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9% of
times
heard

MERCANTANALYSIS

— REACTIVE & SELF SATISFIED — POORLY PREPARED / PESSIMISTIC.

A BOUTIQUE AGENCY : SPECIALISING ON CUSTOM RESEARCH (QUALI-QUANT).

FIGOTT SUBJECT (6 yrs... FIGOTT account for 30%

40-50 (6-7 professional level) 20 interviewees (mostly admin).

Hardware in PS2.

95% quant 5% qual. have own hardware - data processing software.

- * LACK MARKING TECHNIQUES/experience (not common on their client list).
- * put in place ORACLE marking ∴ had feel incentive to get into it.

TRACKING STUDIES

for FIGOTT main brands interaction in specific areas. Sample size typically 300
 answers. (Interaction adapted due to security jobs involved in their home contact route).
 Use incomplete block design interviewing a brand x attribute (usage) but try
 to evaluate 10 brands at a time with one consumer due to breadth of interests *
 but why not do comparative ranking *

Agency thinks attribute set is good *

TASTE, MILDNESS, QUALITY, PRESTIGE, PRICE, PACK DESIGN, ADVERTISING

— NOT ACTIONABLE, NOT CLEARLY DEFINED, MIXING DIFFERENT LEVELS OF CONSTRUCT.

- * Results presented rudimentarily as tables and profile.

SPECIFIC IMAGE STUDS

TASTE, PRESTIGE, PACKAGE, PRICE, MILDNESS, ADV, INST, QUAL, IDENTIFICATION,
YOUNG/OLD, MODERN/TRADITIONAL

* MARK RESEARCH
& MARKING

PRODUCT TESTING 20 YR OLD DAT MODEL in home placement - anything
from 3-7 packs depending on consumption 3/4 day placement (expected in adv
related)

soft, tobacco taste, moist, ease of draw, throat hit, good flavour/soft, tobacco
 flavour, firmness, acceptability, too much flavour in mouth. + comparison by
 reference to own brand. + conventional preferences. SAMPLE SIZE 200-600 depending
 on number of brands involved.

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currently thinking of proposal for ad/media effectiveness research models

* 30% backdeck standard

No STM experience

TRADITIONAL/REACTIVE / GIVES US WHAT WE ASK FOR.

SHOULD BE MORE CRITICAL/ANALYTICAL

* OLGA MUST HAVE FREEDOM TO INNOVATE IN METHODS

RESISTANCE FROM AGENCIES AND SOMETIMES FROM BIGOTT

AGENCIES NEED JUMPING-ON

OLGA introduces competitive briefing - GOOD ✓

BIGOTT RESISTANCE:

NUMS REF. USE OF NEW AGENCIES

TARI REF. USE OF NEW METHODS

NOT FROM CORRECT SIDE!

90% of users
business

STATMARK

marketing people in NAT read - interviews on BIGOTT'S CREATION

knows about diet 20-25% - biggest single diet

n = 650

to monitor can people

n = 600

YAS marketing habits

n = 900 = 200
600

lovable image

product/concept test for national line ext...
segmentation study for cosmetics (L'ORÉAL)

* are aware of changes tempo and strategic influence in Bigott research thinking.

* have thought about Phil's ideas research activity - think USA may be implemented.

* are evaluating CATI / CATI - shows active currency. Also looking for interchanges with no confamer allowed.

No experience with perceptual mapping - some experience a part of fieldwork for STM (in support of Unilever) (?-8 yrs ago!) - are interested about client but not sure or are not aware of their techniques.

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QUANT RESEARCH - use quota sampling

Demographic factors: age, gender, sex, education, occupation, area level, mobility, income, family pattern, socio variables. didn't differentiate with the brand family.

Have interesting views/contributions to make on brand strategies, re Belmont. Not afraid to give opinions - don't hide behind role of collecting data to our order

1:0 qual 60 quant agency

They feel catana are into seg research and we should be.
Informed for seg research to take 6 months to approve.

* active proactive, v. good agency * - they was wanting to tell us what they think

ADVERTISING RESEARCH? - realize that representation is a contributor

Right effort to involve and educate - have not done but don't get strategic briefs diminish
- communication & demands re M.F. Manager.

* MOST ACCELERATE RELATIONSHIP BETWEEN AGENCIES / CLIENTS / AD AGENCIES.

WOULD THEY RESPOND TO SOFTWARE CHALLENGE & LICENCING CONSTRAINTS FOR ORACLE? NO PROS (have state effort).

- Marketing experience make the difference with the agency

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* * * LACK OF STRUCTURE / PROGRAMMING / OBJECTIVES / ACTION STANDARDS? 5.

* JEREMY : STM'S → BELMONT LIGHTS → JULY / D. DAMNIS

DATA MARKET

QUALITY PERC

BRAND SWITCHING

PRICING

INCL. IN SWITCHING (ECONOMY)

% of budget
nr. budget

3 yrs old (ex meta-analysis / data)
biggest accounts for 20% of billing
30% qual 70% quant.
developing software for multivariate analysis

4 professional / + small field force.
5 admin

* SWITCHING : 4 measures per year
700 per quarter
↓

* interviewing respondents
of 15 years old

* some could be related to idea — attraction? sample integrity?
not thought through — would preferentially replace

* sample base too low for retail marketing, info on smaller brands
advise look at Hong Kong model

PROCLAM : total sample 750 across 2 cities & 5 brands
35% improvement

* SAMPLING SOURCE DE VIA OWN BRAND BRAND

ASIDE

integrity of fieldwork out of town?

Olga needs to get away from desk
I need to see fieldwork end July

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6.

Clearly across attributes - should be rep not features

attrb. battery is the biggest standard sensory word. ^{part of} like are all the physical
* good represents? The rest is under from an actuality part of user

Follow on with battery of good items: - for a cig. to be good it should ...

- good tobacco
- dual carbon filter
- slow burn
- good flavour
- white paper
- white filter
- filter double ply
- ash. should be firm

then images battery: religious, say to find, international, high price,
blue pack, 70mm long, popular brand, hinge lid

* Where did all these attributes come from?
prod dev and part MR batteries

* this study is a sort of transmitted form of multiple mapping based on professional requirements and don't actually rate own products experience at all

Finally rate all brands by overall quality scale, then importance of defects rating for any cig (attributes: pack joint, paper of the end, loose ends, filter pull off, stem, ash, end, "fade down" cig, 70mm long, filter without carbon, damaged pack, die front blurred, many cigs, wrinkled cig, brown filter)

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Then rate quality regular brand against stage one attrls. BIAS?

FIRST 2/3 of QNA ARE UNNECESSARY

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Then frequency rating on attrls

QNA ARE TOO LONG

PROX SPARE MAPPING

under preferred - why this agency?

- * expect 50% attention - but don't pay incentive - This is an
- * example of stupid oversampling when paying incentives would be more cost effective.

Using brand image attrls in a blind test situation? or is there

* 19 attrls by 6 products

* NO overall acceptability scale - but do rate in relation to own brand

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