

CASE STUDY

identifying opportunity through custom research

Claim Substantiation

The Issue:

An apparel manufacturer wanted to make a claim that its product was preferred over its two main competitors.

The Solution:

In order to make the claim, the respondents had to try on the products to compare. MRSI designed the research in such a way that the respondents would have no way of knowing the brand of the products they were trying on. This was a difficult task as the products all had well-known logos on them making them easily identifiable. MRSI's creative solution was to blindfold the respondents, ask them to try on the client's product, along with one of the competitor's, and state which they prefer. Research was conducted via mall intercepts across the country among adult men 18 and older.

Business Implication:

Respondents preferred the client's product to the competition 2 to 1. Thus, the apparel manufacturer was able to make that claim in its national ad campaign in an effort to increase sales.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

ENFOQUE® Step One: *Discover* Case Study

The Issue:

A consumer packaged goods company hired a Hispanic ad agency to develop a marketing program for one of its key, well-known cleaning product brands. The company and agency agreed on an advertising platform based on preliminary data from other sources. Although the ad tested very well and met all necessary standards, after it ran for a year, sales and brand awareness remained flat.

Solution:

MRSI was asked to help. We designed an innovative qualitative program based on in-home interviews, product usage diaries, and follow-up focus groups. Through this program, we helped the client Discover consumer hot buttons for this product.

Business Implication:

Research found that the original strategy was completely wrong because the attribute on which the ads were based was neither the most relevant nor the most emotional to Hispanics. A new campaign focusing on those more important attributes was developed and ran with much success.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

ENFOQUE Step Two: *Explore Case Study*

The Issue:

A manufacturer of a food product common among Hispanics had successful distribution and sales among Hispanics on the West Coast and Central United States, yet the company wanted to identify additional opportunities in other areas of the United States and in other market segments.

Solution:

MRSI developed a quantitative research program designed to Explore opportunities for the client among Hispanics as well as the general market. Research focused on assessing different products being used now and obtaining reactions to different product concepts. The research also considered effects of acculturation on usage and product appeal, something the client had not even considered.

Business Implication:

The research identified specific products and messages that should be incorporated into the client's advertising. Specifically, MRSI determined the best positioning was to leverage a key ingredient used to manufacture the product. Consumers were familiar with this ingredient and it communicated authenticity - a critical attribute. Moreover, using trend secondary data provided by the client, we recommended a product line enabling them to lead the trend.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

New Product Development Process

The Issue:

A major consumer packaged goods (CPG) manufacturer was interested in conducting an internal audit of its entire product testing process. The goal was to evaluate whether or not the process was the best it could be, if it met all their needs, if there were any gaps, and also to compare their process to that of other CPG manufacturers.

This was the first time in the company's history that it had audited this process and it was in search of a trusted partner with broad experience in new product development to consult during this project. This was a highly sensitive project as it involved sharing proprietary information, so trust was essential.

The Solution:

From a field of vendors, MRSI was one of two chosen to partner with the client throughout this effort based on the length of time servicing the client's business, the respect and trust MRSI had earned over the years, and our significant CPG new product development expertise.

Business Implication:

Based on the research, the company was able to validate portions of its product testing process that were working efficiently, as well as identify improvements in other areas. The initial results suggest an achieved cost savings and a higher new product success rate for the company, and MRSI continues to help the client refine, test, and implement process changes.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Label Design

The Issue:

A food manufacturer wished to completely redesign the label of one of its canned food products to update the brand's image, but to still be easy to find on the shelf (i.e., still communicate brand and key information about the product).

The Solution:

MRSI designed a three-cell monadic Internet study comparing the current label to two new redesigned labels. A computer image of a shelf set including key competitors was flashed on the screen (for 2, 5 and 10 seconds total) and respondents were asked about shelf recall after each exposure.

Business Implication:

The new designs were recalled, as well as the current design in a realistic shelf setting. In addition, the new designs were preferred 3 to 1 over the current label. They also served to improve the brand's image because they were seen as more modern, appetizing, and exciting. The stronger of the two new label designs was successfully expanded nationally.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Line Optimization

The Issue:

An apparel manufacturer looking for new opportunities in the marketplace was interested in identifying gaps in its existing product lines.

The Solution:

MRSI pre-recruited current customers from the company's database. Customers were asked which of the client's product lines they purchased and what size. Precise body measurements were collected using scanners to determine if customers were actually wearing the appropriate sizes for their body type.

Business Implication:

The body scans were used to identify gaps in the current product line. Research determined where product lines were falling short and identified opportunities for new products. From this research, the company plans to launch new products and potentially eliminate product lines to achieve the most profitable mix of products.

For more information, contact us at **513-579-1555** or visit **www.mrsi.com** today.

CASE STUDY

identifying opportunity through custom research

Product Testing

The Issue:

Faced with impending government requirements on food labeling, a major consumer packaged goods manufacturer was prompted to reformulate a significant portion of its products. The client needed to find a way to reformulate those products with healthier ingredients without sacrificing quality and taste.

The Solution:

MRSI was asked to partner with the client throughout the multi-year process. We developed intensive comparative product tests among heavy-users of each product to determine if the new formulations performed as well as, if not better than, the current in-market products. Testing was conducted across multiple product lines, as well as flavors within lines. MRSI worked closely with the client to identify areas for refinement until the new products were acceptable.

Business Implication:

The client was able to successfully reformulate its products with healthier ingredients while continuing to meet consumer expectations for taste and quality. What's more, the client was able to comply with the new food labeling guidelines without any negative impact on sales or market share.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Promotion Effectiveness

The Issue:

A client is in a mature market and is experiencing declining brand penetration. The client hopes to revitalize the brand using a national sampling program. Which sampling method is most cost-effective in gaining new users: in-store product sampling, direct mail sent with other samples, solo direct mail sampling, or newspaper inserts?

The Solution:

A test/control telephone methodology was utilized to assess the effectiveness of the various sampling methods. After determining the purchase rate for each sampling method, a cost-benefit analysis was performed to identify the most cost-effective means of driving purchase intent.

Business Implication:

The client was able to execute a cost-effective program and understood what the end result would be prior to implementation.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Direct Mail Evaluation

The Issue:

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

The Solution:

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

Business Implication:

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Tracking Research

The Issue:

A financial services provider measures its image and awareness among Hispanics, one of its key segments, in an annual tracking study. The company wanted to expand the study to better understand category behavior among Hispanics, as well as to specifically assess the impact of Spanish advertising on purchase behavior.

The Solution:

MRSI has partnered with the client in this study for several years and has developed a custom tracking program that drives marketing decisions. In addition, to measure the effectiveness of this particular advertising campaign, the study incorporated pre and post campaign telephone surveys in high density Hispanic markets.

Business Implication:

As a result of the research, the financial services provider learned that brand awareness and image had increased, leading the company to focus on more advertising to the Hispanic market in order to increase future purchase consideration among that group.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Communications Research

The Issue:

A pharmaceutical manufacturer's drug was in the news following reports of a higher than expected incidence of severe adverse effects among those taking the drug. Although the FDA made no changes in approval for the drug following a review of the adverse events data, the company was interested in determining how it should respond to the negative publicity.

The Solution:

MRSI surveyed physicians and consumers to measure the awareness and impact of the news. Research determined that physicians were aware of the information but understood the situation and thus did not have a negative impression of the drug. Consumers, it was found, relied on their physicians to determine what drugs were safe enough to prescribe and thus were not negatively affected by the news either.

Business Implication:

As a result of the research, the pharmaceutical manufacturer determined that no additional education was needed regarding the FDA notice and the safety of the drug, saving the company considerable time and money in developing responses to the negative publicity.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Name Testing

The Issue:

A pharmaceutical manufacturer was interested in testing names for a new drug. Traditionally, the client conducted this research using qualitative in-depth interviews (IDI's) among physicians.

The Solution:

MRSI proposed an online quantitative survey instead of the traditional IDI's. Not only did this provide more robust and projectable data, it also reduced cost, allowing the client to survey both physicians and consumers.

Business Implication:

The online solution yielded better data at reduced cost and the pharmaceutical manufacturer was able to include both physician and consumer input to select an appropriate name for its new drug.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Demand Study

The Issue:

A pharmaceutical company wished to estimate market demand for a new weight maintenance drug.

The Solution:

MRSI designed an in-person study where both physicians and patients were interviewed using a conjoint methodology. Both groups were exposed to a variety of product profiles for the new drug that presented different scenarios of price, effectiveness, and dosing. Physicians were asked the percentage of patients they would treat with the drug, and patients were asked their likelihood to ask their physician for the drug.

Business Implication:

A series of discrete choice models were developed to allow the company to estimate demand for the new drug based on both patient-driven and physician-driven share. A simulator was designed from the model that allowed share to be recalculated based on different scenarios or assumptions.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Positioning Research

The Issue:

A major vaccine manufacturer was planning a product re-launch to support an expanded indication for a key corporate brand. Past physician experiences with the vaccine had encountered challenges and the company needed improved messaging that could overcome existing perceptions.

The Solution:

MRSI developed a multi-stage qualitative and quantitative research solution including exploratory ideation, message development, creative development and message implementation research. A quantitative discrete choice design was also conducted to optimize the product message.

Business Implication:

The brand team was able to identify unanticipated motivators and create a strong message that clearly and positively addressed areas of concern. In fact, the breadth of our findings provided the team the capability to modularize the message and supporting advertising campaign for application to a larger audience than anticipated.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Pharmaceutical Product Sampling

The Issue:

A pharmaceutical manufacturer was interested in better understanding the impact of sampling in one of its major disease state markets. Specifically, the manufacturer wanted to understand not only the overall relationship between sampling and physicians' prescribing intentions, but also how well each of its multiple products in this market "stacked up" against their competitors in physicians' minds with respect to sampling adequacy.

The Solution:

MRSI interviewed representative samples of physicians by specialty, via an online survey. Using regression and other statistical techniques, we determined that sample adequacy has a greater impact on physicians' prescribing for some products than others, for some product forms than others, and also varies by specialty. We also determined which of the manufacturer's brands were falling short of their competitors in providing adequate samples to the physicians.

Business Implication:

As a result of the research, the pharmaceutical manufacturer revamped its product sampling strategy. Based on both the "derived" sampling importance results and the sample adequacy brand performance findings, the manufacturer increased the overall budget of their sampling initiative. They reallocated the proportions (mix) of the budget that would be dedicated to each of their products within this market for each specialty, increasing the proportion for some brands/forms and decreasing it for others, in order to maximize their return on investment.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Sales Environment

The Issue:

Reacting to the changing pharmaceutical sales environment, a leading pharmaceutical manufacturer wanted to improve the current sales representative detail process to meet both external and internal customer expectations and to create a valuable detail experience for physicians.

The Solution:

MRSI designed an online quantitative research study to assess the existing sales detail environment and explore new opportunities for changes to the client's existing sales detail model. Utilizing advanced analytical techniques, we were able to go beyond the analysis items originally specified to quantify the importance of specific sales representative attributes as well as the detail components.

Business Implication:

These results provided the client with prioritized action items to improve the detail experience as well as a quantified understanding of the current marketplace.

For more information, contact us at **513-579-1555** or visit **www.mrsi.com** today.

CASE STUDY

identifying opportunity through custom research

Advertising Research

The Issue:

An advertising campaign targeting Hispanics was developed for an insurance provider by its advertising agency. The company and its agency wanted to measure awareness levels for this new Hispanic campaign among this segment prior to and after the campaign.

The Solution:

MRSI developed a telephone survey to be conducted in high density Hispanic markets one week before the campaign rolled out and another survey to be conducted after the campaign. Research was designed to address level of unaided and aided brand awareness, as well as insurance behavior among Hispanics.

Business Implication:

The research found that the Hispanic market was aware of the company, yet the advertising campaign had not increased that awareness significantly, and there was also confusion among this group regarding brand offerings. Stronger brand association needed to be developed for the company and its commercial executions directed towards Hispanics. In addition, specific offerings appropriate for various income groups in this segment needed to be clarified.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Direct Mail Evaluation

The Issue:

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

The Solution:

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

Business Implication:

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Restaurant A&U Study

The Issue:

A national fast food chain was facing declining sales and did not have a clear image with consumers.

The Solution:

In response, the chain developed a new strategy involving a streamlined menu, a new line of high quality burgers, and a provocative ad campaign for a regional test. MRSI designed a phone-based tracking study, with a pre-wave before the launch and three post-waves after the introduction of the new burger line. Results clearly showed that the new burger line and ad campaign were a major success in the regional test.

Business Implication:

The new product launch increased awareness of the chain and its advertising, generated more traffic and trial, and changed some existing negative perceptions. The fast food chain was perceived as more honest, confident, and energetic due to the new ads. Based on this compelling consumer response, the new burger line and ad campaign was expanded nationally and has generated strong sales.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Tracking Research

The Issue:

As a result of the changing dynamics in the restaurant industry, as well as the evolving face of fast-food consumers, a major QSR chain was interested in expanding its annual tracking study to include specific ethnic groups.

The Solution:

MRSI has partnered with the client in this study for over ten years and during that time, the research has evolved from simply evaluating the image of the chain's beloved mascot into a comprehensive study that drives decision making throughout the company.

MRSI has developed a custom tracking program among general market consumers which provides the client insights that drive advertising and promotion decisions, drive communication to consumers, identify hot button issues among consumers, generate future product opportunities, and help the company to keep a pulse on competition. The study will now incorporate a larger number of surveys for targeted ethnic groups in order to track new trends in the marketplace.

Business Implication:

Not only will the research continue to drive decision making for the client's general market consumers, but now it will also enable the client to more specifically understand the preferences and needs of particular ethnic groups. This will allow the QSR chain to reach all of its customers more effectively and continue to grow its overall business.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

An outbreak of contaminated pet food products created low levels of consumer confidence in pet foods and associated pet food retailers. A national pet food retailer was interested in conducting customer satisfaction research surrounding the incident. The retailer was specifically interested in assessing customer satisfaction with the company's response to the outbreak and understanding whether they were gaining or losing customers due to the incident.

The Solution:

MRSI was asked to conduct a telephone survey among pet owners about the contaminated pet food outbreak. The survey focused on awareness of the incident, whether the consumer was affected, and any impact the incident had on shopping behavior. A representative mix of current and competitive customers was included in order to fully understand the issue.

Business Implications:

Research indicated that nearly all pet owners were aware of the incident, but very few personally experienced issues with contaminated products. While the incident had direct impact on few in the pet community, shoppers as a whole were concerned with the issue at hand. The pet food and supply company was able to leverage this information to build confidence among their consumers and position themselves as a high quality pet food supplier with the best interest of pets as a key messaging platform.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Customer Satisfaction

The Issue:

A national retailer initiated a strategy of including in-store kiosks in several of their stores that offer healthy drinks and refreshments. The goal of this strategy is to enhance the customer experience, add a lifestyle point of differentiation, and generate incremental sales.

However, patronage at some in-store kiosks started to decline and sales were inconsistent across stores. This client requested research that would help them understand customer satisfaction levels for the in-store kiosks as well as better understand shopper purchase behavior at the kiosks.

The Solution:

Kiosk customers were recruited in-store to participate in this study. Invitations provided a website address and a single-use password for accessing an online survey hosted on MRSI's online interviewing platform.

Survey quotas were established by sales tier to secure sample representation for three different levels of in-store kiosk sales performance.

Business Implications:

The research found that satisfaction levels were quite high for the in-store kiosks, regardless of kiosk sales performance. Therefore, factors other than operational effectiveness were driving lower kiosk sales and the sales differences across stores.

The study further enabled this retailer to better understand "destination" visits to the in-store kiosks as compared to kiosk patronage as part of a shopper's typical store shopping behavior.

A higher percentage of destination visits was identified as a quality of better performing kiosks. Store location, trade area demographics, and convenience were drivers of these destination visits as well as key contributors to overall kiosk success.

This research provided insight into customer satisfaction as it related to in-store kiosk performance. It also pointed to non-operational drivers of sales performance as areas of client marketing focus to generate more destination-type visits and patronage.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Ethnographic Research

The Issue:

A retailer wanted to improve customer loyalty and increase sales for its store brands. The retailer identified “best in class” competitors with strong store brands and wanted to understand how the mix of product offerings, store experience and price impacted customer loyalty and the success of these brands.

The Solution:

MRSI designed a research program that included a series of shop-alongs at key competitor stores across the country. The shop-alongs were conducted with female heads of household that were primary grocery shoppers. These consumers shopped most often at the stores where the research was taking place and they were also frequent purchasers of store brand products. Insight was gathered first-hand on purchase drivers, emotional connection with the store and its brands, and overall store experience.

Business Implication:

The research uncovered that customers truly valued customer service, ambiance, store amenities, and cleanliness; and that it was those key triggers that led to an emotional connection with the store and its brands. Therefore, it was not necessarily just product offering or price, but also this emotional connection that ultimately led to increased customer loyalty and purchase of store brands. The retailer used these research insights to improve the overall customer experience at their stores to achieve loyalty and sales objectives.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Pricing Research

The Issue:

A major U.S. retail chain offers a number of “store brand” products. These products are generally of comparable quality to national brand products but at a lower price. What is the optimum price for these store brand products that will maximize profits without sacrificing market share?

The Solution:

MRSI designed research to test consumer demand within each product category. This test allowed consumers to view a number of scenarios with store brand products at various price points compared to national brands at fixed price points. Demand curves were created for each product category showing brand choice for the store brand and national brands at different price points for the store brands.

Business Implications:

Some categories demonstrated an opportunity for raising price without sacrificing significant market share while other categories indicated that a lower price would lead to significant increases in market share. The retailer used the findings to adjust prices for several store brand products, resulting in increased profits.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.