

Case study

Putting market research to work: Advertising effectiveness tracking research

Organisation:
Healthcare manufacturer

Situation:
Our client invests heavily in **maintaining brand awareness and differentiation** in a highly competitive niche of the healthcare market. Changing patterns of product distribution and changing legislation make marketing in the sector notably complex and maintaining market share, and consumer mind share, a particular challenge

Challenge:
Our client needs to **understand the effects of advertising investment** on awareness and uptake of their leading brand over time, and additionally monitor changes in attitudes and behaviour within the product category, in order to inform decisions regarding further advertising investment

Solution:
A consistent annual quantitative research programme, using consumer on-street interviewing, that is building a picture over time that enables the client to **model the impact of advertising upon the brand awareness and market share** - and ultimately ensure that the marketing mix and messaging is refined to optimise the return on investment from the marketing budget

Outcome:
The findings are now a **critical part of the marketing communications planning process** and used to refine advertising media planning and messaging in particular

Project at a glance:

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

For further information on this or any aspect of the services of Insight Track please call Will Herschel-Shorland on 01603 626800 or email will@insighttrack.co.uk