

Brand messaging research matrix

Purpose

Provide clients with consumer strategic and tactical perspectives through the development and interpretation of relevant insight, using primarily online qualitative and quantitative research techniques and secondary research.

The objective is hard hitting, relevant messages. Our mission is to provide the consumer insight and intelligence that help creative strategists, account planners and creative teams execute hard hitting messages that hit the spot. Our team of experienced project managers and senior executives can provide you with a customize approach based on your creative and messaging development strategy (creative brief) and bring the voice of the customer to every critical stage of message development.

A typical research plan for optimal brand messaging and position

Key communication point	Information needed	Potential techniques
Consumers		
Who are they	Demographic analysis, usage, attitudes and awareness of product and competition, lifestyles, personality and perceptions	AAU studies, segmentation, secondary research reports
What we want them to do	Brand usage, purchase, usage occasion	Panels and transactional data, online surveys, analysis of intent and referral potential
How they perceive us now; how we want to be perceived, what is the proof, what is the optimal customer take-away	Category needs and wants, need gap analysis (product and emotional) brand strength and weaknesses, importance of attributes and benefits, understanding of category benefits, consumer attitudes, behaviors and perceptions	Online surveys, forums, focus groups; Need gap analysis, perceptual mapping, brand image research, tradeoff conjoint analysis, product, concepts, message testing and iHUTS, consumer profile analysis, awareness, attitudes and usage

For more information on how Communique Partners can help, please call J Daniel Faccinetti at 415-218-6547 or email: daniel.faccinetti@communiquepartners.com