

CASE STUDY

identifying opportunity through custom research

Marketing Strategy

The Issue:

A client offers a new Internet service that is faster and provides more benefits than comparable services offered by their competition. The competitive advantage, however, is temporary, with similar competitive entries expected within twelve months. In addition, our client faces internal pressure to initially return high margins while they have a market advantage to recoup their investment quickly. What is the most effective marketing strategy for this new Internet service?

The Solution:

MRSI designed research to identify key consumer needs and benefits, the effectiveness of various media in reaching the targeted consumer, and market share estimates for various pricing strategies.

Effective media and advertising messages were identified. Market share estimates were calculated to reflect the possible mixes of pricing and media strategies. The results indicated that an initial high margin pricing strategy would impede market adoption of the Internet service and leave the client vulnerable to loss of leadership position when competitive services were introduced.

Business Implication:

The client changed the original marketing plan to take advantage of the opportunity to establish strong market position by reducing price, thus protecting long-term revenue and profits.

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