

Case study

Putting market research to work: Advertising Concept Development

Organisation:

Recruitment service provider

Situation:

Our client was **developing a new online business model** matching job seekers to employers with vacancies specific to a county catchment. This model faced direct and fierce competition from traditional offline recruitment media and national online recruitment portals. The brand and associated advertising therefore had to enable **swift market penetration** with rapid and widespread awareness amongst two key audiences of both employers and job-seekers

Challenge:

In order to develop an effective marketing communications platform the client needed to understand job-seeker and employers **attitudes towards job-seeking**; understand job-seeker and employers **attitudes towards the online business model concept** in principle; and gauge perception, message take-outs and response to the **proposed brand and advertising concepts** to develop a relevant, compelling and effective marketing communications platform

Solution:

A series of **focus groups** amongst job seekers covering three key profiles and using brand and advertising stimulus materials

Face-to-face **executive interviews** with Human Resources managers in regional employers

Outcome:

The findings from the job-seeker groups and employer interviews provided valuable insights into job-seeker and employer attitudes to recruitment channels within the region; and were instrumental refining the many alternative creative concepts to the ultimate creative platform that **launched the concept into the market**.

Consequence:

The business model is now 'live' and rapidly **achieving the desired penetration** in the regional recruitment market.

Project at a glance:

What?	Why?	Who?	How?	How many?	How much?
Qualitative research <input checked="" type="checkbox"/>	Customer satisfaction <input type="checkbox"/>	Customers <input checked="" type="checkbox"/>	Desk research <input checked="" type="checkbox"/>	1-20 respondents <input type="checkbox"/>	£0-£5,000 <input type="checkbox"/>
Quantitative research <input type="checkbox"/>	Market monitoring <input type="checkbox"/>	Non-customers <input type="checkbox"/>	Focus groups <input checked="" type="checkbox"/>	20-50 respondents <input checked="" type="checkbox"/>	£5,000 - £10,000 <input checked="" type="checkbox"/>
Marketing consultancy <input type="checkbox"/>	Product development <input type="checkbox"/>	Employees <input type="checkbox"/>	Telephone interviews <input type="checkbox"/>	50-100 respondents <input type="checkbox"/>	£10,000 - £15,000 <input type="checkbox"/>
	Brand development <input type="checkbox"/>	Stakeholders <input type="checkbox"/>	Face-to-face interviews <input checked="" type="checkbox"/>	100-500 respondents <input type="checkbox"/>	£15,000 - £20,000 <input type="checkbox"/>
	Creative development <input checked="" type="checkbox"/>	Suppliers/partners <input type="checkbox"/>	On-street/site interviews <input type="checkbox"/>	500-1000 respondents <input type="checkbox"/>	£20,000 - £25,000 <input type="checkbox"/>
		Distributors <input type="checkbox"/>	Hall tests <input type="checkbox"/>	1000+ respondents <input type="checkbox"/>	£25,000+ <input type="checkbox"/>

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