

CASE STUDY

identifying opportunity through custom research

Restaurant A&U Study

The Issue:

A national fast food chain was facing declining sales and did not have a clear image with consumers.

The Solution:

In response, the chain developed a new strategy involving a streamlined menu, a new line of high quality burgers, and a provocative ad campaign for a regional test. MRSI designed a phone-based tracking study, with a pre-wave before the launch and three post-waves after the introduction of the new burger line. Results clearly showed that the new burger line and ad campaign were a major success in the regional test.

Business Implication:

The new product launch increased awareness of the chain and its advertising, generated more traffic and trial, and changed some existing negative perceptions. The fast food chain was perceived as more honest, confident, and energetic due to the new ads. Based on this compelling consumer response, the new burger line and ad campaign was expanded nationally and has generated strong sales.

For more information, contact us at **513-579-1555** or visit **www.mrsi.com** today.

CASE STUDY

identifying opportunity through custom research

Claim Substantiation

The Issue:

An apparel manufacturer wanted to make a claim that its product was preferred over its two main competitors.

The Solution:

In order to make the claim, the respondents had to try on the products to compare. MRSI designed the research in such a way that the respondents would have no way of knowing the brand of the products they were trying on. This was a difficult task as the products all had well-known logos on them making them easily identifiable. MRSI's creative solution was to blindfold the respondents, ask them to try on the client's product, along with one of the competitor's, and state which they prefer. Research was conducted via mall intercepts across the country among adult men 18 and older.

Business Implication:

Respondents preferred the client's product to the competition 2 to 1. Thus, the apparel manufacturer was able to make that claim in its national ad campaign in an effort to increase sales.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Feasibility Research

The Issue:

A software provider wanted to introduce a new inventory management product. Inventory management was a new application for the company and it wanted to gauge interest in the product among potential customers. They needed to survey Fortune 1,000 supply chain managers, a challenging respondent group for which they had no customer list or other means of readily pre-identifying or contacting potential respondents. Also, the concept's complexity presented a logistical challenge. Respondents would need to read a written concept description during the interview.

The Solution:

MRSI identified a good source of qualified respondents for a telephone survey. At the appropriate point in the survey, respondents were directed to a secure website that enabled them to view a written description of the concept.

Business Implication:

Although there was appreciable interest among supply chain managers in the client's comprehensive solution, the client had a strong barrier to entry in that it had little name recognition or credibility for this type of application. As a result, the client decided to acquire a recognized competitor in this market, and launched the new software under the acquired company's name.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Name Testing

The Issue:

A pharmaceutical manufacturer was interested in testing names for a new drug. Traditionally, the client conducted this research using qualitative in-depth interviews (IDI's) among physicians.

The Solution:

MRSI proposed an online quantitative survey instead of the traditional IDI's. Not only did this provide more robust and projectable data, it also reduced cost, allowing the client to survey both physicians and consumers.

Business Implication:

The online solution yielded better data at reduced cost and the pharmaceutical manufacturer was able to include both physician and consumer input to select an appropriate name for its new drug.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

New Product Development Process

The Issue:

A major consumer packaged goods (CPG) manufacturer was interested in conducting an internal audit of its entire product testing process. The goal was to evaluate whether or not the process was the best it could be, if it met all their needs, if there were any gaps, and also to compare their process to that of other CPG manufacturers.

This was the first time in the company's history that it had audited this process and it was in search of a trusted partner with broad experience in new product development to consult during this project. This was a highly sensitive project as it involved sharing proprietary information, so trust was essential.

The Solution:

From a field of vendors, MRSI was one of two chosen to partner with the client throughout this effort based on the length of time servicing the client's business, the respect and trust MRSI had earned over the years, and our significant CPG new product development expertise.

Business Implication:

Based on the research, the company was able to validate portions of its product testing process that were working efficiently, as well as identify improvements in other areas. The initial results suggest an achieved cost savings and a higher new product success rate for the company, and MRSI continues to help the client refine, test, and implement process changes.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Pricing Research

The Issue:

A major U.S. retail chain offers a number of “store brand” products. These products are generally of comparable quality to national brand products but at a lower price. What is the optimum price for these store brand products that will maximize profits without sacrificing market share?

The Solution:

MRSI designed research to test consumer demand within each product category. This test allowed consumers to view a number of scenarios with store brand products at various price points compared to national brands at fixed price points. Demand curves were created for each product category showing brand choice for the store brand and national brands at different price points for the store brands.

Business Implications:

Some categories demonstrated an opportunity for raising price without sacrificing significant market share while other categories indicated that a lower price would lead to significant increases in market share. The retailer used the findings to adjust prices for several store brand products, resulting in increased profits.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Pricing Research

The Issue:

A telecom company had just introduced a new high-speed Internet service and wished to evaluate its pricing structure -- both the installation fee and the monthly fee for the service.

The Solution:

MRSI designed a phone study that included a series of "buy-response" questions to measure price elasticity for both services and create demand curves. Consumers were asked how willing they would be to purchase the new service first at different fees for installation, then at different price levels for the monthly service fee.

Business Implications:

Results showed that consumers were extremely price sensitive. Purchase intent was high with no installation fee, but was cut in half when even a modest charge of \$50 was imposed. At the current installation fee of \$200, purchase intent was very low. Also, demand for the service greatly increased as the monthly fee was lowered from the current \$50 to \$20. Our client was able to use this market information to optimize its fee structure and launch a successful new service.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Demand Study

The Issue:

A pharmaceutical company wished to estimate market demand for a new weight maintenance drug.

The Solution:

MRSI designed an in-person study where both physicians and patients were interviewed using a conjoint methodology. Both groups were exposed to a variety of product profiles for the new drug that presented different scenarios of price, effectiveness, and dosing. Physicians were asked the percentage of patients they would treat with the drug, and patients were asked their likelihood to ask their physician for the drug.

Business Implication:

A series of discrete choice models were developed to allow the company to estimate demand for the new drug based on both patient-driven and physician-driven share. A simulator was designed from the model that allowed share to be recalculated based on different scenarios or assumptions.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Line Optimization

The Issue:

An apparel manufacturer looking for new opportunities in the marketplace was interested in identifying gaps in its existing product lines.

The Solution:

MRSI pre-recruited current customers from the company's database. Customers were asked which of the client's product lines they purchased and what size. Precise body measurements were collected using scanners to determine if customers were actually wearing the appropriate sizes for their body type.

Business Implication:

The body scans were used to identify gaps in the current product line. Research determined where product lines were falling short and identified opportunities for new products. From this research, the company plans to launch new products and potentially eliminate product lines to achieve the most profitable mix of products.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.

CASE STUDY

identifying opportunity through custom research

Product Testing

The Issue:

Faced with impending government requirements on food labeling, a major consumer packaged goods manufacturer was prompted to reformulate a significant portion of its products. The client needed to find a way to reformulate those products with healthier ingredients without sacrificing quality and taste.

The Solution:

MRSI was asked to partner with the client throughout the multi-year process. We developed intensive comparative product tests among heavy-users of each product to determine if the new formulations performed as well as, if not better than, the current in-market products. Testing was conducted across multiple product lines, as well as flavors within lines. MRSI worked closely with the client to identify areas for refinement until the new products were acceptable.

Business Implication:

The client was able to successfully reformulate its products with healthier ingredients while continuing to meet consumer expectations for taste and quality. What's more, the client was able to comply with the new food labeling guidelines without any negative impact on sales or market share.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.