

## Case Study

### Under 25 Customer and Non-Customer Panel Captures 'Most Demanded' Features and Drive US Market



#### Challenge

In 2004, Virgin Mobile, relatively new to the US market sought to develop better intelligence on the 14-25 year old mobile phone market. They needed to know what this fastidious ever changing market needed and wanted from their mobile phones and its services.

#### Solution

We recruited a 300 person advisory board consisting of customers and non-customers, which was representative of Virgin Mobile's target markets. We then performed monthly online focus groups, discussion boards and surveys. We also tested pricing plans, promotions, ads and merchandising using online video, photos, audio clips, animation and sample web pages.

#### Results

This research helped Virgin Mobile find the most demanded product features in its phones, including ring tones, messaging, camera and music functions. The success of the online focus groups surpassed expectations by providing the client direct access to its core consumer as well as its potential consumer. Virgin Mobile has enjoyed the highest rate of growth in customer base among the US competition.