

## ***INSIGHT - Market Intelligence***

Quick and effective market research for businesses and organisations

**Insight results can be used to dramatically improve your business in a number of ways;**

- Make business decisions based upon accurate market information.
- Be certain you are achieving a return on investment from all marketing, advertising and promotions.

**There is nothing more valuable than the word of your customers.** Market research gives you solid answers about your current and potential customers and what they *really* want.

### **Why use Insight?**

- *Insight* provides solid and reliable market research at a fraction of the time and cost of an individually commissioned project.
- Rather than continue making assumptions about your customers, prospective customers or your recent advertising we can get you the real answers so you can get improved business results.
- Instead of trying to predict what your market wants and how they want it we can go straight to the "horse's mouth" to find answers for you.

### **How does it work?**

- We work with you to determine which will be the best questions to ask in order to get the answers you need.
- We ask your questions to a sample of your current and prospective customers. We currently run regular studies in the Western Bay of Plenty and New Zealand wide.
- The sample is given quotas to ensure our sample accurately reflects the overall population make-up of the area being surveyed.
- We then analyse your results by income, age and gender so you can see the relevant differences across your customer base.
- We present you with a set of tables detailing frequencies etc. as well as a set of cross-tabulations so that your results can be analysed by different demographic groups.

## The Value of Results

- **Find out how well you are performing in your marketplace**  
Insight is excellent for monitoring organisational performance, testing products, services and awareness, measuring perceptions or one-off measurements of specific criteria.
- **Measure Marketing Effectiveness**  
The value of these results depends a little on your current activities and where you and your business are heading. It can be used to measure the impact of any marketing or promotions you are doing. For example: can you recall the recent advertising by *\*your company name\**?
- **Determine Benchmarks**  
The results can also be used to provide 'benchmarks' through which you can measure any future activities. You cannot tell how things have changed if you do not have a starting point to measure from. For instance, you may wish to raise the profile of your company. You need to establish how well you are known currently, before you can gauge the success of any future publicity.
- **Measure Perceptions**  
Similarly you can use results to benchmark perceptions etc. to know where you stand and then you can see any changes that occur.

## How much does it cost?

- You can access valuable market information cost-effectively because the costs are shared with other organisations. You just pay per question. Many customers find they only need to ask two or three questions. You have complete control over the types of questions you ask and we provide you with professional research experience and input at no extra cost.

## Our Experience

- Syndicated Insight surveys are conducted bi-monthly in the Western Bay of Plenty and Nationwide.
- We have many years experience conducting similar studies in the Western Bay of Plenty, Rotorua and Hawkes Bay regions as well as Nationwide studies.

### Questions you could ask

- Generally this study is used to gain top-level information regarding your customers or potential customers.
- Questions about awareness, purchase behaviour, advertising recall and brand perceptions are the most common questions asked.

## Example Questions

### General Awareness Questions

- How many local *\*your industry\** suppliers can you name?
- Can you recall any recent newspaper advertising for *\*your company name\**?
- Which local *\*your industry\** suppliers recently began advertising on local radio stations?

### Perception Questions

- Which of the following best describes *\*your company name\** ?
- What sorts of services do you think *\*your company name\** ?
- What would be the key things you look for when choosing a *\*your industry\** supplier?
- How did the recent advertising campaign affect your perception of *\*your company name\** ?
- Could you please rate the following aspects of service by *\*your company name\** on a scale of 1 to 10.
- Which of the following do you think best describes *\*your company name\** ?