

Multi-stage qualitative research

Ethnographic + focus groups leading to change in marketing mix

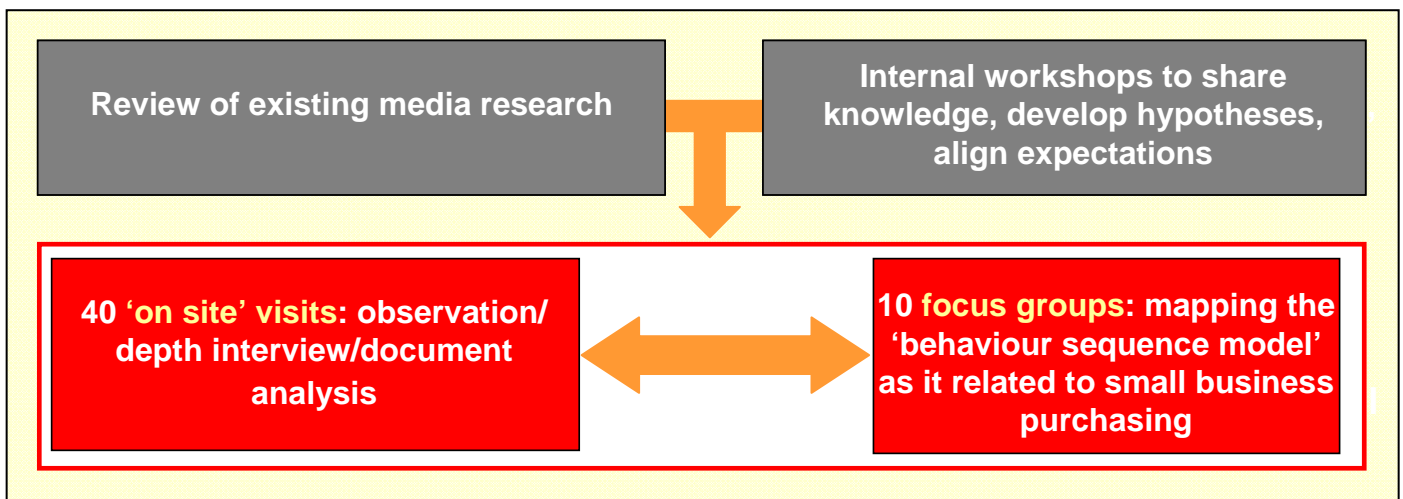
Background and objectives

- ❑ To better understand media **consumption behaviour** from a small business context – how, when and where media is consumed as part of the “small business person’s day”
 - Opportunities for media to make ‘**meaningful**’ **connections** with small businesses
- ❑ Understand interaction between media consumption and **purchase process**
 - How our client can best **influence purchase** through developing appropriate media and marketing communications strategies
- ❑ Unlock the potential in the vast array of media that exists to target small business people by:
 - **Identifying which media** are going to maximize reach and potential impact
 - **Developing an understanding of the strengths and weaknesses of various types of media for various tasks**
- ❑ Understand the **timing and events** that trigger these opportunities – across the day, across the week and across the year
- ❑ And more generally, **what works, what doesn’t work and why?**

Project design

- ❑ A mixed modal research programme with regional SMEs (parallel programme in metro areas) involving:
 - Diary placement
 - 3 to 4 observations
 - 1 hour depth interviews
 - Parallel focus groups
 - Validation phase involving – depth interviews and an online survey of 200 focusing on key issues identified in the first phase

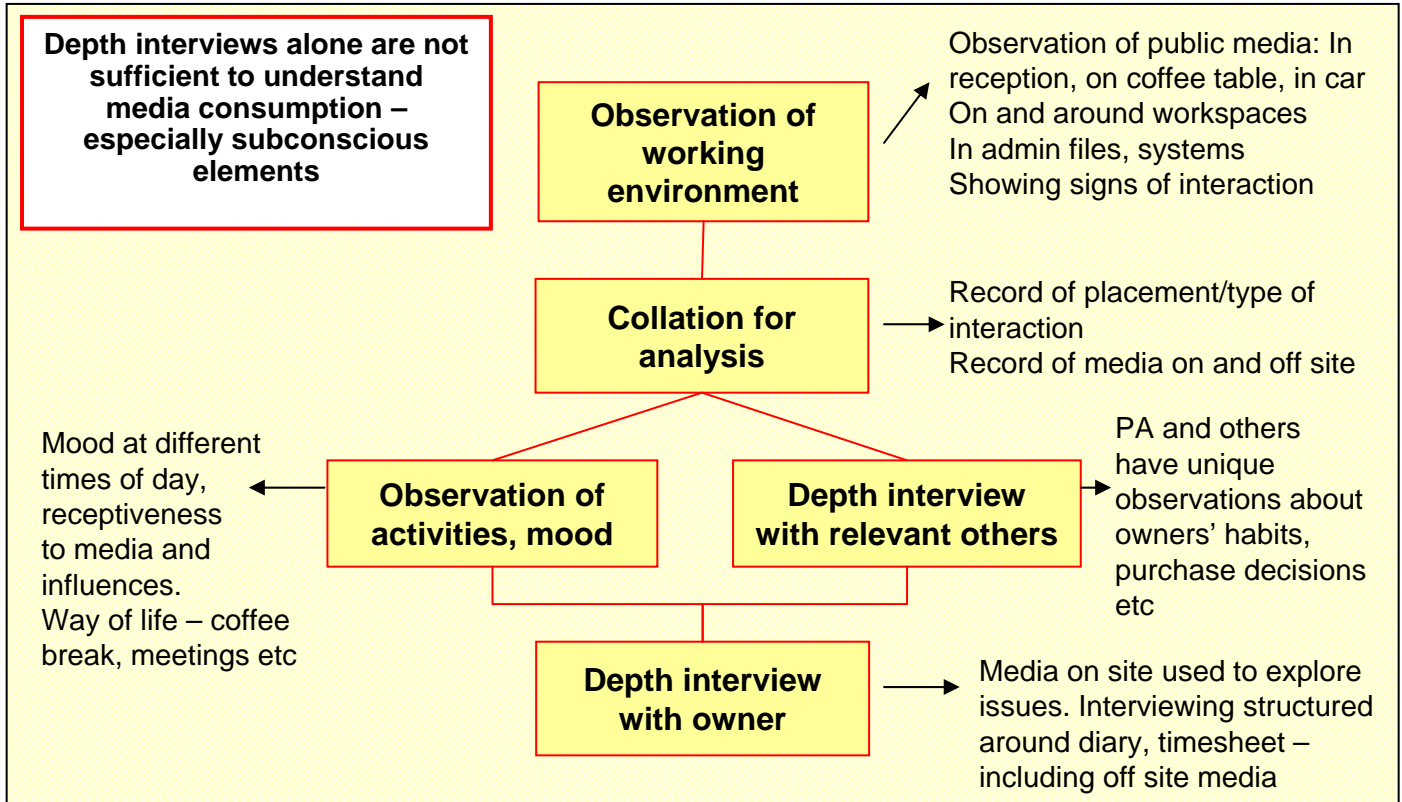
The research involved a multistage approach:



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The on site visits were a distinctive feature of the approach. Their role is detailed below.



Client outcomes

- ❑ As a direct result of this research, the client:
 - Redirected spend away from above the line advertising towards more effective below the line advertising
 - Reducing ATL ad budget very significantly
 - Increasing BTL
 - Keeping spend the same as it had been historically
- ❑ As a direct result of our insights into channel decisions they were able to grow their SME business by 5% while other sectors of the same business lost competitive