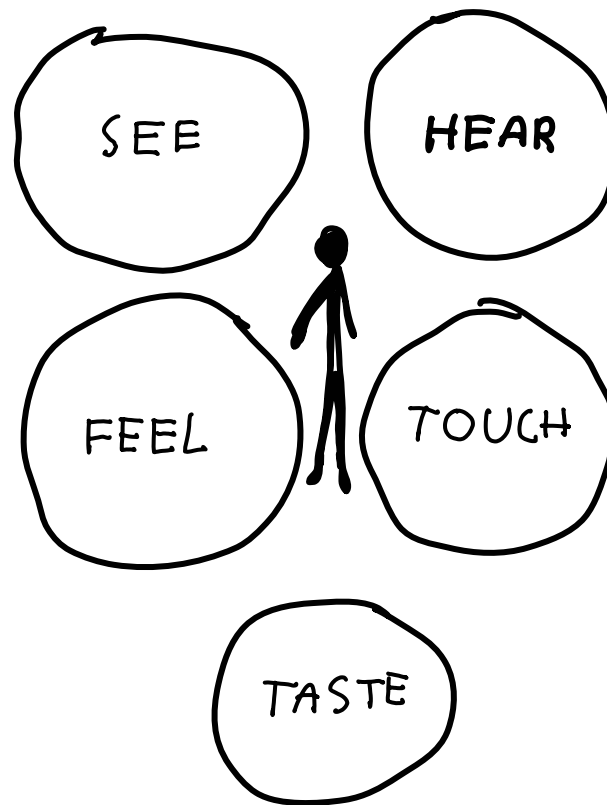


FEEL...what?

...The Atmosphere,
The Air,
The Feeling and Emotion,
The Hope,
The Faith,
The Dream,
The Fear,
The Need,
The Importance in life,
The Family Relationship,
The Relationship in the area,
The Relationship between Buyer and seller,
The Relationship between the product and user.



And most importantly,
What you Feel
Before *Dirty Feet*,
During *Dirty Feet* and
After *Dirty Feet*.

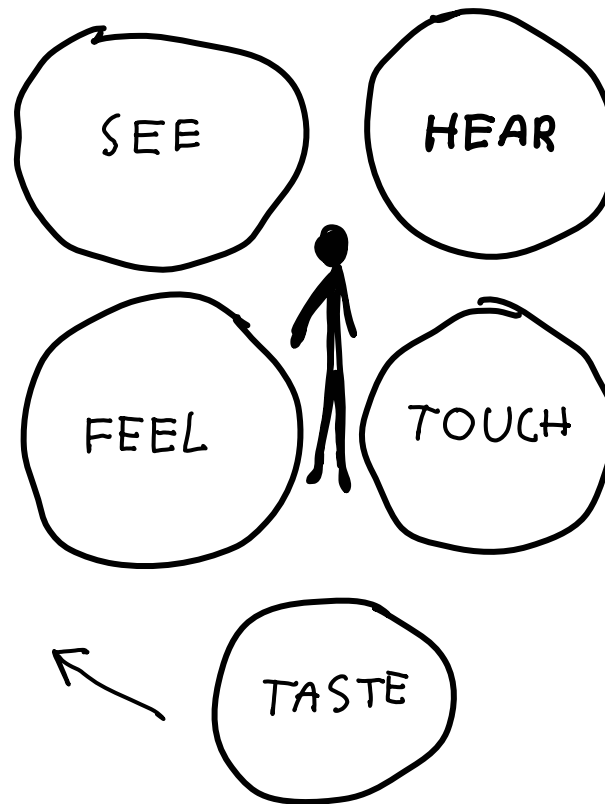


TOUCH...
what?

Touch and Do
what they do;
Drive their bus,
Plant their tree,
Build their house, etc.

TASTE... **what ?**

Just taste what they have
for breakfast,
lunch, dinner...
and also dessert.



STEP 3.2

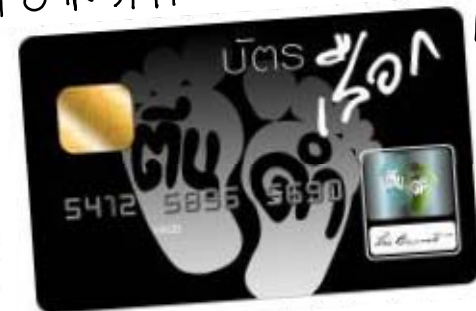
BRING WITH YOU

THE DIRTY FEET ATTITUDE

The Dirty Feet **attitude** is having the guts to 'intrude', to get into the comfort zone of people and really get to know them.

‘ Doing whatever it takes to get into their life and under their skin.’

HERE IS AN
EXAMPLE OF
STIMULATION TOOL
BEING USED BY LB THAILAND
TO INSPIRE THE TEAM



The Dirty Feet intrusion card is designed to give you permission to 'intrude' on people in the utmost polite fashion.

STEP 3.3

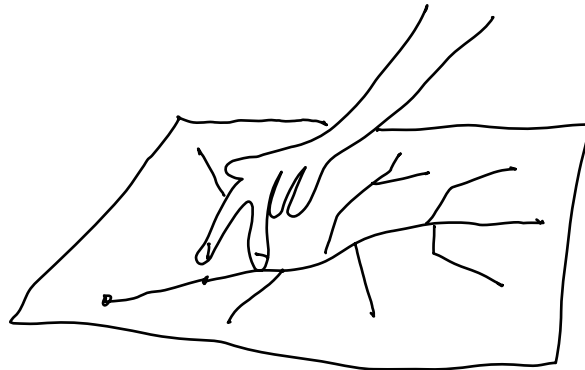
WALK ALONG

THE DIRTY FEET ROUTE

The **Dirty Feet route** is the route to the Dirty Feet fieldwork. There are 3 activities that you have to accomplish to finish the route;

Be, Talk, and Detour.

After finishing the route, you will surprisingly find your feet *dirty!*



BE / TALK / DETOUR

THE DIRTY FEET ROUTE

Be

“If you were them...”

(If you want to know a bus driver's life, what if you became the bus driver or his assistant for a day?)

You just go and try to become like them.

**If you were them,
What would you see?
What would you hear?
What would you feel?
What would you touch?
What would you taste?**

Talk

“If you talk to them as if they were your friend...”

(What if you talked about their old school, their circle of friends, their latest trip or birthday? We can discover what really makes them happy or sad. You'd be surprised how friendship can really bring you to the human insight)

You just go and talk to them.

**If you were to talk to them as your friend,
What would you see?
What would you hear?
What would you feel?
What would you touch?
What would you taste?**

Detour

“If you became a detective...”

(What if you looked around the ground, and at the trash bin, and found some clues to behaviour in it? Or what if you dared to ask them if you can see what's in their bag and wallet?)

You don't just have to follow the plan, sometimes you have to be more curious and intrusive and Take a detour ...

**If you became a detective
What would you see?
What would you hear?
What would you feel?
What would you touch?
What would you taste?**

DIRTY FEET EQUIPMENT

The necessary equipment to bring along with you for the fieldwork:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



Dirty Feet T-shirt

An old T-shirt screened with The Dirty Feet definition.
(Everyone brings their own T-shirt for screening.)

HERE ARE SOME EXAMPLES
BEING USED BY LB THAILAND
↓



Bag

This bag is made of “Pa-Kao-Mah”, the multi-purpose Thai towel which is normally used by Thai rural people. The bag is given to the Dirty Feet team to remind them of being grounded.

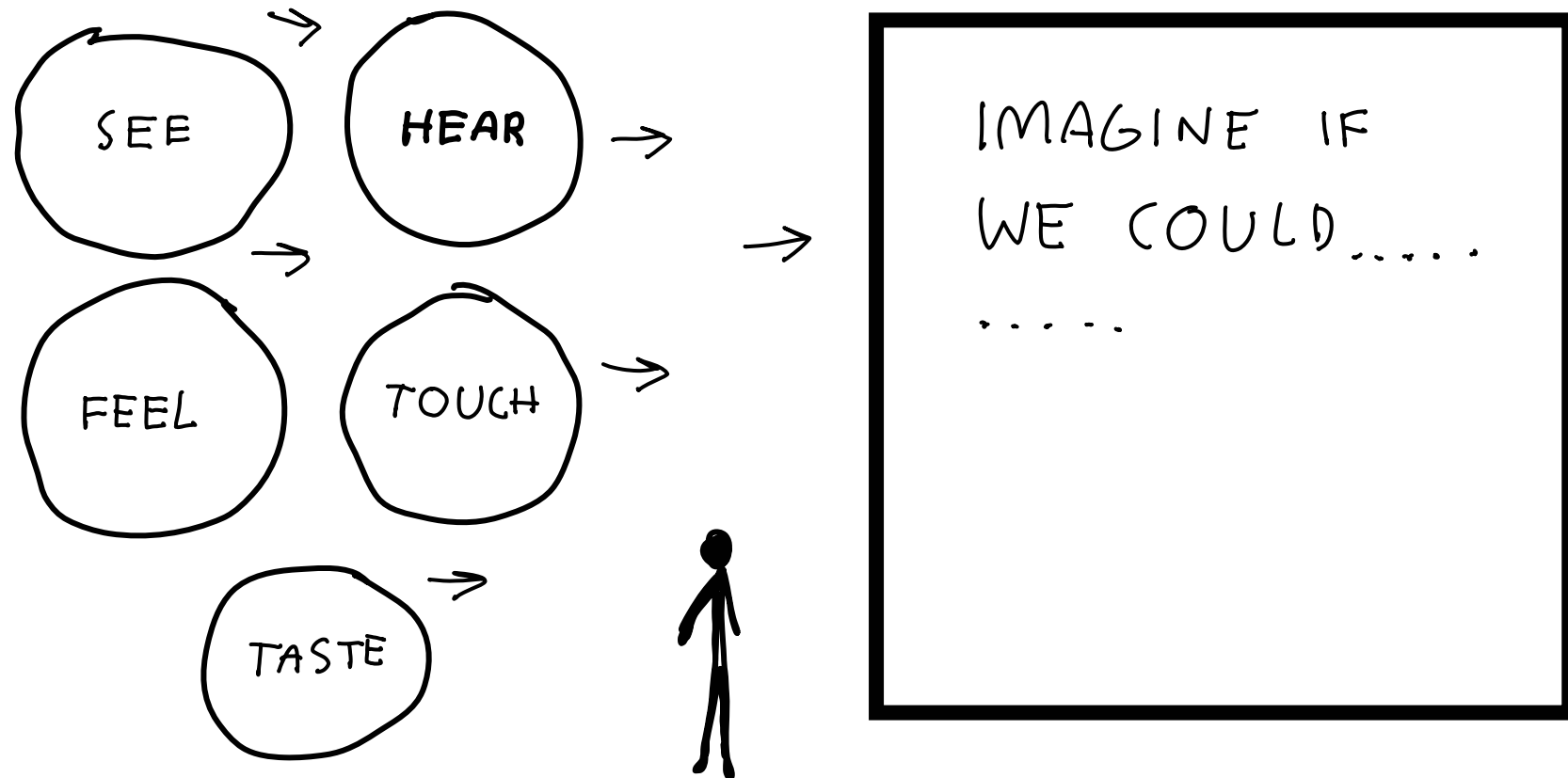


SHARING, DISCUSSION & SUMMARIZING

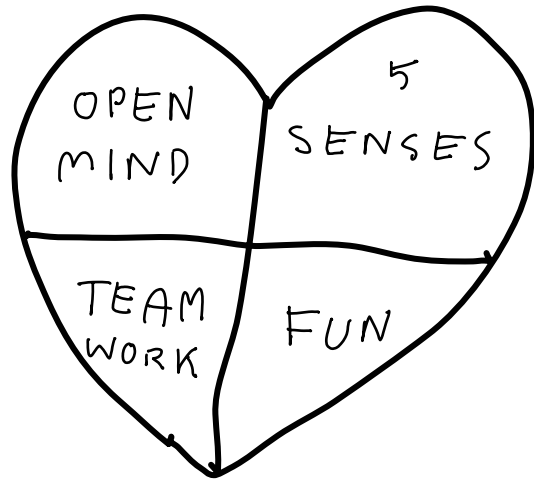
Share: Everyone gets together and shares the information they find, including photos, finding summary, fieldwork kit.

Discussion & Summarizing:

The TEAM discusses how findings help solve the problem or concern, and summarizes the direction of the solution together. Also how the other little findings could be maximized to create the great works and ultimately bring client's business solution.



HEART OF DIRTY



The Dirty Feet may bring you the great business solution, the great strategy, the great creative work...or it may not.

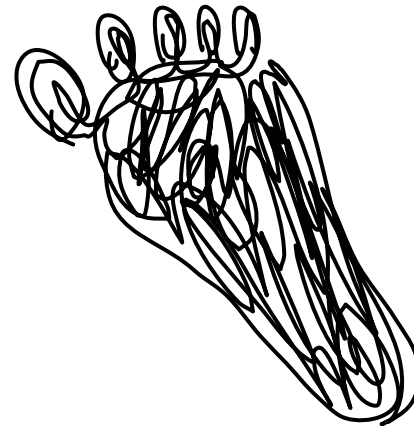
But one thing for sure is, it'll bring your team a Heart of Dirty Feet which is humanized, insightful, passionate and fun.

THE PAY OFF



Once you complete the Dirty Feet process, you'll be amazed by the little things you discover. You'll realize that sometimes a significant finding has been overlooked. Dirty Feet will help you learn about people through the five senses, until you get the right insight to touch their heart. The rest is how you maximize your finding, but at least... It's time to celebrate the big little thing!

HAVE FUN !





BY THE DIRTY FEET OF....

PARN

praphalrat_t@leoburnett.co.th

PEPE

tosapol_p@leoburnett.co.th

NOK

duangporn_p@leoburnett.co.th

POP

Prasit_k@leoburnett.co.th

NIN

Nunthinee_p@leoburnett.co.th



**The last page is the t-shirt design
which you can screen onto any kind of old t-shirt.
If you don't like it, it's okay, because we do.**



The Leo Burnett **“Dirty Feet” Project** created by **Leo Burnett’s Creative Brand Planning Unit** is a new *human* research methodology created to help our team unearth *people’s* insights, and gain a deeper understanding of their lives, thoughts, preferences, likes and dislikes, dreams and hopes, desires and needs. By getting closer to people - by living with them and using the senses to see, hear, feel, and touch their lives - we believe we can create fresh ideas that will drive tomorrow’s conversations. Touch customers hearts. Truly move *people*. And most importantly, bring business results.

**So...let’s get out there,
take off our shoes,
bare our feet
and *get dirty!***

