

# INSIGHTS REPORT



**BIOTEXFUTURE**  
TRANSITION LAB

## ASSOCIATIONS TOWARDS AEROGELS

*EXPLORATORY  
RESEARCH  
@HERZO OUTLET*

*February 2024*

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adidas & FAU

# CONTENT

1. EXECUTIVE SUMMARY
2. METHODOLOGY
3. RESULTS
4. IMPLICATIONS FOR BTF



# EXECUTIVE SUMMARY





IMPRESSIONS  
OF THE DAY

BIOTEXFUTURE

TAKE PART  
IN SHAPING  
THE FUTURE

AEROSOL

KEIN AUSGANG NO EXIT



# KEY INSIGHTS

What we know now...

Consumers do not understand the concept of an aerogel.



Associations made with aerogel are initially not related to textiles; but to shoes and sky-related features.



Information is crucial to reduce reservations regarding material attributes such as haptics or consistency.



Sustainability (+ recycling), temperature regulation and animal free are the most important attributes for consumers.



Generally, consumers perceive aerogels very positively.



Consumers associate aerogels mostly with functionality.





An aerial photograph of a pedestrian crossing with white diagonal stripes on a dark asphalt surface. The stripes are overlaid with a pattern of large, vibrant green leaves. Several people are walking across the crossing. A dark green rectangular banner with the word 'METHODOLOGY' in white, bold, sans-serif capital letters is centered horizontally across the image.

# METHODOLOGY

# TRANSITIONLAB INTERACTIVE RESEARCH CONCEPT & AIM OF FORMAT

Based on the *AlgaeTex-TransitionLab Consumer Workshop @ the GreenLab adidas Flagship Store* Workshop last year we want to extend the format to a BIOTEXFUTURE research format exhibition to gain knowledge on the consumers associations and validate our concepts/ narratives and storylines.



## GAIN INSIGHTS Associations

*Baseline research to understand current stakeholder landscape and first associations of consumers to material, feedstock, process.*

+

## VALIDATE Storyline/ Narrative

*Hypothesis testing and validation of initial concept / story / approach.*



# AIM & OBJECTIVE

**What:** Test consumer associations towards LightLining (Aerogels)

**Objective:** Gain understanding of consumers associations towards Aerogels so that we know how to best communicate and bring the material innovation into market.

# REALIZATION

**When:**  
1 Day (04.12)

**How:** open questions  
Survey  
+ Smoothie as incentive

**Space** 2,5x4x2,5 m @Outlet Herzogenaurach

# WHAT WE ASKED

## PRE

- What are the first four words, thoughts, images, etc. that come to mind when you think of aerogels? 1) Please write down the four terms. You can also draw something to go with them. 2) Please rate and mark the terms as positive (+) or negative (-).

## POST

- What are the first four words, thoughts, images, etc. that come to mind when you think of aerogels, now? 1) Please write down the four terms. You can also draw something to go with them. 2) Please rate and mark the terms as positive (+) or negative (-).
- In the future, the aerogel will be used as insulation for an outdoor textile product. How would you feel about this? 1) Please briefly describe your thoughts and feelings.

# DATA COLLECTION: QUESTIONNAIRE

What are the first four words, thoughts, images, etc. that come to mind when you think of aerogels?

- 1) Please write down the four terms. You can also draw something to go with them.
- 2) Please rate and mark the terms as positive (+) or negative (-).

What are the first four words, thoughts, images, etc. that come to mind when you think of aerogels, now?

- 1) Please write down the four terms. You can also draw something to go with them.
- 2) Please rate and mark the terms as positive (+) or negative (-).

In the future, the aerogel will be used as insulation for an outdoor textile product. How would you feel about this?

- 1) Please briefly describe your thoughts and feelings.



# REALIZATION













# RESULTS

# ***1. RESULTS ASSOCIATIONS***

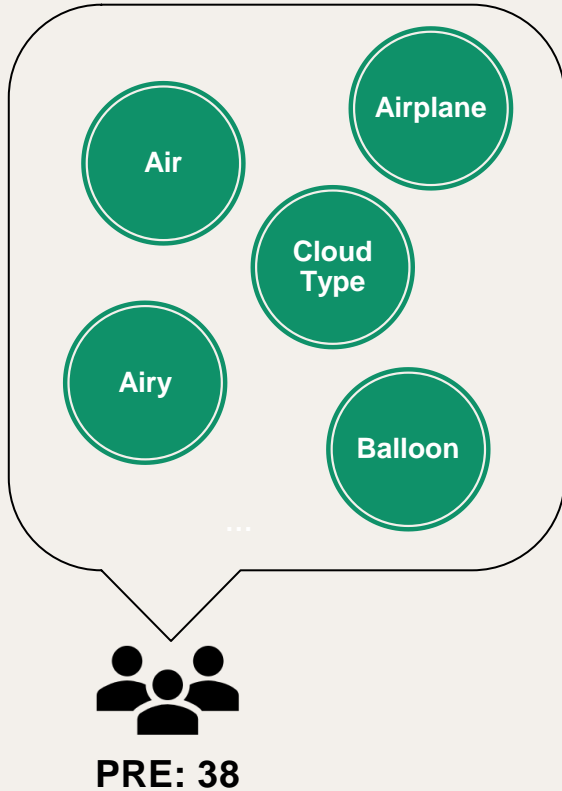


# RESULTS ASSOCIATIONS

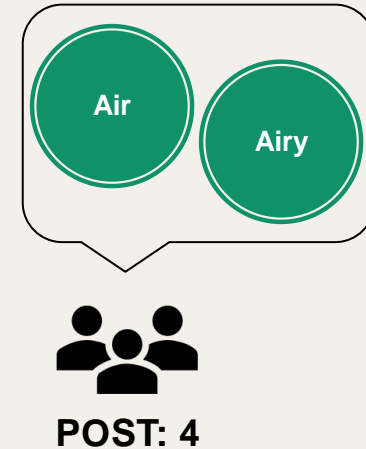
THEMES	ANZAHL PRE	MEAN VALENCE PRE	ANZAHL POST	MEAN VALENCE POST	x	p-value
Air & Sky related Features	38	1	4	1	41.97	<.001
Animal Free	0		11	1	12.09	<.001
Artificial	2	1	2	0	.00	1.00
Body & Health	11	0	1	1	9.24	.002
Brand	2	1	2	0,5	.00	1.00
Clothing	2	0,5	7	0,79	3.00	.083
Color	3	0,79	0		3.08	.079
Consistency	29	0,75	0		38.04	<.001
Economy	0		4	0,75	4.14	.042
Feeling & Opinion	16	0,8	25	0,8	2.32	.127
Footwear	23	0,75	2	0,75	22.19	<.001
Form	3	1	0		3.08	.079
Future	2	1	7	1	3.00	.083
Haptics	15	0,97	0		17.10	<.001
Innovation	3	0,92	8	1	2.50	.114
Material Attributes	47	1	57	0,97	4.54	.019
Nature	10	1	6	0,92	1.15	.283
Other	1	1	1	1	.00	1.00
Recycling	1	1	12	1	10.42	.001
Science	0		1	1	1.01	.315
Sport	0		1	1	1.01	.315
Sustainability	0		42	0,95	64.05	<.001
Temperature	0		31	1	41.56	<.001
Type of Material	0		2	1	2.03	.154



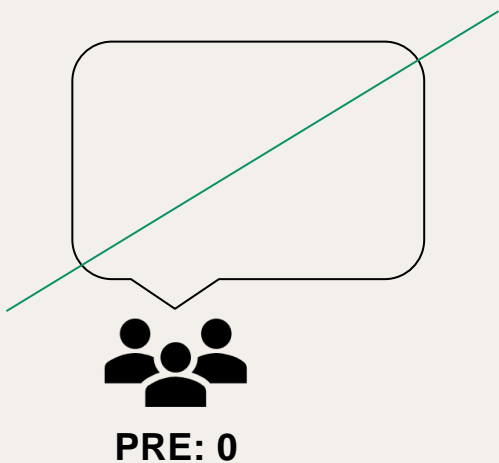
# AIR & SKY RELATED FEATURES



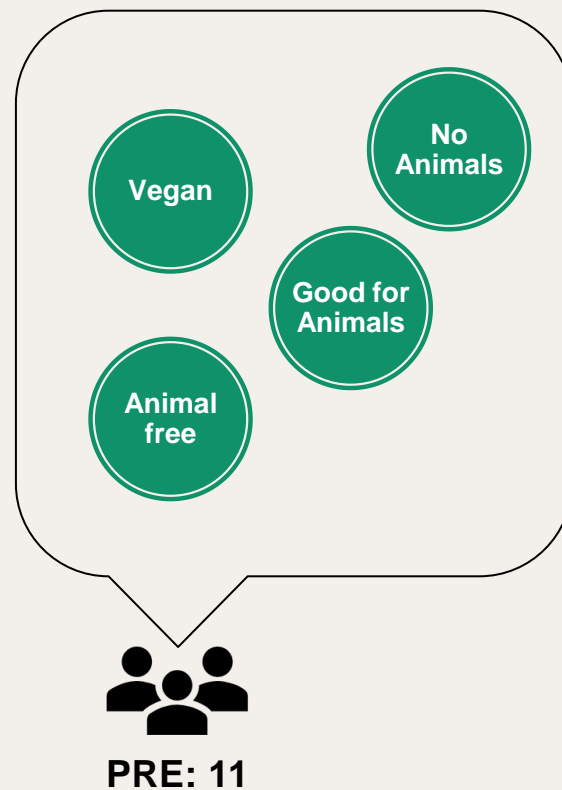
ADDITION OF MORE  
SPECIFIC INFORMATION



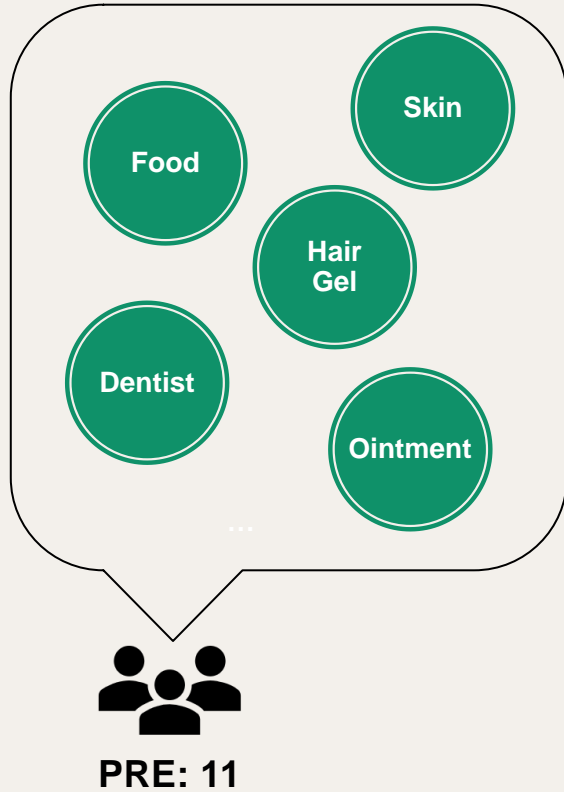
# ANIMAL FREE



ADDITION OF MORE  
SPECIFIC INFORMATION



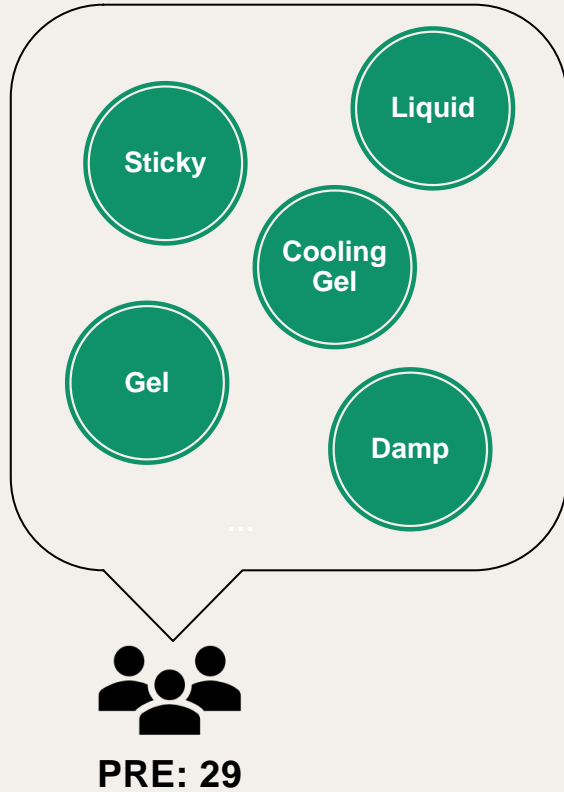
# BODY AND HEALTH



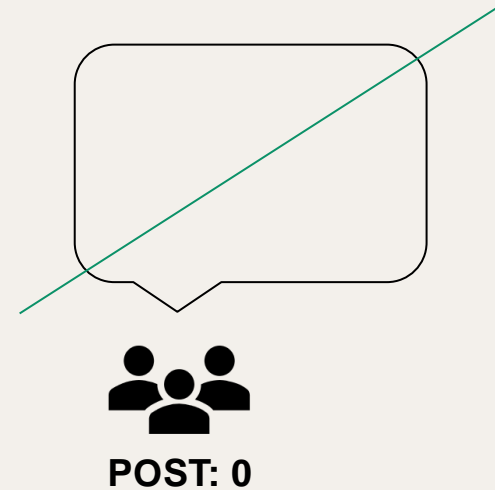
ADDITION OF MORE  
SPECIFIC INFORMATION



# CONSISTENCY

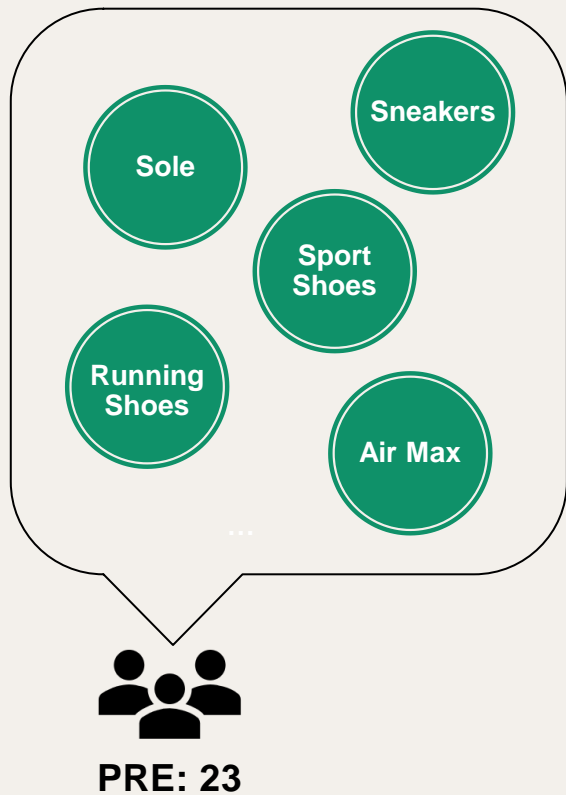


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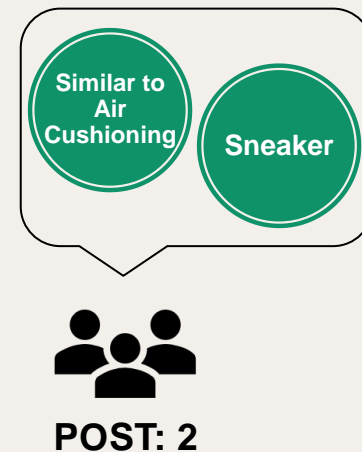




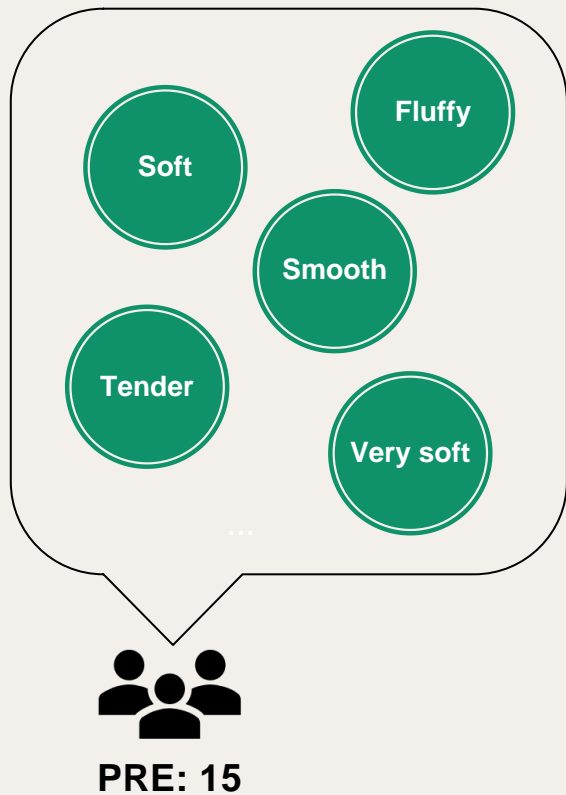
# FOODWEAR



ADDITION OF MORE  
SPECIFIC INFORMATION



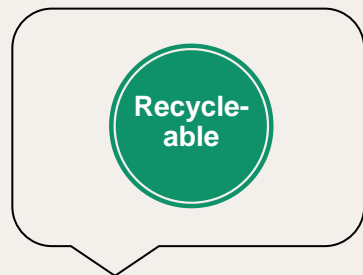
# HAPTICS



ADDITION OF MORE  
SPECIFIC INFORMATION

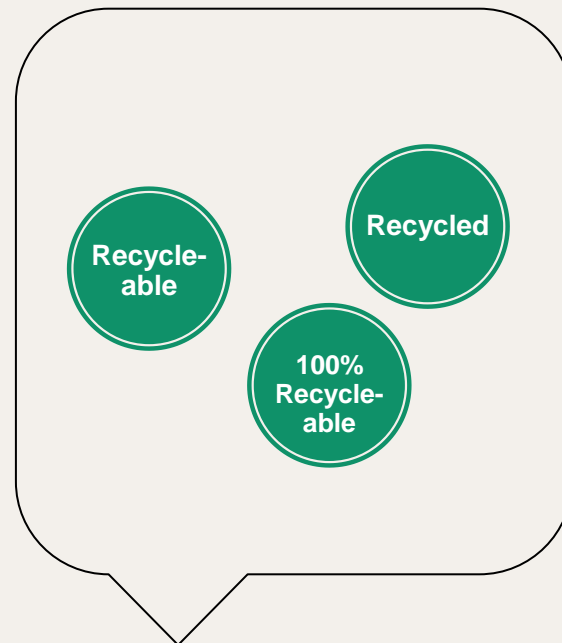


# RECYCLING



PRE:1

ADDITION OF MORE  
SPECIFIC INFORMATION

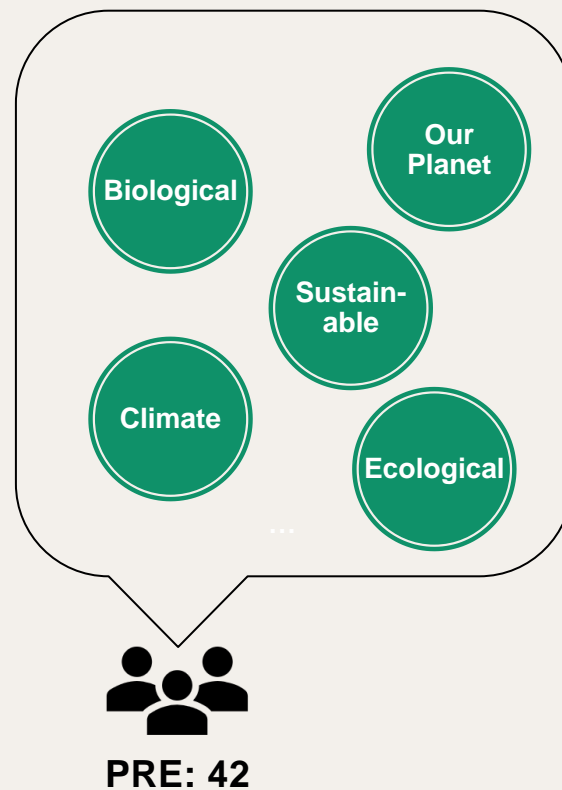


PRE: 12

# SUSTAINABILITY



ADDITION OF MORE  
SPECIFIC INFORMATION

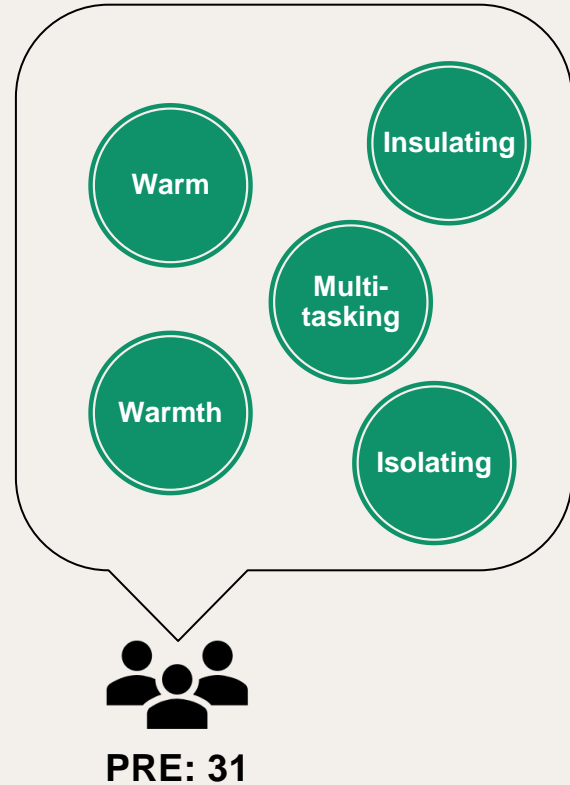




# TEMPERATURE



ADDITION OF MORE  
SPECIFIC INFORMATION



# 1. RESULTS OPEN QUESTION



# OVERVIEW OF RESULTS

Category	Mentions	Key Insights
Alternative	3	Seen as a good alternative for polyester
Availability	3	Concerns about availability of material
Functionality	13	Material considered highly functional, e.g., warming and breathable
Future	3	Futuristic material
Good	10	Good idea and excitement to try it out
Innovation	4	Promising and innovative material
Price	3	Concerns about price
Purchase	2	Higher willingness to pay
Scepticism	3	Skeptical about type of material
Smell	1	Concerned about smell
Specific Usecase	2	Traveling, winter (sports)
Sustainability	8	More sustainable / recyclable than other materials
Wear	7	General interest in wearing material

# FUNCTIONALITY

*“Definitely positive, if the function is as good as clothes that are worn nowadays.”*

*“It is great that it is light and easily washable, it feels soft, more space in the wardrobe.”*



*“Easy to transport: you can just scrunch it together and take it with you, easily washable which is important for sports/outdoor.”*

*“I am sure it feels good, is comfortable and functional ”*

# GOOD (POSITIVE FEELINGS)

*“good idea, like this idea, better than something with animals.”*

*“Yes that sounds like a good idea .”*

*“I think it is a good idea because it has many advantages and is special.”*



**„Excited to try!“**

*“that works, I like it.”*



# SUSTAINABILITY

*“Very good as it is an important step towards sustainability.”*

*“I think it is a very good idea to bring a product like this to the market that is based on **sustainable principles**, esp. With the attributes, **I would buy it.**”*

*“Good possibility to **buy sustainable clothing.**”*



*“Good idea, save the planet.”*

*“I would **like** it if there were **sustainable materials** like this.”*

An aerial photograph of a pedestrian crosswalk. The crosswalk's white stripes are overlaid with a pattern of large, vibrant green leaves. Several people are walking across the crosswalk in various directions. A prominent green banner with the word "IMPLICATIONS" in white, bold, sans-serif capital letters is centered horizontally across the image.

# IMPLICATIONS

# IMPLICATIONS FOR LIGHTLINING

1. Consumers consider the material to be highly functional
  2. Functionality of the material is they key aspect to focus on e.g., warming and breathable
- Test hypotheses on exact communication strategies in the future

## **Examples for possible future communication strategies to test:**

Example 1: Communicate the warming qualities of the material (i. e. in combination with vegan/animal free properties)

Example 2: Communicate the breathable qualities of the material (i. e. in combination with activities)

# IMPLICATIONS FOR BIOTEXFUTURE

1. Setup and realization very easily doable
2. Pre / post design good for early stage research and to validate whether right information about material is being given

## **Examples for possible future usage:**

- Lange Nacht der Wissenschaften (FAU)
- Pre / post designs with actual BIOTEXFUTURE Demonstrators

## LIGHTLINING CONSUMER ASSOCIATIONS

Please reach out for feedback and questions to:

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**Further information can be  
found here:**

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