

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.

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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.

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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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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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