

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.

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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.

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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.

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ENFOQUE Step Three: *Grow* Case Study

The Issue:

A service provider advertising through different media channels tracked the success of its Hispanic advertising along with general market advertising and wanted to better understand overall advertising effectiveness and growth opportunities.

Solution:

MRSI developed a tracking study designed to highlight different areas in which to Grow the product. Our unique design enabled not only comparison to general market data, but also comparison to previous years ... before the company even worked with us.

Business Implication:

We identified the effectiveness of the client's advertising program and went beyond the scope of the research to track which products were most appealing to Hispanics compared to the general market. The client was then able to direct more advertising focus on the products that fared best among Hispanics and the general market.

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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.

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