

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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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.

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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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Qualitative Research

The Issue:

A company and its ad agency were in the process of developing a communications plan with the most relevant and effective messaging strategy. Extensive demographic research had been conducted and they had a good understanding of the “who,” “when” and “what”. They did not, however, have a good understanding of the reasons why consumers purchased or did not purchase their product.

The Solution:

MRSI designed a thorough qualitative research study with advanced and specialized projective techniques to identify those reasons, including emotional drivers and motivations, which influence the purchase of the product. These techniques allowed the company to identify perceived obstacles or barriers, both rational and emotional, which preclude people from buying the product more often or at all.

Business Implication:

MRSI was able to show through the research that the company’s current campaign was on target with people who currently purchase the product frequently, but that the message was less relevant to those who purchase infrequently and that the campaign actually alienates or exacerbates the negative perceptions of those who do not currently buy.

Research determined that the company needed to reposition its brand and offerings in order to connect more effectively with those who buy the product less frequently or those who do not buy it at all. Specifically, the company and agency needed to re-invent the product imagery to something more uplifting and less stereotypical. Armed with this information, the agency was able to develop a communications plan and messaging strategy that addressed misconceptions and enticed people to buy.

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