Market Research and the Bottom line

'Your expert guide in new and existing markets, a resource of your business
Or, how to spend less and more wisely'



What's the number one issue for your business right now?



2 MINUTES



WHAT'S THE NUMBER ONE ISSUE FOR YOUR BUSINESS? ©





What's my qualification for talking about research? Food, Financial and Education (plus automotive)



5 MINUTES



Agenda 1.Brands

2.Prompts for research3.Types of research4.What interests you?(5.Case History)



40 SLIDES



PDF



BRANDS



Brands occupy a mental space in the minds of consumers



QUIZ NIGHT



WHAT BRANDS ARE THESE?

1.For mash get....

2. Have a break....

3.It's a lot less bovver with a

4.Don't forget the mum

5.Refreshes the parts

6.Pure genius

7.All because the lady..

8. Hello tosh, gotta

9. The sweet you can eat between meals without

10. Work, rest and play?

11.Go to work on

12. Everyones a fruit

13. How do you eat yours?

14. Your flexible friend

15.Don't leave home without it

16. The ultimate driving machine

17. The car in front is

18. The best 4x4 by far

19. The real thing

20. Now hands that do dishes can feel soft as your face

21.Fit the best

22.I know a man who can



Brands that stand out are 'salient' on the Warscape of sales and marketing.

All organisations deploy 'sales and marketing', public and private sector.

Some use advertising. Others use social networks (Artic Monkeys).



If you believe in what you do you have any advantage over most people.



Brands can be repositioned to suit change in their market.

This requires an understanding of the 'pillars', the qualities that makes it special I some way.

The process is evolutionary and credible.

That's often where market research expertly guides the path.



Alfred Nobel invented dynamite.

Erroneously reported as dead.

Obituary described him as 'a death merchant'.

He set about spending his fortune to set up better obituary,

The Nobel Peace Prize.



RESEARCH GUIDES, EVALUATES, CONFIRMS



Market research can be your expert guide in new markets Or your current market

Your experience, instinct plus research 'intelligence'

Creates confidence and good orderly direction

The Prize; growth, confidence, wise spending and sustainability



WHAT'S THE NUMBER ONE ISSUE FOR YOUR BUSINESS? ©





'WHAT'S THE NUMBER ONE ISSUE FOR YOUR BUSINESS? ©'

LOW AWARENESS OR LOW RECOGNITION/SALIENCE

CUSTOMER REACTION TO FUTURE PLANNING?

REASONS FOR REJECTION OR, APPEAL?

CUSTOMER
BRAND EXPERIENCE
OR, BETTER TARGETTING?



LEVEL OF ENQUIRIES

LOW APPLICATIONS?

POOR UPTAKE

PREMIUM SELLING WELL, CHEAP LESS SO

YOUR IMAGERY

NEW PRODUCTS? NEW MARKETS?



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Research will not only build confidence and answer core objectives;



What are we known for, why do customers buy/not buy?
Should we change our opening times, curriculum, pack etc.?
How can we compete in new market and how?
What's my brand's imagery
What are big issues for buyers in 2013?
Which new products do buyers like most and how much would they pay?
I need to write the brief for my design, PR, ads, web, local activity, I need research feedback to fill in the blanks



It will suggest other actions
Support hunches
Provoke new thinking
Build morale
Inspire action
Settle arguments over subjective disagreements



COMMISSIONING



CONFIDENCE IS A BUSINESS OBJECTIVE



Simply put, there are two types of research



PSYCHOLOGY



Psychological/Sociological

Good for listening, testing and evaluating advertising, design, and a sensitive understanding of marketing and customers wants and needs, motives and fears







Psychological/Sociological

(Qualitative)

Focus groups, interviews, granular, rich and vivid using relatively small samples; 4-6 groups, 6-12 interviews

12+ telephone interviews



STATISTICS



Statistics

Allows you to see data trends and gives strong confidence in actions providing you realise its broad brush; it's a starter for depth or, a picture overall of what's going on, how effective you are



QUESTIONNAIRE Very often Often Sometimes Rarely



Statistical (Quantitative)

Often questionnaire based with large survey samples via web, telephone, even post..

Can buy in data that defines a market and its segments and needs



LET THIS HELP DEFINE OBJECTIVES



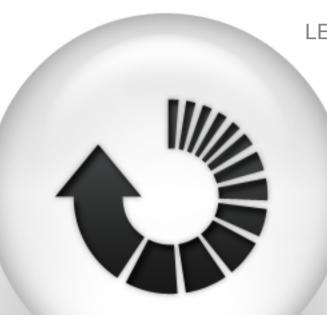
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Desk Research

- ☐ Understanding market size and direction
- ☐ Understanding competitive line-up
- ☐ Gaining insights into sales, distribution, legal
- ☐ Conducting product testing and comparisons
- ☐ Looking at potential target and relevant focus



Bespoke Market Research

- ☐ Understand background attitudes and behaviour
- ☐ Exploring new product or service ideas
- ☐ Understanding organization's brand image
- ☐ Evaluate advertising, marketing concepts
- ☐ Differentiating competitors' perceived strengths and weaknesses
- ☐ Gaining insights into purchasing decisions
- Conducting product testing and comparisons



CLARITY



CREATES



CONFIDENCE



'Corporate brand is as important as the product brand Corporate reputation contributes more to company market value than financial earnings'

The Company behind the Brand: In Reputation We Trust, (Weber Shandwick)



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APPENDIX CASE HISTORY

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If I Only Had 5 Minutes of Your Time..what would I tell you?© A Small Case History



Large Evangelical Church

To teach spiritual growth and develop relationship with God



Wanted to successfully push change through

But sought approach appropriate to audience needs and motivations



Multiple stakeholders, customers...
The many versus vociferous few



Multiple stakeholders

The team, staff, congregation, children, wider community, parents, youth and other groups



Explore motivations and perceived priorities

Outreach, giving, donations and their needs and wants



Identify and Answer

What are dynamics?
What are the resistances?
(inevitable)



Focus groups, depths & Congregation Survey

Participation since engaged (Beware 'over niceness' however)



The Conclusions Leadership needed to engage with 1.The Satisfied

(Growing in faith but need encouragement) Weekly email/data base and photographed)



The Conclusions
Leadership needed to engage with
2. The 'On the Edge...Newcomers'
Create Newcomers lunch and activity
Activate Welcome Team



The Conclusions
Third group
3.Disgruntled

Moved to sister church, more traditional Replaced by 1 and 2

