

# consumer and customer research

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and Information about my other services." -- *denise*

## issues

- ? are your target segments and/or your brand health changing?
- ? do you need to get at what people really want – not what they say they want?
- ? do you want to identify, size, and understand new opportunities for your brand and business?

## approach

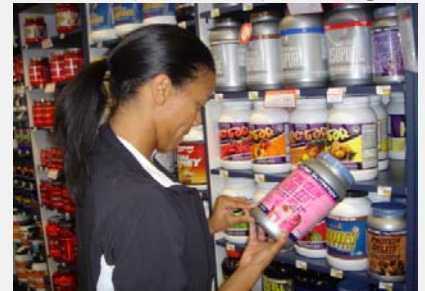
anthropological, qualitative, and quantitative methodologies which uncover rich insights about market opportunities

I work with you to identify and/or clarify the desired learning and then develop a customized research approach to deliver robust insights and implications.

I select and creatively apply a full-range of anthropological, qualitative, and quantitative methodologies -- e.g.,:

- **ethnographies and shop-a-longs** – observe and interview select consumers in-situ to uncover their unspoken – and in some cases unknown – needs and desires
- **consumer workshops** -- tap lead users as participants and informants in a discovery process to explore the potential of existing concepts and/or create new ones
- **needs-based segmentation** – use quantitative survey data and multivariate analysis to cluster customers into segments of different value by combining their attitudes and usage occasions
- **brand equity and elasticity** – conduct in-depth interviews and quantitative surveys to understand brand performance on category drivers and to gauge reaction to potential brand extensions

example: shop-along



## outcomes

insights to inform your brand platform and critical strategies