

## CASE STUDY

*identifying opportunity through custom research*

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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.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.