



Interconnection
**Innovative
Market Research Tools**

Explicit Survey Methods Have Their Limits

What qualities should
your car have?

Customers cannot
verbalize unconscious
attitudes and opinions.

Implicit methods can
reveal these unconscious
thought processes.



Innovative Methods for a Deeper Understanding of Your Customers



Customers in B2C

Purchases are largely made for unconscious reasons – emotions and deeper motives are the decisive factors.



Hidden Attitudes

Customers themselves are unaware of their needs and attitudes.



Incorrect Statements

Customers cannot verbalize their motives and emotions, or else they respond according to accepted norms.



Implicit Methods

Provide insight into the unconscious factors that lead to decisions and supplement explicit survey methods.



Tools

Select survey methods are necessary to determine unconscious opinions and preferences.



Lack of Awareness

Customers often do not know why they buy what they buy.



Complete Insight

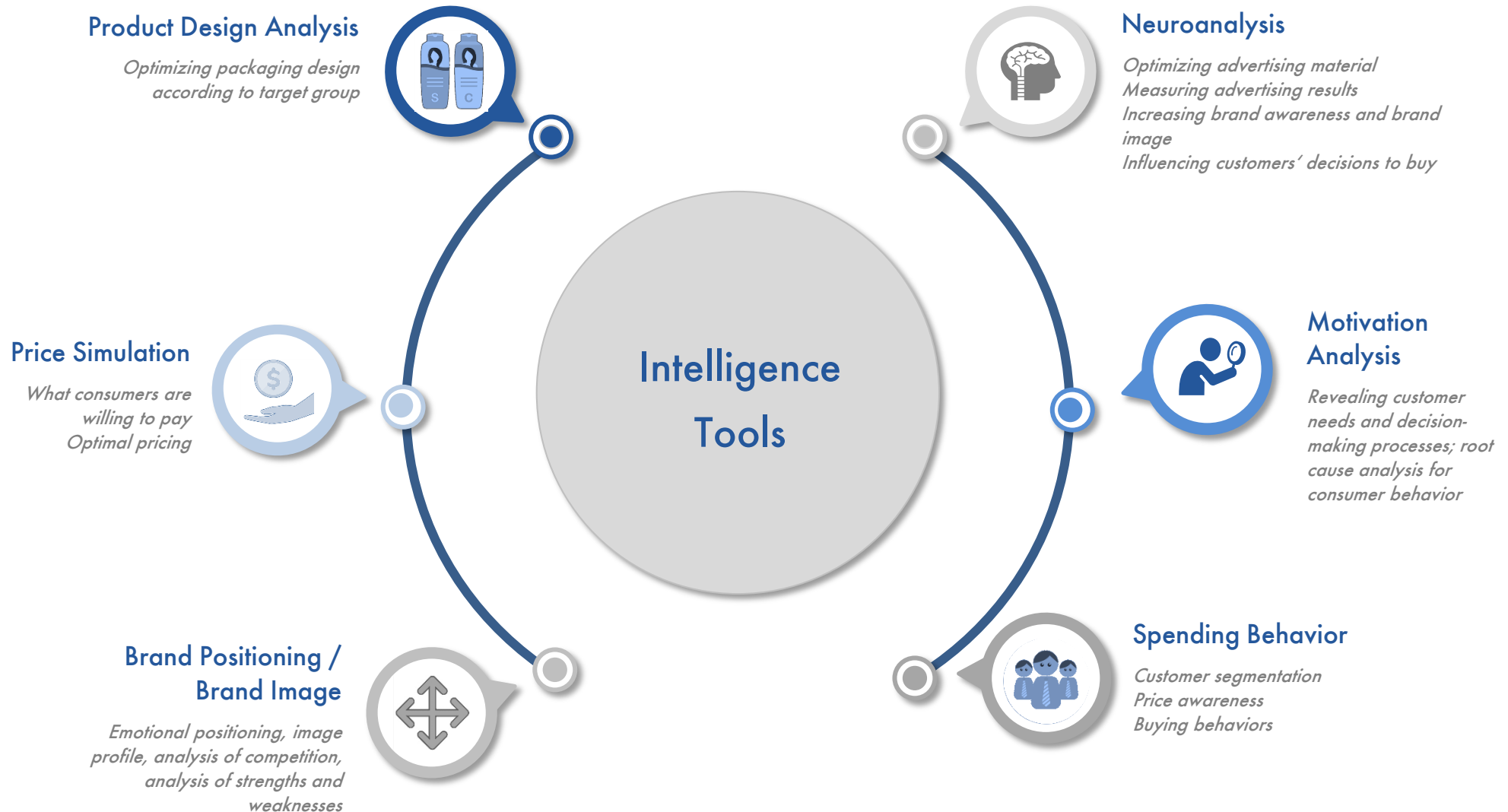
A comprehensive and deeper understanding of customers can be reliably determined.

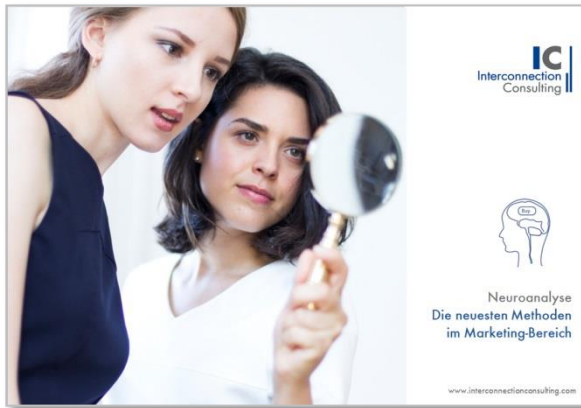


Customer Loyalty

With a deeper understanding of your customers, you can gain new customers and increase customer loyalty.

Our Solutions for Your Information Needs





Neuroanalysis

Chances and Opportunities of Neuroanalysis for Successful Marketing

The new approach to key marketing questions

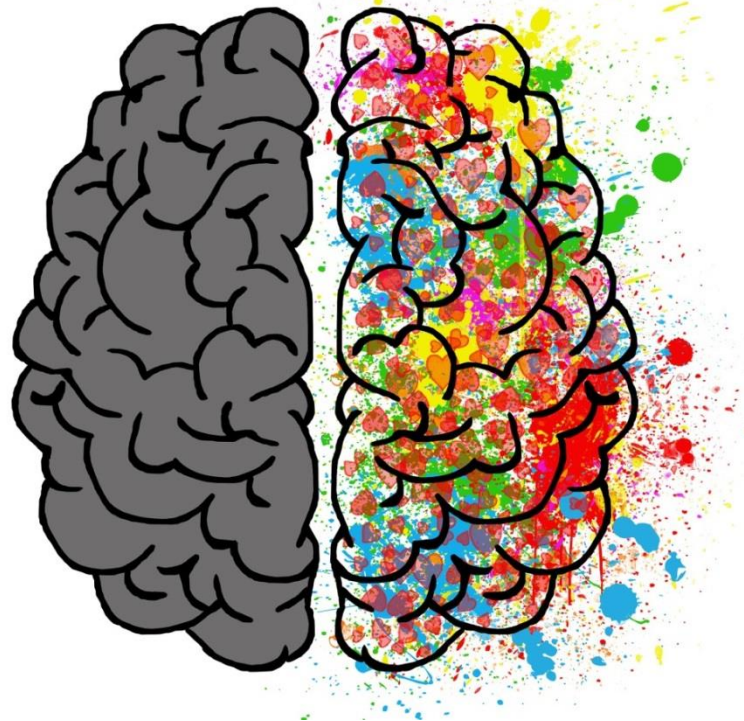
Benefits

Time for new paths...

One of the main keys to success is for companies to understand customer needs and behavior.

Where traditional marketing reaches its limits, neuromarketing combines the insights of modern brain research to better understand customer buying motives and to use them for marketing.

Latest neuroscientific methods help to reveal unconscious processes and reactions to advertisement, such as attention, emotion, and motivation.



Neuroanalysis...

Is based on neuroscientific methods and combines technologies such as EEG, eye tracking, and facial coding to make valid predictions about consumer behavior.

Helps to identify the emotional effect of advertising.

Helps to predict the success of an advertising campaign.

Eye Tracking

1

Eye tracking identifies eye movement and provides insight into the level of consumer visual attention. It provides information on how much attention relevant elements in an advertisement are getting.



click
here

EEG

2

Electroencephalography (EEG) measures activity in specific regions of the brain and provides insight into the emotional and motivational states of the brain.

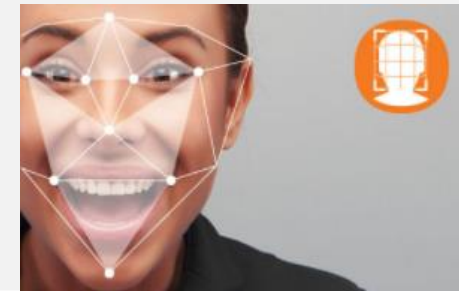


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Facial Coding

3

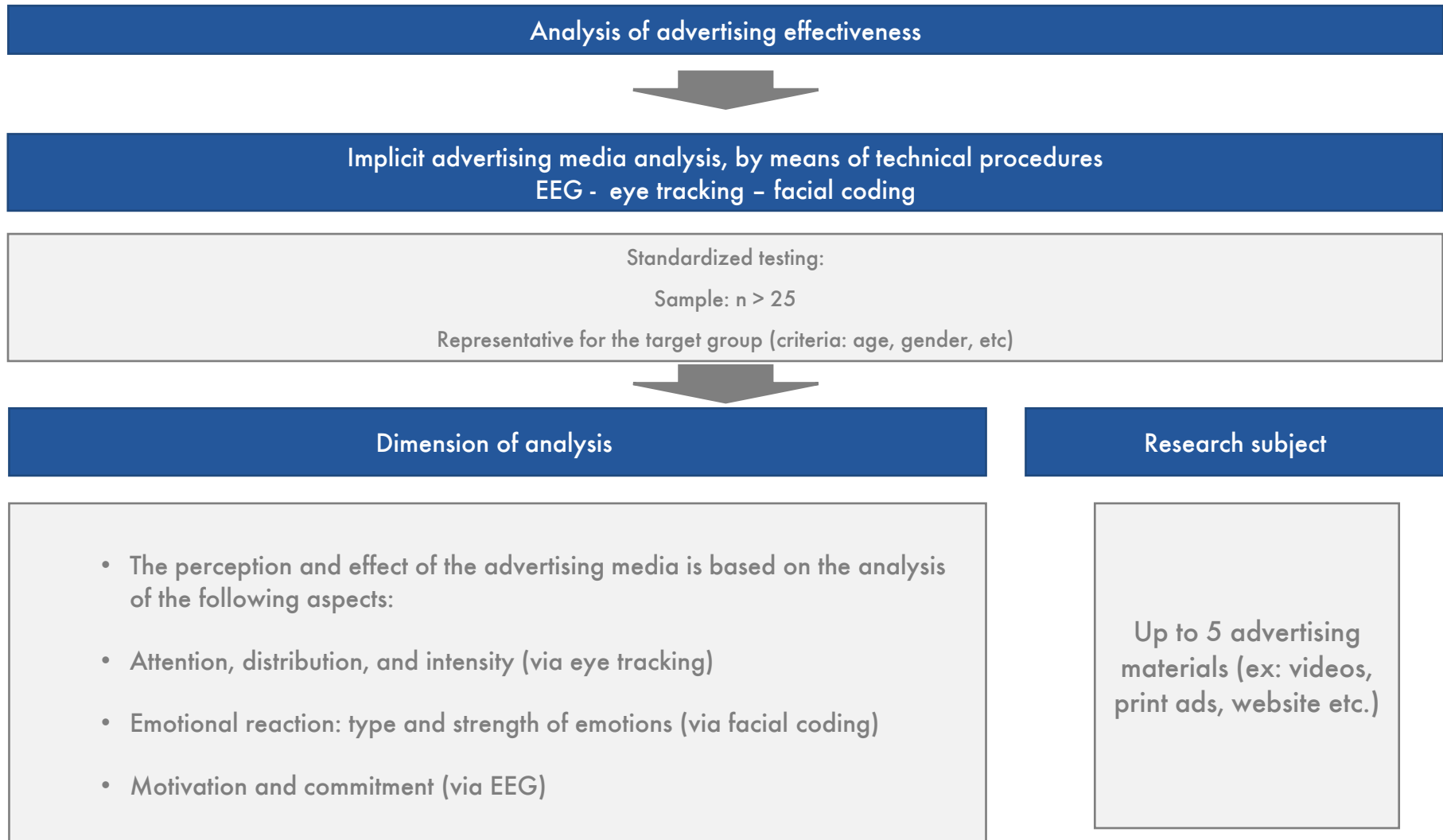
Facial coding draws facial expressions and provides insight into the emotional states of your customers while they look at your advertisements.



Design of Analysis of Advertising Media

Measuring advertising effectiveness via EEG, eye tracking and facial coding

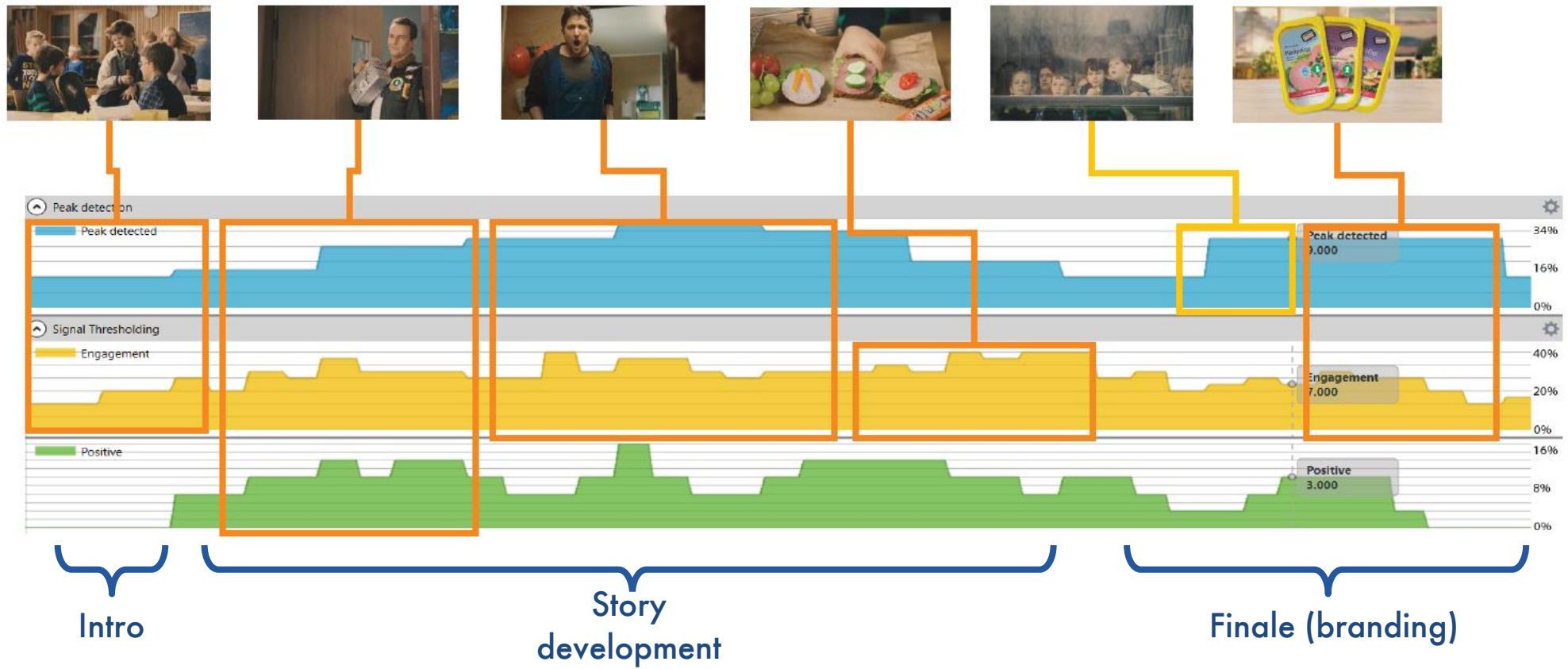
Project Outline



Display of Results – Analysis of TV Ads

Analysis of TV ads via EEG – sequential analysis of TV ads

Neuroanalysis



Neuroanalysis - Areas of Application

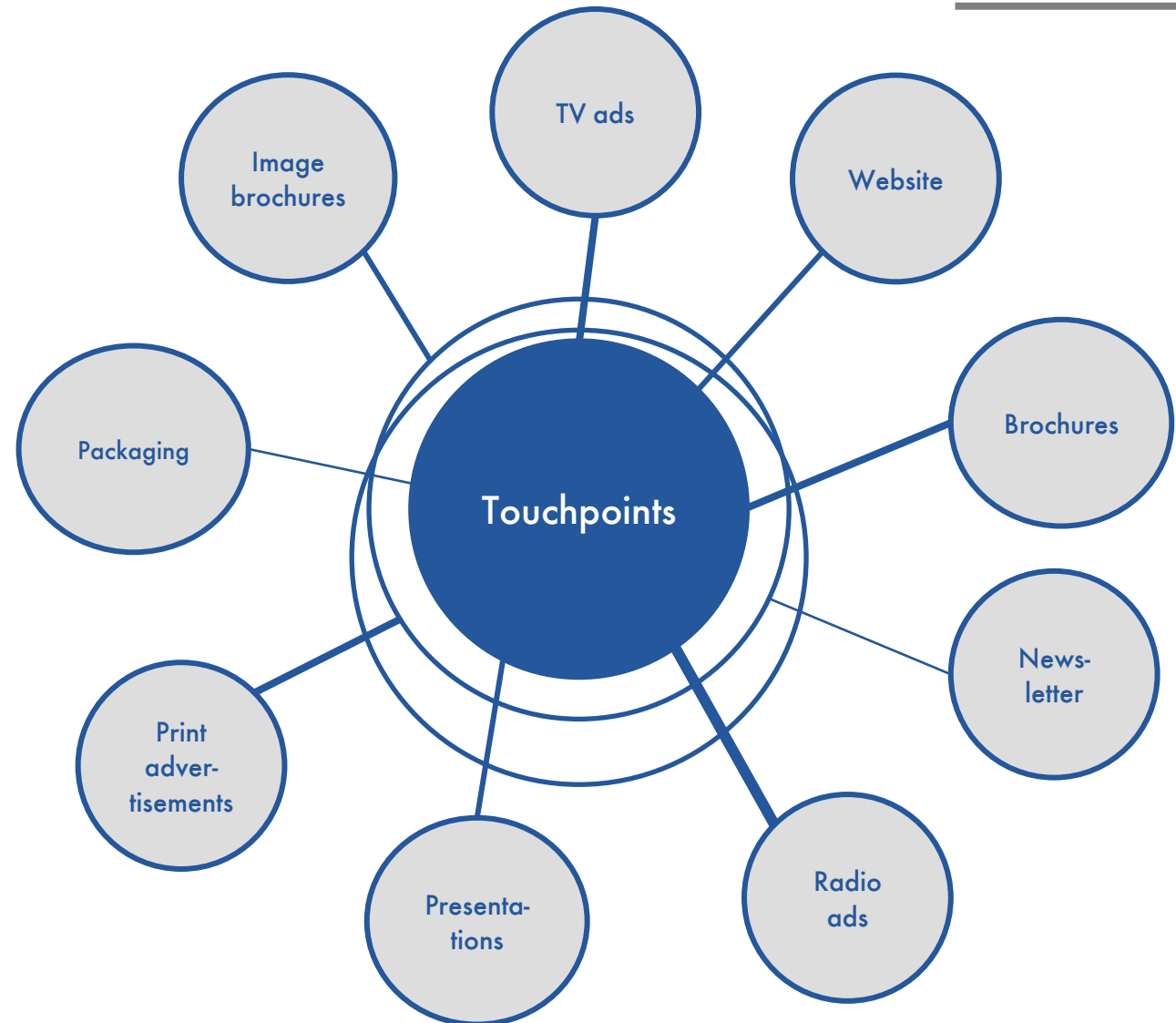
Neuroanalysis - areas of application: EEG, eye tracking und facial coding

Touchpoints

Analysis of Advertising: Possibilities of application

Neuro-optimized advertising media:

All relevant fields of perception and touchpoints between the brand and the customer can be used for neuroanalysis and thereby optimized in a targeted manner.





Product Design Analysis

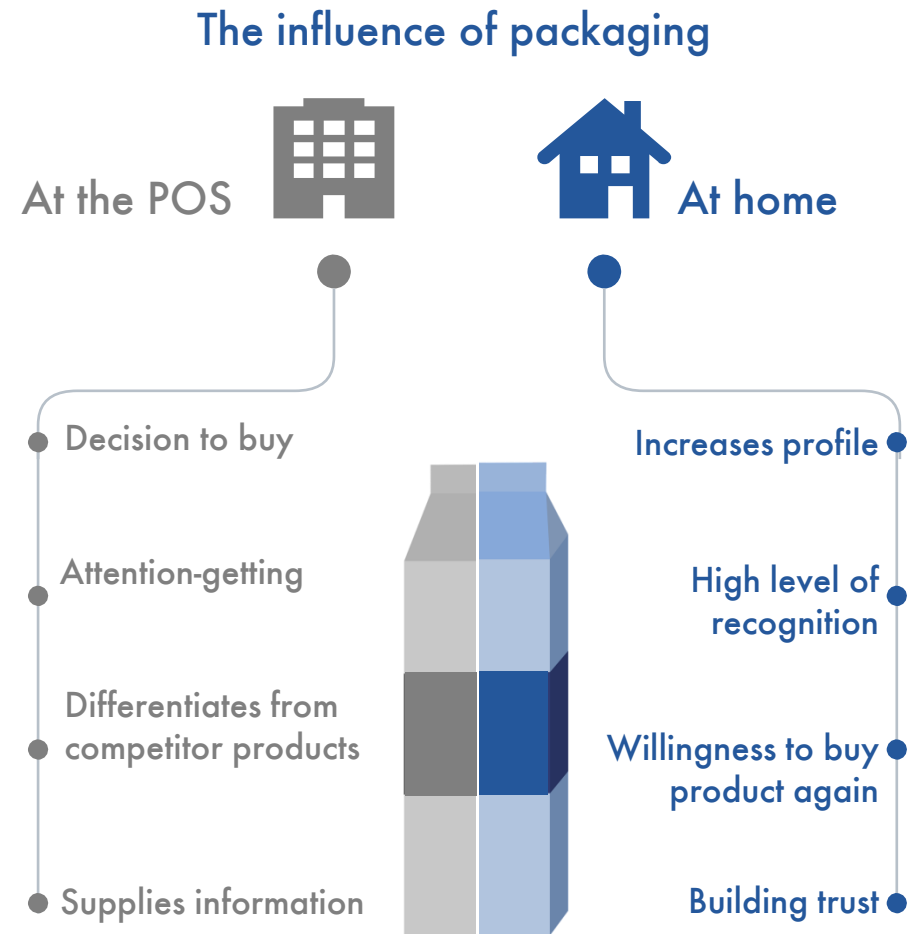
The Power of Packaging Design in Brand Communication

Description: Product packaging as a means of communication

Product Packaging

Effectively employing product packaging to communicate your message

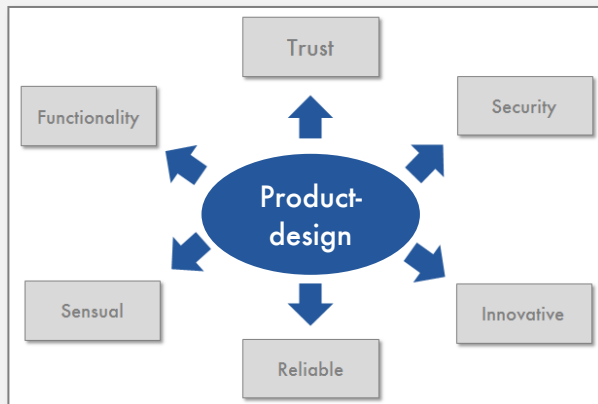
Packaging represents one of the most important factors for marketing your product. The packaging influences customer decision-making right at the POS and, at the same time, increases brand recognition in the minds of your consumers. It is therefore vital to clearly communicate your essential product and brand messages through your packaging so that your customers take notice of them. Packaging with clear and striking messages is not only processed faster and remembered better by customers, but it also clearly differentiates you and your products from your competitors.



The Methodology Behind Product Design Analysis

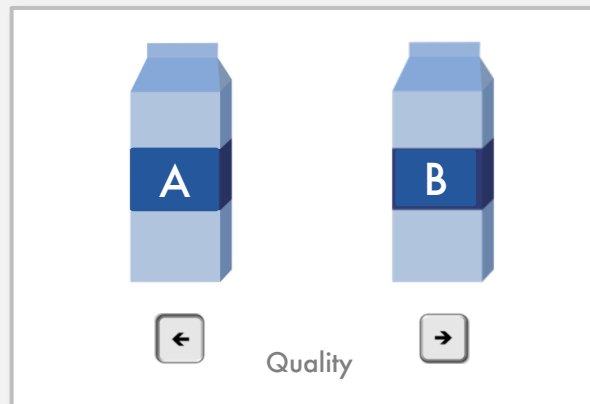
Customer Value

Definition and selection of relevant brand and product attributes (range of qualities) that will be considered and analyzed in the implicit reaction-time measurements.



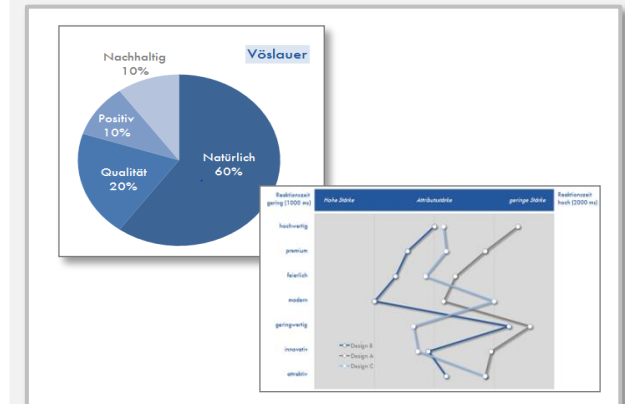
Product Design Analysis

During the computer testing, test persons rate the product design according to specified terms. Only ratings within a rating time of 300 ms and 2,500 ms will be considered. This guarantees a spontaneous and automatic cognitive assessment.

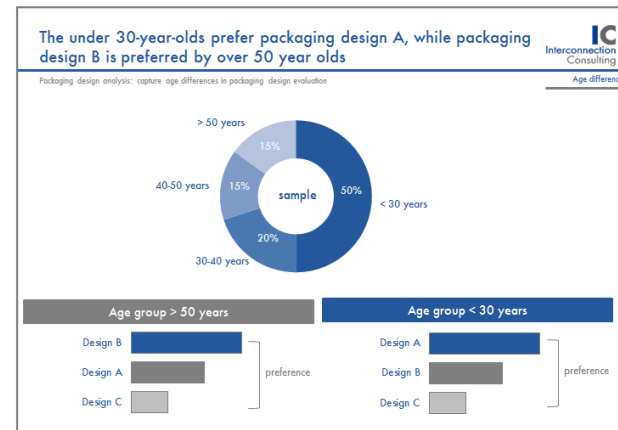
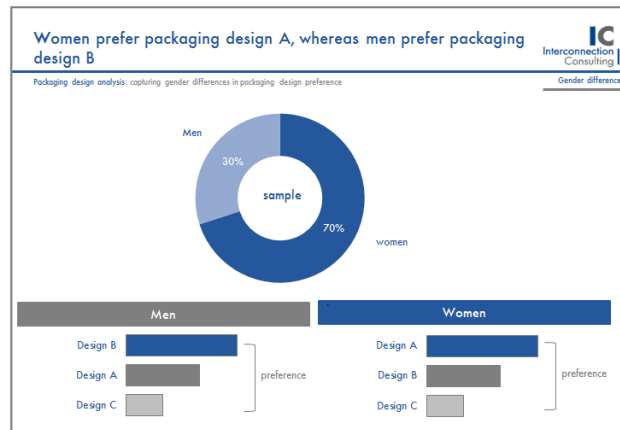
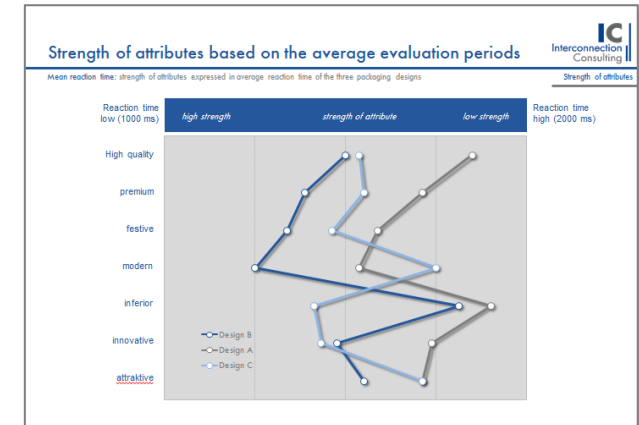
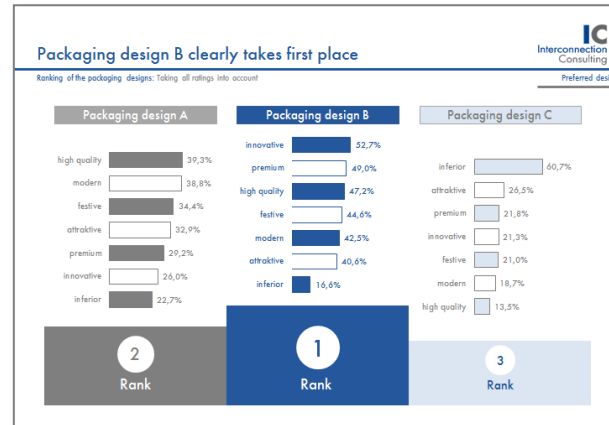
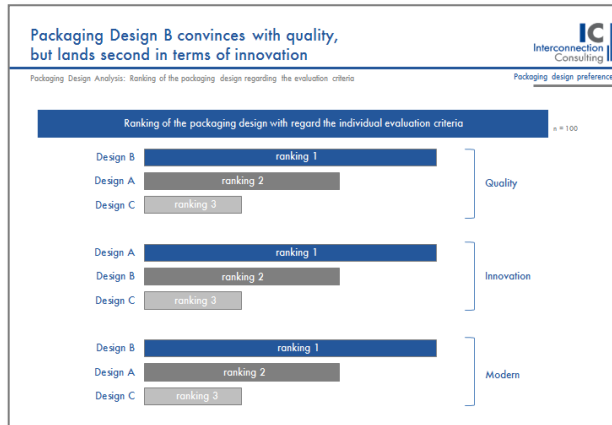


Results and Graphic Evaluation

Analysis of the product design preferences according to the selected assessment criteria. Analysis of the results and investigation into the overall ratings and attribute strengths in order to pinpoint the strengths and weaknesses of the product design.



Example Charts of Our Product Design Analysis





Analysis of Print Advertising

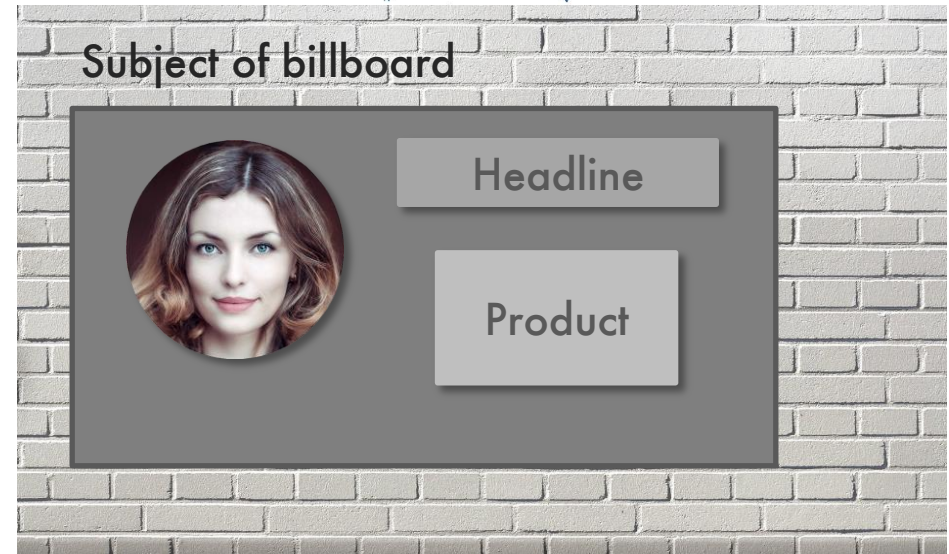
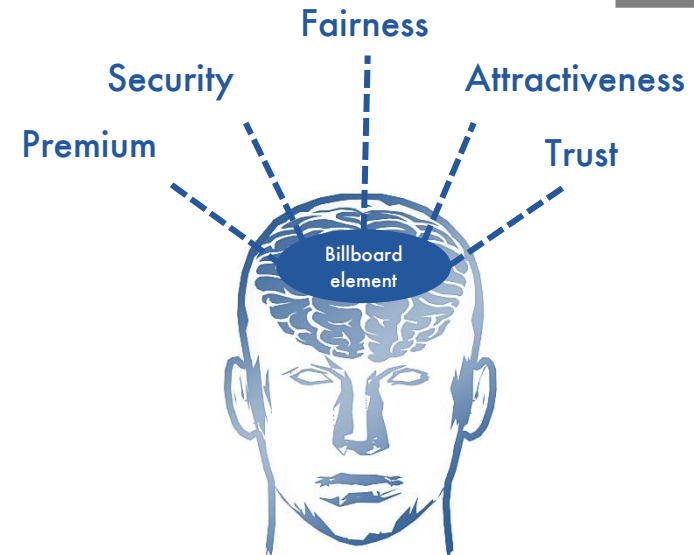
Analysis of Print Advertising: Example of a Billboard Analysis via Reaction-Time Measurements

Methodology: Implicit reaction-time measurements

Billboard Analysis

How design elements and billboards are reliably analyzed

- In order to evaluate individual design elements of an ad, **implicit reaction-time measurement** is conducted to determine unconscious associations and customer approval.
- It is recommended to simulate the billboard as a whole as well as selected elements of it so that they can be evaluated according to predefined attributes (for example, trust, security, fairness, attractiveness...).
- In this way, specific attributes can be identified that are unconsciously linked to the individual billboard elements. In addition, the strengths of these associations can be determined.
- Only ratings within a rating time of 300 ms and 2,500 ms will be considered. This guarantees a spontaneous and automatic cognitive assessment.
- Based on the results of this software-based measurement tool, we can draw conclusions about which elements of the billboard are associated with the relevant attributes and, in addition, which billboard as a whole is preferred by the target group.

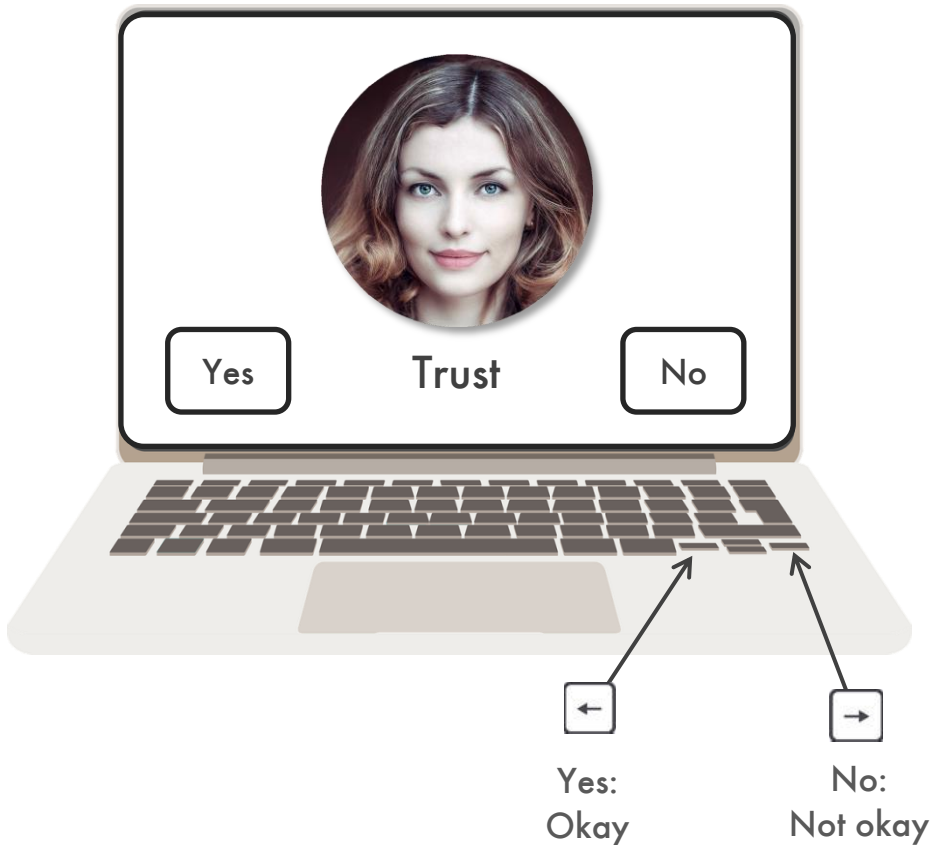


Implicit Reaction-Time Measurement: Assessment of Individual Billboard Elements

Methodology: Implicit measurement of terminology to determine how individual billboard elements were rated

Methodology

Implicit testing by association

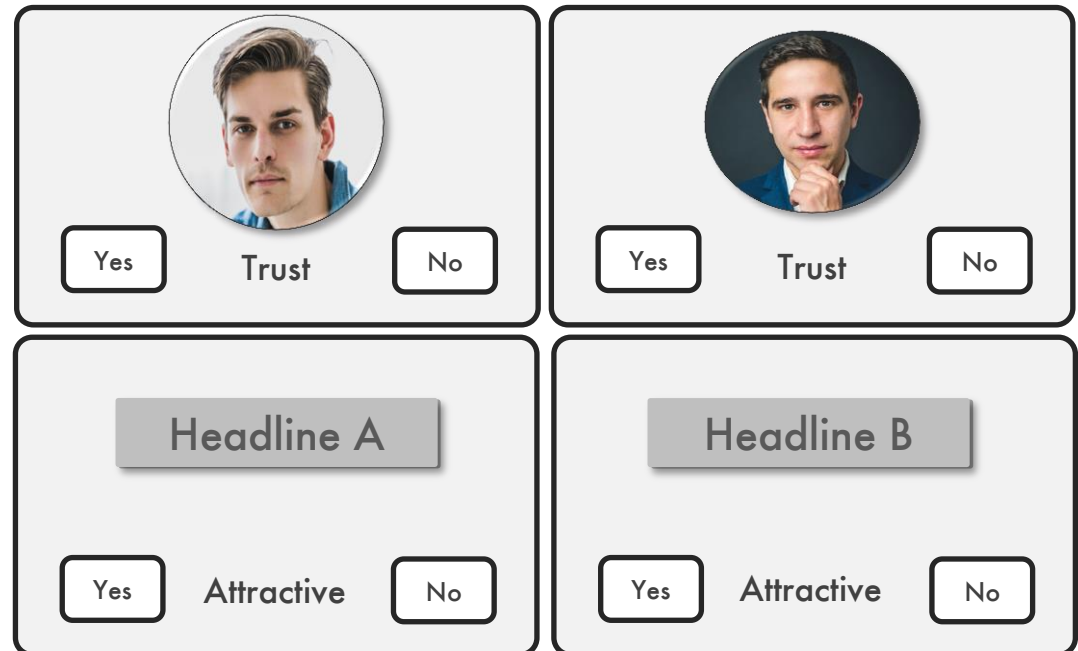


Customer value:

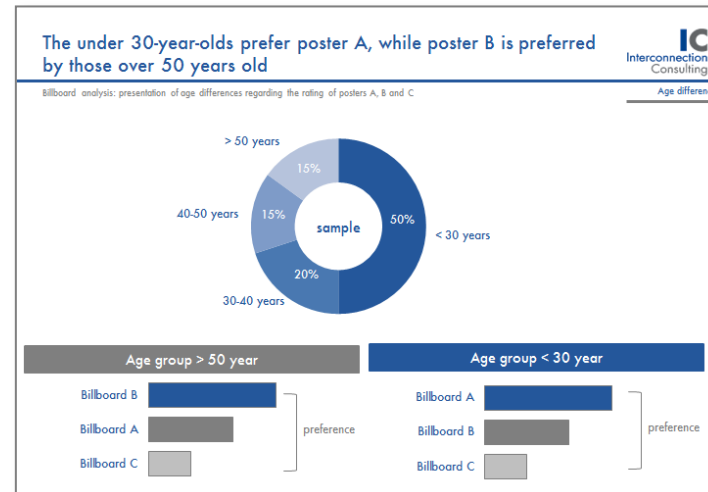
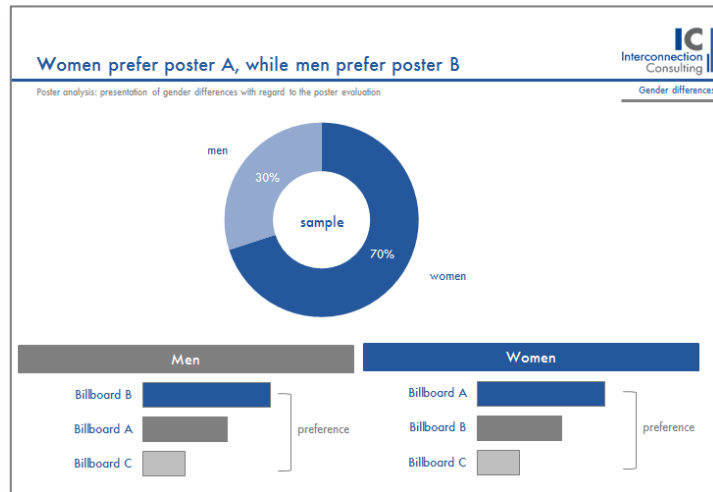
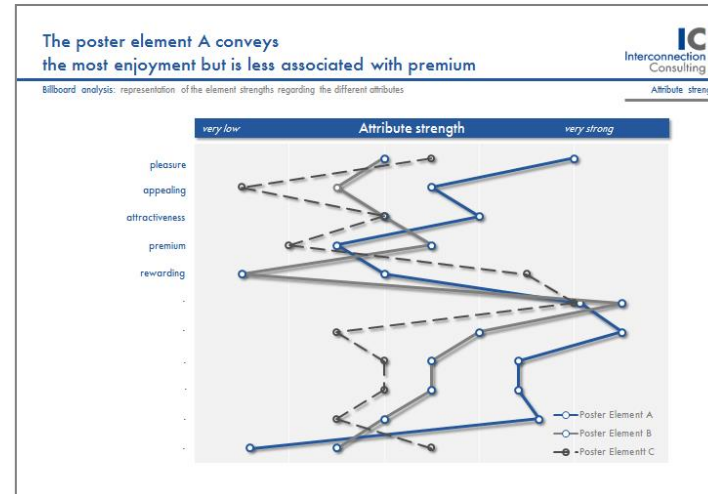
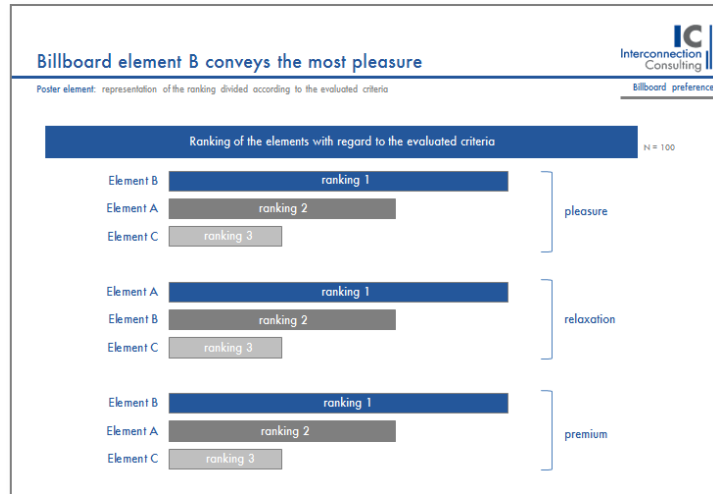
First, relevant billboard elements (such as figures, the headline, and the product) and attributes (such as trust, security, premium, attractive) are defined. Based on these, the elements are then assessed.

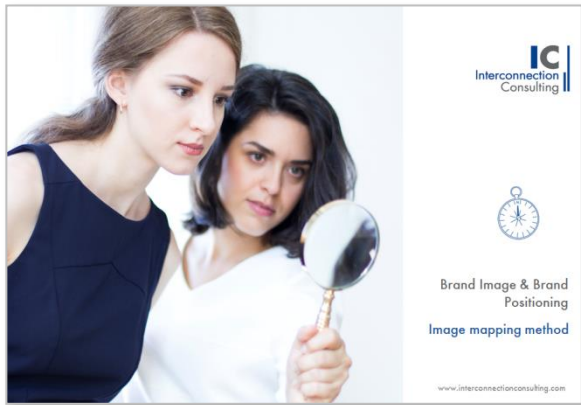
Procedure:

During the testing, the test persons rate the depicted elements and the billboard as a whole, based on the depicted attributes. The reaction time serves as an indirect measurement of the strength of association and, in turn, the overall rating of the billboard.



Example Charts of Our Billboard Analysis





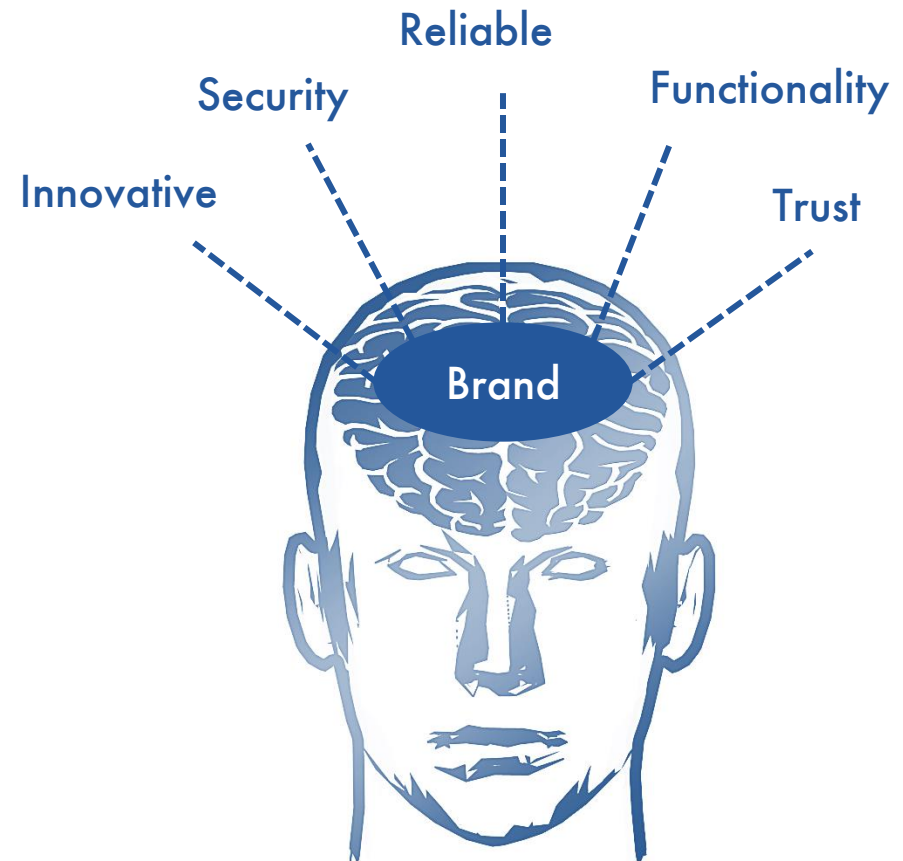
Brand Image and Brand Positioning

Targeted Analysis of Brand Positioning

Description: Starting point and goal

Approach

- Opinions often take hold unconsciously, and it is difficult for people to explicitly specify unconscious thoughts.
- In such cases, a survey is problematic and of little use.
- With the **implicit image correlation test** or **association test** you will learn which **unconscious opinions** customers have about your brand or particular product, and how this product is positioned in the minds of your customers.
- In addition, certain **attributes** can be determined that are attributed to your brand. Also, the strength of such associations can be determined, even as compared to competitor brands.
- Based on the results of this **software-based measurement tool**, the brand communication can be tailored and adapted specifically to your needs.



- ✓ Clear, emotional positioning
- ✓ Profitable, strategic brand management
- ✓ Increased communication performance

Reliably Measuring Your Brand Image

Solution: Image association measurement to determine brand image

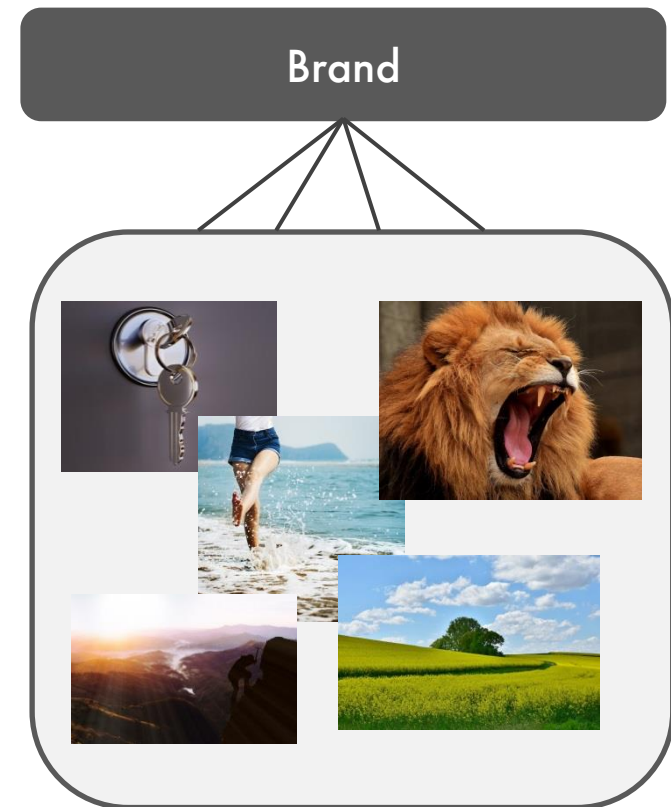
Image Association Measurement

Image association test to determine the implicit opinions of your brand

By evaluating products and brands by means of emotional images, it is possible to identify the attributes and emotions associated with a specific brand/product.

To do so, reliably emotional pictures are presented to test persons who must decide if the picture and the brand go together.

Based on integrated reaction-time measurements, not only can the implicit, emotional associations be determined with the help of the images presented, but the strength of these attributes can also be determined.

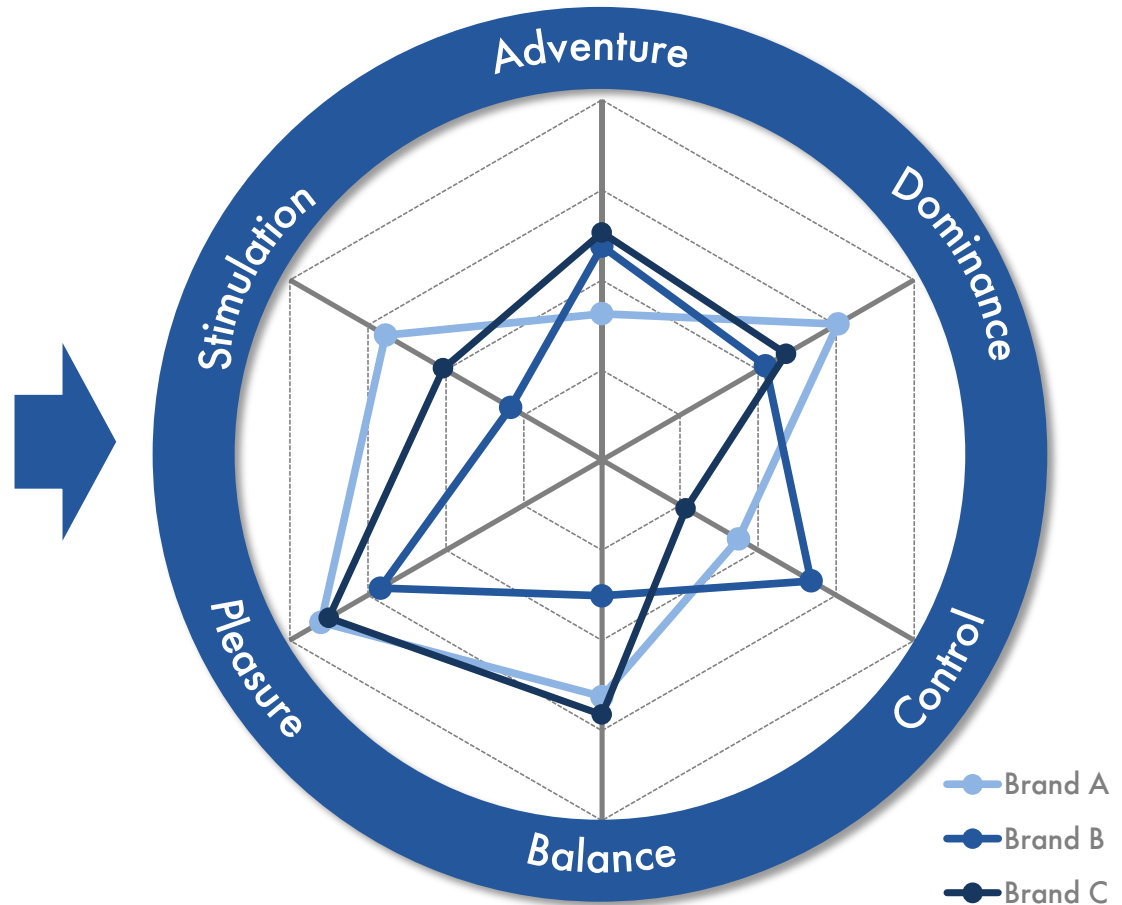


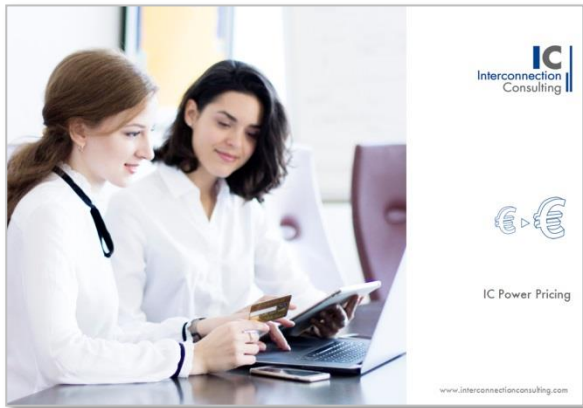
Representing the Results of Implicit Brand Measurement

The results of the implicit brand measurement are represented in a sphere of emotions. All aspects important for your company are displayed in the sphere of emotions.

The example to the right shows that Brand A is better than its competitors when it comes to status and domination.

The results serve as the basis for further strategic and operative decision-making (for example, optimizing communication)





Price Simulation

Targeted Analysis of Profit-Optimized Pricing and Product Features

Description: Starting point and goal

Approach

Starting Point

- The price is clearly the most important aspect in marketing that determines the success of a company.
- Aside from the all-too common practice of setting the price according to the competition, the perceived customer value is actually the only efficient means of determining a price.
- The more value a product provides, the more customers are willing to pay – this is the aspect companies need to exploit.
- With the aid of a choice-based conjoint analysis, we analyze not only the value that your product or individual product attributes produce, we also determine the pricing that will optimize your profits.

Goal

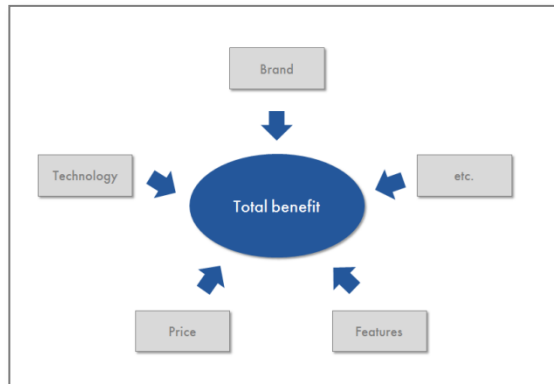
- We pinpoint your most profitable pricing by employing the most reliable method for determining price-revenue functions.
- The tool simulates the effects of pricing changes on your own market share and the market share of your competitors.
- We identify the value individual products (yours and your competitors) or product attributes have for your customers.
- New products can be tested prior to launch.
- We provide important marketing input.

The Methodology for Determining Optimal Product Attributes

Sequence and results of a choice-based conjoint analysis

Methodology

Customer Value



Definition of relevant and beneficial product attributes considered and analyzed in the CBCJA.

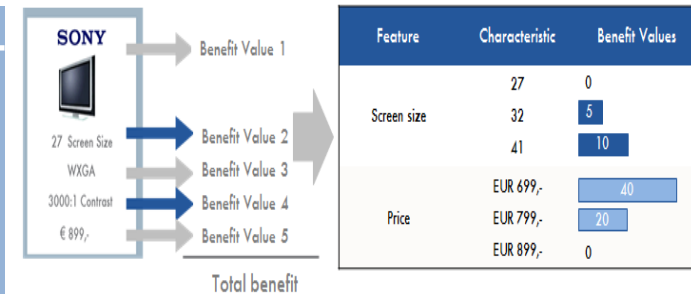
CONsidered JOINTly

Which LCD-TV would you choose?

SONY	TOSHIBA	Panasonic	none
			<input type="radio"/>
27 Screen Size WXGA 3000:1 Contrast € 899,-	32 Screen Size WXGA 1000:1 Contrast € 699,-	41 Screen Size WXGA 4500:1 Contrast € 799,-	

During the survey, customers make their decisions by comparing products – the survey takers must weigh various product attributes against one other.

Customer Value Ratings and Graphical Report



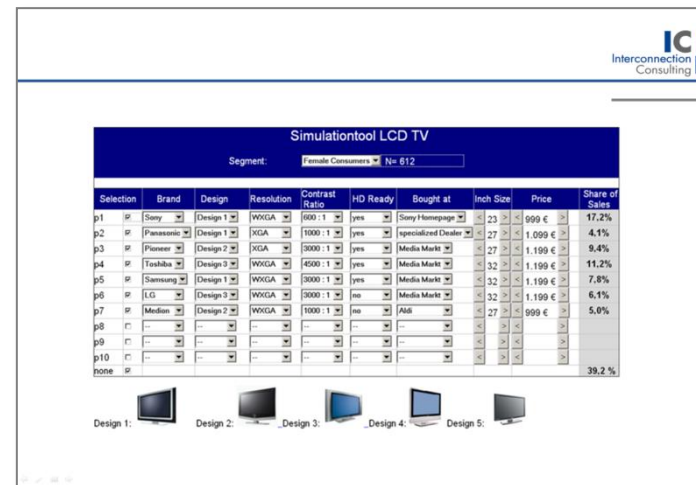
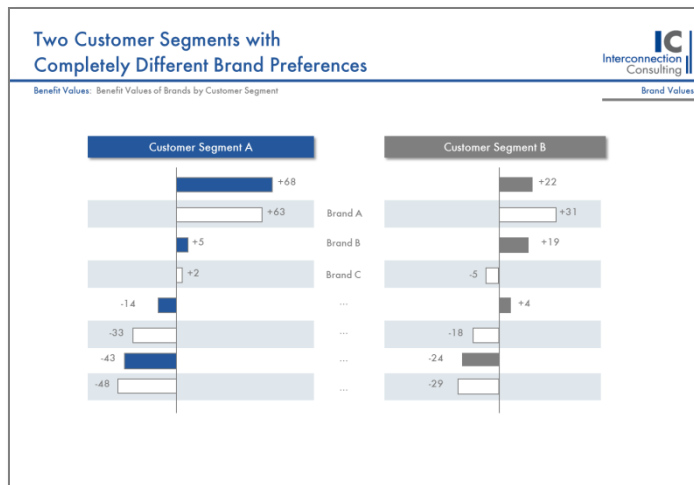
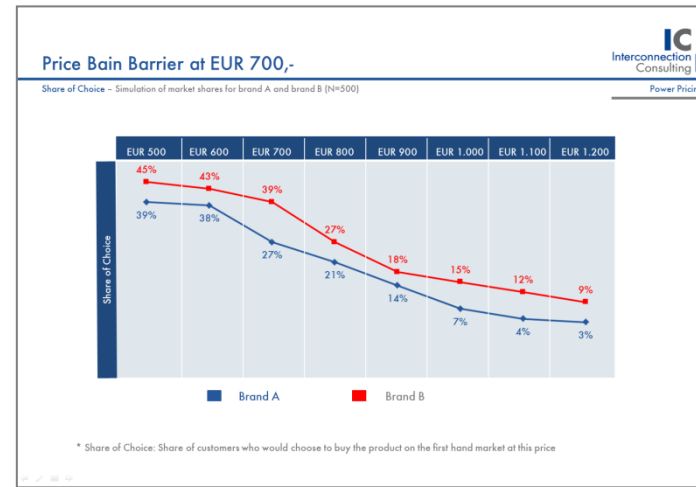
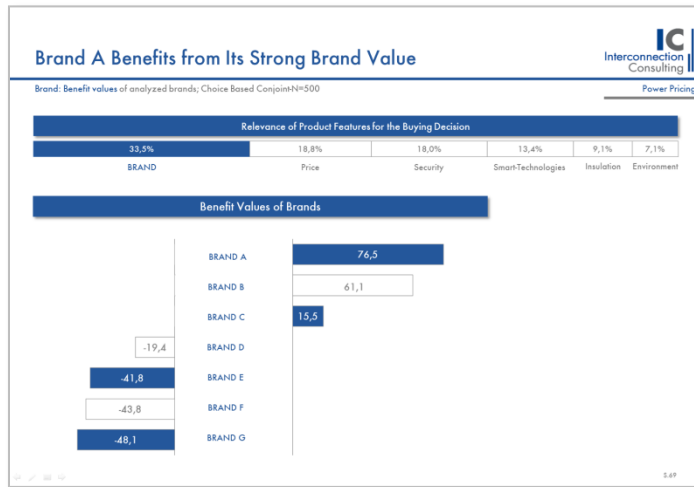
1. Empirical evaluation – Customer value ratings
2. Determination and simulation of the optimal pricing.

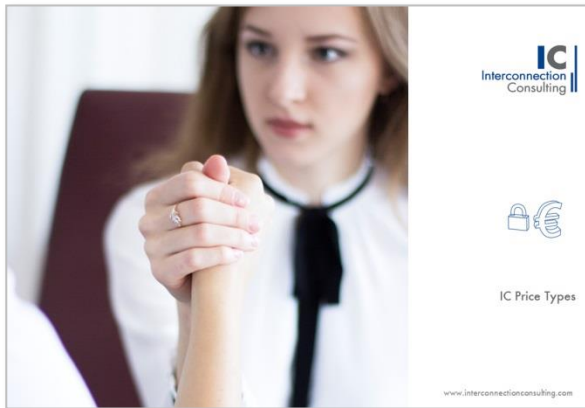
Phase 1

Phase 2

Phase 3

Example Charts of Our Simulation Tools





Spending Behavior

Driving Profits by a Targeted Analysis

Description of starting point and goal

Approach

Starting Point

- Prices are always subjective. Everyone has a different definition of cheap or expensive, depending on the situation.
- Customers demonstrate different kinds of spending behavior based on a combination of their knowledge of pricing, willingness to take risks, an interest in pricing, bargain-hunting instincts, etc.
- The most decisive factor for setting prices is knowing how various customer spending behavior is distributed among your own customers and those of your competitors.
- Knowing how customer spending behavior is distributed in the market lets you efficiently coordinate your pricing policies and helps your sales staff to act accordingly with your customers.

Goal

- You learn not only how customer spending behavior is distributed in general on the market but also how it applies to your customers and those of your competitors.
- You can infer what pricing policies are therefore necessary to acquire new customers and even to entice customers away from the competition.
- Through precise training, your sales staff will be able to quickly identify the spending behavior of their customers and will be able to act accordingly.

Five Completely Different Types of Spending Behavior



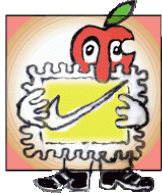
Bargain Buyer / Discount Junkie

Interested in special offers, special rates, rebates, and awards. Tends to buy because of the price and not in spite of it. Sometimes makes useless purchases only because they are cheap, regardless of the price category.



No-Risk Buyer / Risk Avoider

Averse to making a loss. Always tends to see the risks (which must be avoided) of a purchase. Strategies for avoiding risks include getting advice, deciding on a fair price, and actively seeking out information.



Brand-Loyal Buyer / Brand-Name Shopper

Has an idea of a good price, but is also very open to the brand, image, and quality of an item. Compares products more than prices and finds innovation appealing. Often spends more than intended.



High-Risk Buyer / High-Price Oriented

Shows little interest in bargaining or rebates. Only the presumed quality of the brand matters. Prices are not considered as long as the overall shopping experience is positive. Quality has its price.



Low-Interest Buyer / Shops for Specific Items

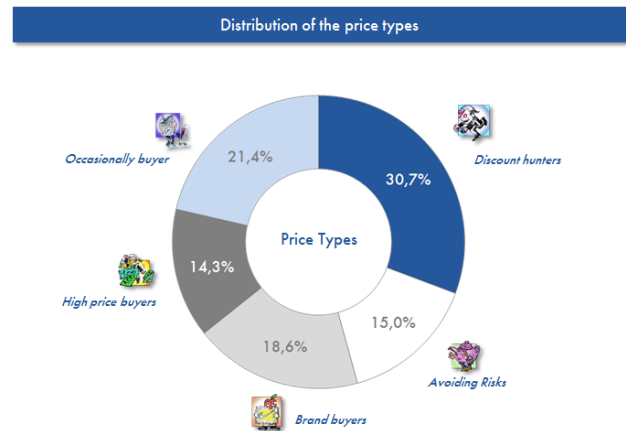
Lacks emotion. Feels well informed and buys to satisfy a current need. Little interest in price and makes almost no price comparisons.

Example Charts of Our Spending Behavior Analysis

High-Priced Buyers are Certainly Represented

Distribution of price types in %; N=800

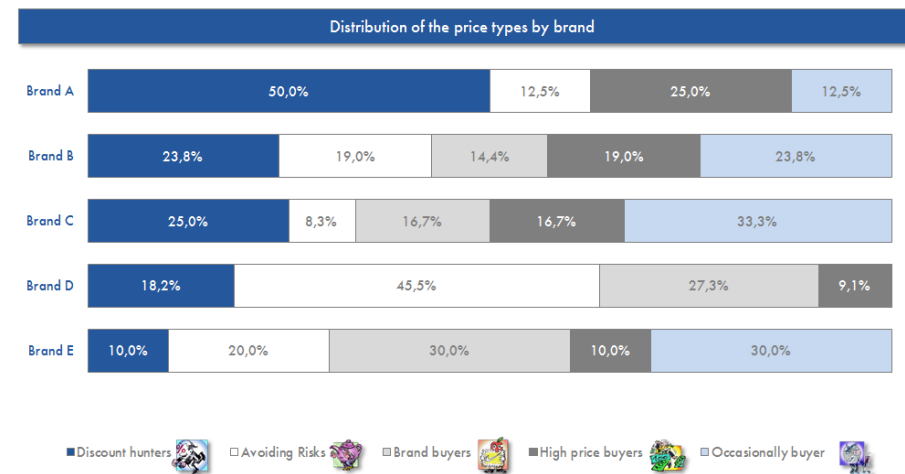
Price types

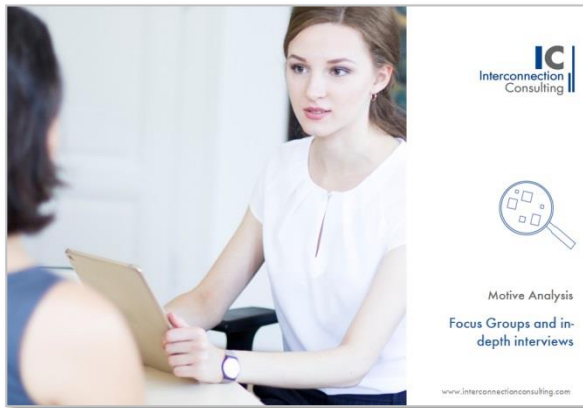


High-price buyers are certainly represented

Distribution of price types by brands in %; N=800

Price Types





Motivation Analysis

Good Reasons for Qualitative Market Research

Latent needs	In-depth interviews and focus groups reveal the latent needs and motives of customers that can otherwise not be gained through purely quantitative surveys.
Insight into individual customer opinions	Open-ended questioning and psychologically based discussions reveal valuable insight into individual customer opinions.
Direct quotations of customers	During discussions and in-depth interviews, customers provide direct, quotable statements that can be used by your in-house marketing department.
Projective techniques	Projective techniques let you elicit reliable, honest answers even on sensitive topics. By using such indirect methods of questioning, you can uncover the unconscious and unadulterated needs of your respondents.
Audio and video recordings	The complete documentation, provided as audio and video recordings, lets you review all group discussions and interviews.

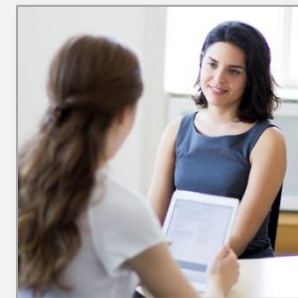
Focus Groups

- Focus groups reveal the motives, attitudes, opinions, experiences, and reactions of your interview partners.
- Focus groups elicit a wealth of opinions and emotional responses. Group discussions can create a kind of energy that does not come about with other methods, such as observation, face-to-face interviews, or surveys.
- Our trained and highly experienced moderators, all with a background in psychology, lead the discussions with 5-9 participants per focus group.
- The moderator follows a predetermined script, but the discussion otherwise evolves in an open-ended manner.
- Our clients are welcome to listen and watch a transmission of the events in an adjoining room.

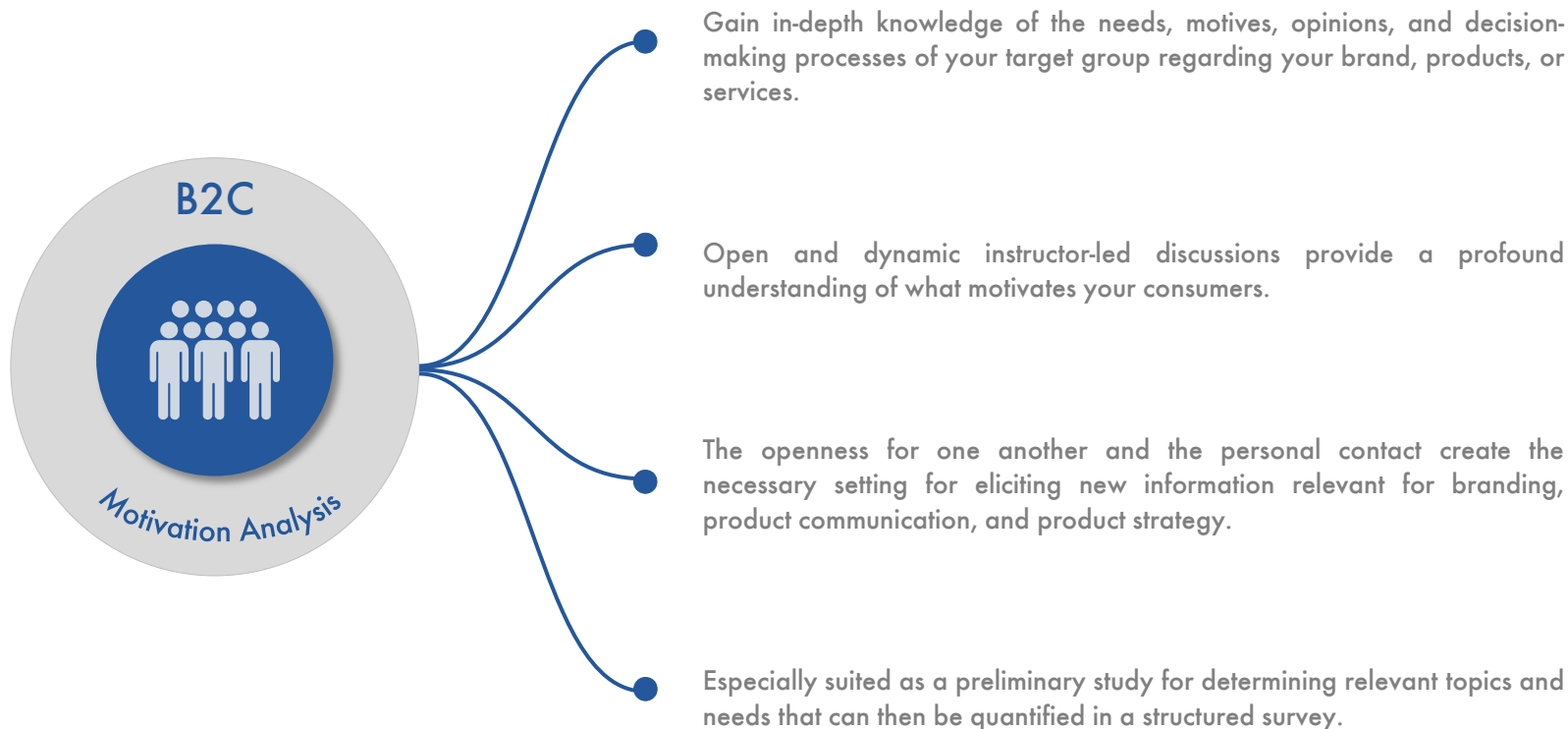


In-Depth Interviews

- For many years, in-depth interviews have represented one of the core instruments of qualitative market research. They refer to intensive one-on-one interviews that are led by a trained and experienced interviewer in order to determine the deep-set attitudes, motives, and needs of customers by means of a psychologically based discussion.
- To a certain degree, the discussion follows a preset script so that the interviews can be compared with one another.
- Through an open-hearted discussion, as well as projective questioning and clever follow-up questions, the interviewer can reveal even the most unconscious views of consumers.
- A root cause analysis helps to determine qualitatively not only how a brand is perceived but also how its image has been established.



Advantages



We are always glad to answer
any questions you may have!

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