

# 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 research

3.Types of research

4.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 in 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? ©'



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



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



## 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)



# Market Research and the Bottom line

‘Your expert guide in new and existing markets, a resource of your business’

Chris Payne  
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## APPENDIX CASE HISTORY

Chris Payne  
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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

