1. Right. So as H said, it’s going to be a conversation about these keywords.
2. Okay.
3. Which is both for us kind of run the initial searches, or start thinking about them, and also get a glimpse of how you came up with them as part of the research process.
4. Yes.
5. So the questions at first are rather general.
6. Okay.
7. And then we can probe a few keywords further.
8. Yeah. Sure.
9. So I will start with a general question; why were those terms picked? For example regarding the “New [District 1] Market”?
10. Okay. Why…? So with the market, I tried to think about words that I thought… starting with very sort of obvious words, that people would use. Talk about “Market” or “[District 1]”. And then talked about, I suppose it’s more experiential words. So why people would use the market, so that’s where we got on to terms like that. Buying local or local food. So I suppose a mixture of when we’re thinking from a communications point of view what are the key selling points of the market. Thinking about that. And then I suppose becoming more general towards, I suppose, people’s views or beliefs around food miles. So shopping responsibly, and ethically-sourced products. So people who might not be shopping in the market at the moment, but actually the new market will appeal to people who’ve got those beliefs or those desires to buy organic food. And then to think about perhaps people who might be motivated by sort of financial reasons. So think about bargains or value for money.
11. Yeah. So regarding the buying local, local food and so on; why was that kind of subtheme focused on?
12. We have done some research about people’s use of the market at the moment, and then the specialist markets we have, and asking people how frequently they used the market, and then the reasons that they used the market and what were the main goods that they went there for. And fresh fruit and vegetables was the highest. Then you had fresh meat and fresh fish. And household supplies, or other clothes or other things, were very low down on the list. The main draw for people was very much around the fresh produce, and when we’d ask people again what was it about that, and it was the fact that it was fresh and that it was local. And they were close to the source. You know? They’d be buying it from someone who’d then sourced it from the wholesaler. And they were buying it from a person rather than an anonymous big organisation. So I suppose they’d built up a relationship and a trust.
13. Okay. And that’s, I assume, one of the new aims of the new market, so to speak?
14. Yeah. Yeah. And so I suppose it was then just trying to reinforce that for other people. So again bringing in why people said they went to the Farmer’s Markets or specialist markets, to remind them then of the other market. So that’s I suppose where the thinking came from. Or why we thought those were the motivators. Because that’s what research had showed us.
15. Oh, okay. And regarding the value for money theme, what was the thinking behind it?
16. The thinking around that is that we know, particularly in the current market, there are people who are perhaps on a lower wage, and a lot of the immigrant communities, who perhaps don’t have a large disposable income, who aren’t motivated by it being organic, or knowing where it comes from. They are purely motivated by needing to feed their family, you know, as well as possible on a very, very small budget. So it was about stressing that side of it. Because we are very conscious that if we just promote the market as ethical food, and organic and about supporting local, there will be people who then think, “Oh, it’s Waitrose. It’s too expensive. It’s not for me”. And we need both of those. We need people to realise that actually markets offer the best of both worlds for everyone. You know? They’re value for money, and it’s also quality, fresh produce as well.
17. Okay. I see.
18. So it’s quite difficult to get those messages without alienating one or the other.
19. Yeah.
20. Because if the sort of Waitrose market think it’s too cheap and too much value for money they may not want to go. And if the people think it’s too, sort of, maybe middle class or fancy, they’ll think that it’s going to be too expensive for them.
21. Yeah.
22. So it’s a difficult balancing act.
23. Yeah. Okay. And obviously we touched on this issue while Helen was here, but what was the process that led you to choose these keywords specifically? I mean, how did that kind of come about?
24. How did it come about? Okay. So we had an initial discussion at a management team meeting about identifying the projects. And then we talked about some of the key words. I talked with some colleagues and said to them, “When you think about the market, if you were talking about it, or you thought people were talking about it, what type of words would you say?” And then used obviously again words that I would say looked at the key messages in our campaign. So what are the things we want to say and what are the things we want people to say back to us? And try to then combine all that into a list of keywords. But I’m conscious that just because we want people to say something, doesn’t mean they’re necessarily saying it now. So it will be interesting to see whether people are talking about, you know, some of the things I’ve identified now, and ideally where they are. I suppose then we can remind them or direct them back to the fact that the new market is coming.
25. Yeah. Okay. And did you exclude any keywords while coming up with this list?
26. There were some that we came up with initially where people were saying things like “distinctive”. Or “different”. And you sort of think, “Well, when you’re talking about the market, or independent, yes, that makes perfect sense”. But as soon as you try and just say, “Okay, from any conversation someone’s having, we want to find out who’s talking about different”, they could be saying, you know, “Oh I didn’t like that car. I want a different car”. Which has got no… so it was trying to say, “Yes, those are the right areas, but actually how can we then get words that relate to the market?” So that if taken out of context, and you’re looking at it, you know it to be about the market. So there were lots for both sets of words that made perfect sense in a conversation about the market, but as soon as you took it out of that, it could just be about anything.
27. So it was about balancing contexts in some cases?
28. Yes. And I am hoping this is why we got it right, we were trying to think about if they were just individual words like “organic”, hopefully that would then fit in, because generally people talk about organic food, on the whole. Which may not specifically relate to markets, but actually if someone’s got an interest in organic food, and they’re in [City 2], then actually the market would be a good thing to direct them to or try and start a conversation. Whereas if someone is talking about “difference”, it could be anything. It could be difference of hair colour, which has got no relevance.
29. Okay. And if you were to identify some of the more important keywords regarding [District 1] Market, which ones would that be?
30. I mean, the basic ones, I mean, obviously “market” and “[District 1]”, would be key ones. Because obviously if people are talking about [District 1], we want to just tell them about the range of changes that are going on, including the new market. If people are talking about markets, or market, whether that’s the current market or the specialist markets, and I suppose after that it would be about fresh fruit and vegetables and local food.
31. Yeah.
32. I would say. For me.
33. Why is that?
34. Because I think that’s going to be the key distinctive feature. So people are either going to be talking about markets, and market shopping, so you know there is a direct interest in, you know, that sort of shopping environment, shopping experience, and then if people were talking about fresh fruit and vegetables, or local food, it’s trying to get across to them that the best place to buy local food, or to buy fresh fruit and vegetables, is going to be the new market.
35. Okay. Okay. This is obviously also useful for us to know how to run the services we will be doing. And we touched on this issue already, but I suppose the next question I want to ask is; in what context do you think conversations regarding local food or fruit and vegetables would be occurring?
36. In what context?
37. For example would it be, if you were to think of social media platforms, which kind of publics would be driving those conversations?
38. I would say, it’s a difficult one, I don’t know, I suppose probably Twitter. People might be talking about purchases they’ve made. Or I suppose if people are gardening or growing their own food or have an allotment, there may be conversations around sort of local and fresh produce. Or people who are particularly interested in food, so we have a food festival, but there are people who perhaps talk a lot about what they’ve cooked, or what they’re eating. So are interested in ingredients, or interested in either the food they’ve made or food they’ve eaten. So you sort of think that potentially they’re more aware about quality of food and where food comes from. And therefore again, you know, when they are making their own purchases, whether that’s to cook themselves, you know, on a big scale or even a small scale, that actually the market is not only a place where most of the city’s restaurants actually get their fresh produce from, but there’s an opportunity for people to go and buy their own fresh.
39. Okay. And would that encompass both of the kind of concerns that are behind the keywords; i.e. the kind of local food component and the more kind of bargain, value for money, part?
40. I mean, that probably wouldn’t. I mean, the bargain, value for money – I don’t know. And I don’t know whether I have a concept of how much people would be talking about bargains, and whether it would be people who are already going to the market, who might be talking about special offers they’ve got. Or it’s two packets of Kit Kats for the price of one at Tescos. You know? So they’re therefore purely motivated by price and special offers. So it might be if in the market you can get 2kgs of tomatoes for 50p, or it’s the end of the day and you can get your bargains at the market, because obviously it’s fresh.
41. Okay.
42. So I don’t know. That’s why I’m interested to see. Because I’m aware that we want to get to those people. But I don’t really have any evidence or understanding of how much talk there is about that. I don’t know. People talk about all sorts of things. So they could well be. And whether there are particular forums. I know that there are a lot of people who talk a lot about voucher codes and special offers, and exchange the tips and the codes to save money. So it may well be that they then talk about other bargains or offers or value.
43. Yeah.
44. So there may be an opportunity for the market to put messages in there, if there are special offers or offer of the day, or end of day specials. Where potentially you’ve got a receptive audience and you could generate quite a quick call to action and response.
45. Yeah. I suppose it’s quite hard to know ex ante, so to speak, how that would work out.
46. Yeah.
47. Okay. And regarding the Tour De France kind of theme; so why were those key terms picked? What is the thinking behind it?
48. The thinking behind it was again trying to think both about people I suppose would know about the Tour De France, and would be talking specifically about that, and then to think around it and think of what subject could people be talking about that might indicate that they would be interested in the Tour De France? So that could be people who are talking about elite cycling, the particular elements of the Tour De France. You have the yellow jersey, king of the mountains, you know, Bradley Wiggins, Sky Team. Those specific people. Or maybe people who were talking about elite cycling or [City 2] and cycling. Or cycling holidays. So people had an interest in cycling. People who knew about the Tour De France, or people who talked about sort of cycle races. We found this one a harder one to do. And I think partly because I think we were hampered by the fact that the Tour De France is such a big thing, so to try and hone it down into more specific elements, and to not worry too much about, “If we just look for what people are saying about the Tour De France, is it just going to be so much conversation? Is it going to be more data than we can possibly do anything useful with?”
49. And was there any kind of thinking and input into those keywords that linked the Tour De France Team specifically to [City 2]?
50. Not really. That was the hardest bit, actually. I mean, there was really sort of [City 2] Cycling. But other than that, it was quite difficult at this stage. And obviously as we get closer and I suppose there are the details of the route, it could be that it might be about specific landmarks on that route. But then I suppose my thinking is that now being more than a year out, if you put those down, no one’s going to be talking about those in relation. And if someone says, “Oh, I want to walk”, or, “I’ve just cycled past, I’ve just driven past, X”, and we then say, “Ooh, you know, in 14 months’ time the Tour De France is going to be cycling past there”, they’re just going to go, “Mm. I’m not really interested in that. I just mentioned it. Or I just took a photo of it”. So it’s quite hard, that. And it will be interesting to see whether something as big as that, how we could potentially use the data and analyse it to get a meaningful outcome from using it.
51. Yeah.
52. And I think that’s why I quite like the contrast. Because this is very specific, what we want people to do, and this is a very general thing that happens, but we want people to come to a part of a big international event that happens every year, but we want people next year, when it’s in Yorkshire, to come to the bit that’s in [City 2].
53. So these key words are more initially to get the feel of what people are saying and kind of identify specific kind of hooks from which later [City 2] could be brought in?
54. Yes. Yes. Exactly. Yeah.
55. Oh, okay. And did you consult other people?
56. Yeah. Again, we did a similar process. Talking to colleagues and asking, you know, “When you think about the Tour De France next year, in Yorkshire, what words do you think of? What words do you think other people would use? Or what words would signify that people would have an interest or could have an interest?” Which is where one of my colleagues came up with “camper van”. Because when you watch the Tour, there are always lots of camper vans on the route. Now if you do a key word for camper vans, you’re probably going to get masses of completely irrelevant, but we thought, “Is that a way in? Because is it something that there may be a camper van community that we can identify in [City 2] and then say to them might then generate an interest?” “Oh, I could actually go?” So I don’t know. We’re trying to think both logically and I suppose laterally. On a bit of a tangent. And think, “That might be, a camper van online community, that has [City 2] links or Yorkshire links”. “Oh, that might make -?”
57. I suppose that will show up on social media as well? Closer to the event?
58. Yes. Yes.
59. When people start assembling for it?
60. Yeah. So it was a challenge. It was more of a challenge, that one.
61. Yeah. I can see how it would be. Definitely. Did you exclude any keywords in the process of coming up with those?
62. Not anything serious. People came up with all sorts of things relating to the Tour. You know? People getting sore or rubbing oil on themselves. You know? Random things. Or Lycra. Someone said, “Lycra”. Well, if you search social media for mention of Lycra you’ll probably get all sorts of irrelevant things! So yeah, it was more things like that. But again, going back to the market one, where in the context of talking about the Tour De France, Lycra or a sore bum or things like that make perfect sense. But as soon as you take it out of the context, and you say, “We’re going to search for people talking about Lycra or a sore bum”, and you think, “You’re going to get all sorts of inappropriate or irrelevant things”. And actually trying to sift that down would probably mean that you are not likely to miss anything.
63. And if you were to pick some of the more important keywords in here? Which ones would that be?
64. I don’t know, actually. I don’t know whether it would be something like “Yorkshire tour”, and I suppose something that occurs to me now is perhaps with this it’s looking at the coverage that the tour has got, and there was the announcement that the Tour De France was coming to Yorkshire, and almost analysing that for what the key words were, and I know when we had the presentation before, and [Colleague 1], I can’t remember what the –
65. From Tempero?
66. Yeah. And it was the software that was analysing keywords that journalists often use for big documents. So actually maybe something like that. It’s analysing what a number of key articles said and what are the keywords within that? Because potentially I suppose they’ll be the ones that the journalists use, and something like, if it does catch on as “The Yorkshire Tour”, then actually those would potentially be the words to talk about. But at the moment, I don’t know that they are. So I suppose that maybe there’s a smaller bit of analysis. Or maybe looking at what hashtags people are using on Twitter.
67. Yeah.
68. What are the ones that are getting traction? Because actually they’re the ones that will probably stick. And then be ones that sort of work across a range of social media.
69. Yeah.
70. I didn’t do that. But that could be something that would be useful for that, because we know there’s been specific coverage about the announcement of it, and there may be, you know, journalists are likely to use the same sort of phrases or words again. And they’re then likely to be picked up by –
71. The wider population?
72. Yeah. Whereas I think it’s slightly different for that.
73. So in terms of those more important keywords, that’s perhaps the hard question, I suppose.
74. I think so.
75. What kind of publics do you imagine using those words? Those keywords? And in what contexts? So apart from the journalists, who have written articles already about the Tour and Yorkshire.
76. Yeah. I think there’s likely to be people who are big fans of the Tour De France anyway, and potentially would be the ones who go over to France and watch it, who would be very excited that it’s in England. And I suppose potentially more local to them. If they’re in the North or Midlands of England. And then people more local to [City 2], who are not necessarily huge fans of it, but are excited that a big international sporting event is coming to their region and to their city. So just as we had with the Olympics and the Torch Relay, lots of people who potentially wouldn’t be that excited about the Olympics if it was, you know, when it’s in Rio, but actually because it’s something local and they feel a part of a major event, would be interested. And then I suppose the other side is people who are interested in cycling, again, you know, who might talk about the fact that an elite cycling event, or a big event, was happening again in their city or in their region. But I think that’s again, and from the conversation we had with Helen, it’s not as clear what we could get from that. I mean, obviously our aim is to get profile and recognition for [City 2]. So I suppose it’s finding out who is talking about it, and where possible to make sure that there are [City 2] messages within that. That they’re aware that [City 2] is a key part of the route. And that there are opportunities to come and watch it.
77. Yeah.
78. And stay within the city.
79. Yeah. I can see how it can be a much trickier kind of theme to deal with than the first one. But I guess that’s what makes it interesting. The fact that it’s more broad and general.
80. Yeah. And I think that’s why we wanted to pick two different ones; one that was supposed to have much clearer defined focus and outcomes, and one that was a big event of which we were a small part. So we’re not in charge of it. Whereas obviously it’s our market, we’re building it, we’re going to recruit all the traders for it, manage it. So it’s much more definable. As opposed to this, which is a huge thing that’s going on and we want to make sure that our part of it doesn’t get overshadowed by the rest, but doesn’t get missed out. So it will be interesting to see if there is an opportunity, and how that wide that opportunity is. Whether it’s just a very localised one, so there’s just opportunities within the city and sort of I suppose a closer geographic region.
81. Yeah. And that’s a question, because another question which is not really linked to this, it’s just because I’m a Tourer; where does the Tour exactly pass?
82. Oh, I knew you were going to ask me that.
83. Is it through the city that it will pass as well?
84. No. It goes part of the side of the city. It doesn’t come into the city centre. It sort of goes from the North and then the East of the city.
85. Oh, okay.
86. Yeah.
87. And you said that this will take place in July or August, right?
88. Next. Yeah. Next year.
89. When you say next year, you mean 2014?
90. Yes. Yes. So not 2013. 2014.
91. Oh, okay. Okay.
92. So it might be again as well, that obviously there’s been the initial announcement, and now until there’s more stories, there’s not a lot of conversation. But again it will be interesting to see who is. And it might be the people who are talking about it are people who are real advocates. And therefore it might be an opportunity to get them involved or engaged early. So that as it ramps up and wider people are in, they’re key opinion-formers or gatekeepers. That could be a way. But the Tour De France just feels more of a wildcard. And to some extent more interesting in terms of, “Let’s see what happens”, whereas that, I suppose, it’s clear that there are sort of key audiences we need to target. If they are talking on social media, as we think, actually that gives us another way to reach them. Whereas Tour De France, we’re not as clear. So let’s just see who there is and if we can start early conversations with them.
93. Yeah. And the New [District 1] Market, when will it be finalised and open?
94. It will open in mid-November this year.
95. Okay.
96. So there’ll be an announcement in about end of April, beginning of May, on who are the traders. Who’s got stalls. We’ve had more people applying than we have stalls. So there’s likely to be some negatives about some people who didn’t get stalls. And then because there’s also development work along [District 1] and there are some shops, there will be other announcements about who are the retailers. Because there’s the market, then at the front there are some shops [District 1], that are actually separate from the market, but it’s one building. So there’ll be announcements by the property company who are managing those shops. And so in the next few months in the lead up to the opening there will be a series of announcements of different stories. So you should hopefully see some spikes. But also as the building nears completion, hopefully people will come and see it and either share our images or take their own images. And we should see some more traction in terms of people who are talking about it.
97. Apart obviously from the initial reactions?
98. Yeah.
99. Okay. Let me see if I have anything else to ask.
100. Okay.
101. Right. Another kind of final question is regard to the general expectations behind what searches on social media using those keywords might yield. So that’s obviously a very speculative question. But how do you kind of anticipate, for example, regarding the New [District 1] Market, how do you think these kind of keywords, provided they yield some insights, how might these insights be eventually mobilised?
102. Okay. I suppose people who are interested in, or talking about, the Market or [District 1] already, it is just checking that what they’re saying is accurate and they’ve got an understanding of it. Or is hopefully positive. So it might be that people are talking about the market, but they think it should have been opened, or it’s been delayed, or there are various problems, and I suppose it’s trying to make sure they’ve got the facts and as far as possible are being positive about it. Then for people who perhaps are talking about food more generally, in terms of local food or concerns about food miles, it’s making sure they are aware that the market is coming, and that the market is going to offer a sort of great solution to them being able to buy from local suppliers. You know? Have a reduced food miles. Support sort of buy local campaigns. And also if they’re shopping in say Farmer’s or Specialist Markets, that that’s something they’ll be able to do seven days a week, rather than once a month. And then people who are perhaps concerned about bargains, if people are having those conversations, or if there are forums where people are talking about issues of shopping to do with price-sensitivity, again we can let them know that the market is there. Just because it’s moving and it’s going to be in a beautiful new building, doesn’t mean that it’s going to offer any less value for money. That it’s still going to be the place to go. Where you don’t have to rely on what special offers are happening that week. You know that actually it’s always going to be fresh value. Whereas you’re not going to go to the market one week and they’re going to reduce apples just to get you through the door, because they’re going to make the money back on toilet roll.
103. Yeah.
104. So unlike the supermarkets, actually you know that it’s always going to be a fair and value for money price, because the overheads are less.
105. So it’s essentially about not only raising awareness, but also increasing the kind of engagement with the public about what the market has to offer, essentially?
106. Yeah. And hopefully then the real test for that is do people go through the doors into the market and are the traders, you know, seeing the cash in their tills? So for that the output would be people are talking about it, and talking about it in a positive way, and then the outcome that we want would be that that translates into visits to the market and spends in the market. Obviously it would be great if people are talking about it and saying, “The market’s lovely” and showing pictures. But if they’re not going there and using it, then we won’t have succeeded.
107. Yeah. I can see.
108. Whereas I think to some extent with the Tour, if people are talking about it, and are sharing images of being in [City 2] and saying how fantastic it was seeing the Tour in [City 2] and putting up beautiful pictures, actually that’s half of what we want to get from the Tour, is profile for [City 2] and people talking about [City 2] in a positive light. There’s also people staying and spending money on food and hotels in the city. But it’s as much about repositioning or sending a very positive message about [City 2] as a city of elite sport, of beautiful countryside, of a great place to come. So actually if all we got was that, and people didn’t want to stay, there would still be success. Whereas with the market if all we got is people talking about it in positive ways, that wouldn’t be enough. Because we need for the market to succeed and realise all the money that’s been invested building a new market, we need people to come and use it. Otherwise the traders will go out of business. And then the market will go out of business. So they’re similar. But an outcome is as much around a positive profile. So it’s not just an output for the Tour. Because obviously quite a lot of it will probably happen when people are there. And that’s good.
109. Yeah. I think that pretty much covers the questions I needed to ask.
110. Good.