



Certain combined research approach sequences are fairly common.

Your challenge:

Consider a SPECIFIC new product, or new use for an item you're familiar with, or a new ad message; which of the following research sequences might you use, if any? If you recommend skipping any steps from these sequences, or adding steps to them, what is your reasoning for doing so?

**The aim here is not to 'guilt' you into using a common research sequence!
Every research situation is unique and demands its own best-fit solution!**

The aim here is, rather to urge you to *learn from* these sequences- for example:

Why do they apply so often?

Why these specific steps, in this specific order?



Common prelaunch research sequences to study the market potential for **New Products and New Product Uses:**

Consider you work at a research agency advising

- A running shoe brand wants to enter the hockey equipment market
- A motorcycle brand wants to get into clothing
- A baking soda brand wants consumers to use it for daily surface cleaning
- A hotel booking website wants visitors to use site it to map out travel plans.

Which of the following research sequences might you use, if any? If you recommend *skipping* any steps from these sequences, or *adding* steps, why?

Why do these sequences apply so often?

Why these specific steps, in this specific order?

Common Combined Research Methods



CR.1. Common 'combined research' approach for preparing to a **product/brand** that will be **new to a market**

Secondary Research:

- (i) the market itself* from consumer & customer POV especially seeking audit data, syndicated studies etc
- (ii) a similar category in same geographic market* – eg info on streaming film category may improve your savvy on the movie theatre market
- (iii) the same category in a different geography*- eg info on USA movie theatre market may improve your savvy on Canadian Movie theatre market

Qualitative Research:

eg if a consumer focused market, you may wish to run Focus Groups with frequent users &/or infrequent users to find their phrasing (verbatim), layered perceptions, unvoiced concerns, impressions about your product idea or brand being added to the category

Quantitative Research:

eg Survey of various consumer segments' ratings of attributes of most importance, ratings of current offerings on those traits, satisfaction & trust (seeking & quantifying the gaps or pain points); and/ or Concept Test, Store Panel Test, City Test Market

Common Combined Research Methods



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CR.2. Common 'combined research' approach to for a **product/brand** that will **enter a market** in which end-consumers are **subject to Key Influencers**

Secondary Research:

(i) the market, similar markets in same geography, same category in different geography. (ii) all about the Key Influencers, Key Sources-how many, how reached, past behaviour, media employed their own most credible sources, what motivates them to influence, etc

Qualitative Research:

In-depth 1 on 1's with Key Influencers to seek out perceived gaps, expose your concept and 'reason to believe' to them.

Qualitative Research:

Focus Groups with different types of end-consumers

Quantitative Research:

eg New Product Concept test with different optional 'reasons to believe'

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CR.3. A common 'combined research' approach for a 'new improved' item &/or check potential for 'new uses'

Secondary Research:

What do they use now?
What are the substitute items? Who uses which substitutes? How much do they spend? When and where do they buy? When & how do they use them?

Qualitative Research:

eg Focus Groups with consumer to identify impressions of current items / brands and explore irritations especially to pinpoint situations & circumstances of lowest satisfaction

Quantitative Research:

New Product Concept survey &/or In-Home Use Test of prototypes, accompanied by Diary Panel to record when it was used in home, by whom in household, results.



Common research sequences to

Find new messaging ideas or to **get pre-airing reaction to messages**

You are at an ad agency's research department, and your clients- a beer, a gym, a running shoe maker, want to either *find* 'net-new' message ideas, or *test* ideas they had *already* come up with.

Which of the following research sequences might they use, if any?
If you recommend skipping any steps, or adding steps, why is that?

Why do these sequences apply so often?

Why these specific steps, in this specific order?

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CR.4. A common 'combined research' approach for to find
a **new message** for an **incumbent brand**

Quantitative Research:

Reach a broad sample of category users with a U&A or long survey of satisfaction with current brands and offerings, seeking unfulfilled needs, underserved segments, emerging concerns

Qualitative Research:

eg Focus Groups to find how or whether the message resonates as intended; identify points of confusion or hesitation

Quantitative Research:

A Tracking Study (as part of a longitudinal commitment) will find who heard it, who digested most of it, if it's shifting audience's perception or actions as hoped (and if so, which type of consumer is most, and least, impacted)

Common Combined Research Methods



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CR.5. A common 'combined research' approach to **validate a new message** for a brand **new to a category**

Secondary Research:

Is the message idea unique in the category? Free of conflict yet potentially 'ownable' with respect to trademark or copyrights? Where has it worked before or elsewhere? A different category? A different geographic market? What were the results?



Qualitative Research:

eg Focus Groups or Mall Intercept interviews to find how or whether the message resonates as intended; identify points of confusion or hesitation



Quantitative Research:

eg survey of Message Recall to find who heard it, who digested most of it, and find if it's shifting their perception or actions as intended (and if so, which type of consumer is most, and least, impacted)

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CR.6. A common 'combined research' approach to help find a **net-new message** idea in **incumbent's category**

Qualitative Research:

eg Focus Group or Ethnographic study of Highly Involved Consumers to find fresh consumer psyche insights, wording, unrealized benefits: examples-

"What holds you back from training?"

"Nothing. You *just do it.*"

"Who sets the rules when you train?"

"No one. You *rule yourself*"

"What's your aim at a gym? Who are trying to be like?"

"Myself- but better. I want to *best myself*"

"What's your impression of a guy who orders a beer that no one else orders?"

"Not boring; he may be the most interesting man in ..."

Quantitative Research:

eg run a survey to find if the message is understood, compelling, believable for that brand,... and which segments/types of consumers find it to be most powerful

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CR.7. A *multiple audience approach* is 'classic' for a product or service in an '**Influencer - End User**' situation eg HockeyCoach – Player or Personal Tech Maven - Follower.

This same research **sequence** may *also* apply to:

- a **Gift Buyer - Gift Recipient** dual audience situation (eg crystal giftware, flowers, birthday gifts) or
- a **Buyer - End User** situation (eg office chairs)

The next page's approach is complex yet *common*; it helps a Researcher uncover:

inhibitions, verbatims, brand imagery, assurance gaps, needed recommendation tools and then gain quantitative results; this sequence has repeatedly proven effective.

Applied Marketing Research:

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Classic Research Sequences: CR.7.

Search **Secondary**

eg Influencer identity/
behaviours, User profiles,
global lead markets,
trends, consumer
segments, incidence,
share, channels,...

**Focus Groups:
(or 1 on 1 Depth
interviews):
Influencers**

**Focus Groups:
End Users**

Survey

(event, LinkedIn, web community, other):

Influencers

Survey

(online consumer panel, other):

End-Users

1 to 2 wks

3 wks (book, recruit, hold,
debrief)

4 wks: Design survey, get input,
proof, test, run, collect data,
analyze data, present a Report