

## TOOL KIT

### ANALYSE



#### SURVEYS

Discover what the market thinks, knows and does



#### CHOICE MODELING

Find out which options for your new product or service combine to produce the best result



#### SEGMENTATION

Structure the market so you can size, target and position better.



#### DATABASE ANALYTICS

Make sense of all your customer information.



#### PREDICTIVE MODELLING

Predict behaviour using all the availability information.



#### UNSTRUCTURED TEXT ANALYTICS

Turn your customer comments and verbatim responses into valuable insights.

## FOCUS AREAS

### COMMUNICATIONS & BRAND



#### COMMS DEVELOPMENT

Choose the right messages and media to achieve success.



#### COMMS EVALUATION

Understand what's working and what's not with your communication to the market.



#### BRAND POSITIONING

What opportunities do you have given the competitive context in which your brand exists.



#### BRAND EVALUATION & TRACKING

set up a feedback process so you can act in the right way at the right time.



#### CORPORATE REPUTATION

Understand if the market trusts and admires you and what support and drives your reputation



#### SYMBOLS, PACKAGING & LOGOS

Find out what your representing symbols and language really say about you.

### EXPLORE



#### FOCUS GROUPS/DEPTH INTERVIEWS

Explore an issue and answer the Why?.



#### DELIBERATIVE RESEARCH

Solve complex or contentious issues, deliberate over choices and evaluate ideas through deep thinking and discussion



#### ETHNOGRAPHY/ASSISTED SHOPS

Understand a day in the life of someone and what really drives their product choices.



#### ONLINE COMMUNITIES

Engage with a group in depth over time.

### PRODUCTS & SERVICE



#### NEW PRODUCT DEVELOPMENT

Know the opportunities and the right product to build.



#### CUSTOMER EXPERIENCE TRACKING

Discover what your customers want and if you are delivering. Set up a feedback loop to deliver better customer experiences.



#### CUSTOMER VALUE ADDED

Know what delivers value and if you are delivering it. Predict who will take market share.