

Azure Knowledge Corporation

Quality Data Captured Globally

The Value of Simplification & Focus When Working on Complex Projects



Rafal Gajdamowicz

CEO
Azure Knowledge Corporation



Glen Collins

Senior Vice President
Azure Knowledge Corporation



Robert Clark

Partner and COO
Marketing Analysts



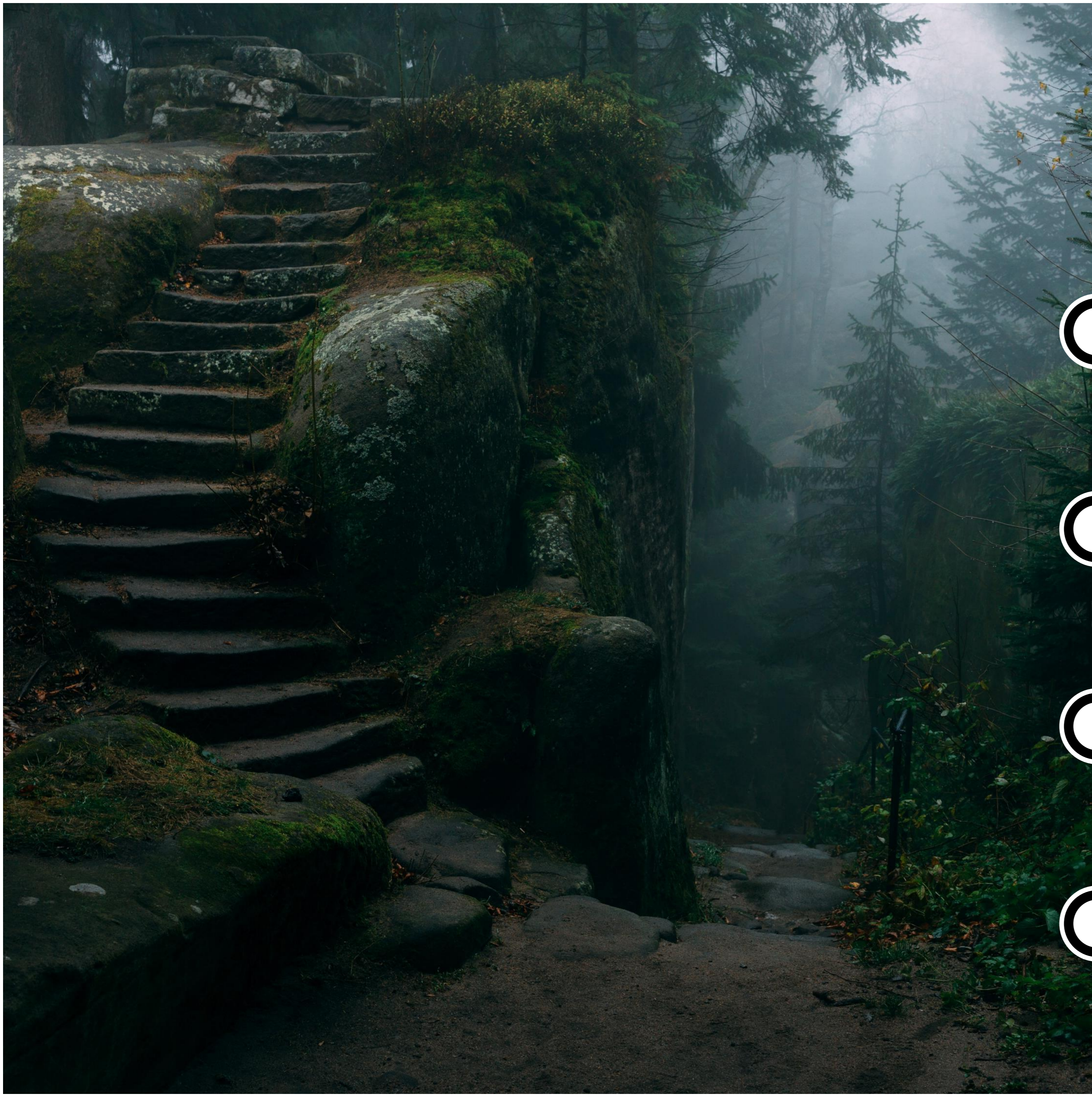


&



Marketing
Analysts

A path to strategic partnerships
tackling complex challenges and
creating simple, impactful solutions



What challenges exist in your forest?



Choosing and explaining the right methodology for your clients?



Access to reliable/quality data at scale globally and on time?



Response rates and survey engagement/creative scripting?



Actionable simple findings from complex data analytics?



Finding the best fit for everyone's abilities and strengths leads to stronger outcomes

Independently Expert, Stronger Together

Project Timeline

Study Design and Methodology



**Outsource
the
Doing**



**Insource
the
Thinking**



Taking total ownership

- Programming
- Sampling
- Fieldwork
- Data management

Insights, Analytics
and Report
Generation



Making the Pieces Fit

Project Timeline

- Identifying the true client research and business questions
- Study and Methodology Design
- Survey Design



Outsource the Doing



- Survey scripting
- Translations/Localization
- Sample targeting



Insource the Thinking

- Interviewing (online, CATI, F2F)
- Open Ends/Verbatim translation and coding
- Data Processing, Formatting, Delivery and Automation

- Findings and insights exploration
- Presentation development
- Recommendations activation





Success Based on Shared Values



&



The Client Benefit

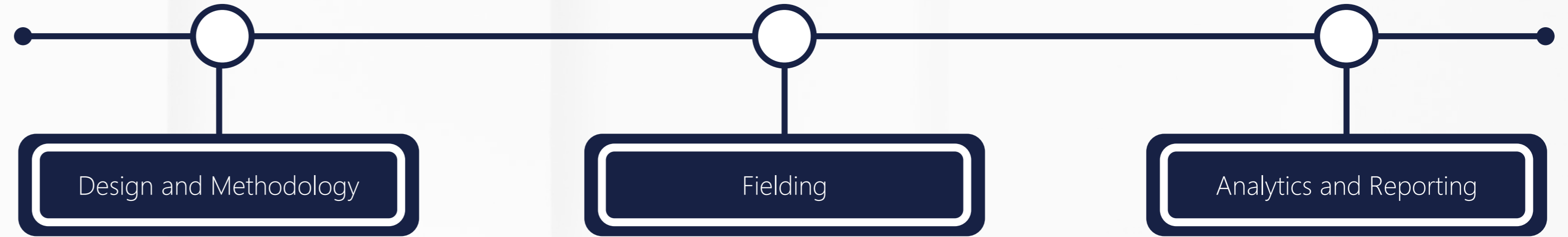
- Proven and tested partnerships benefit clients by:
- **Solving** complex business challenges
 - **Simplifying** delivery and removing risk
 - **Instilling** confidence and growing relationships
 - **Adding Value** to end client's business

Case Study 1:

Complex Sample and Logistically Challenging Product Test

Simple Solutions for Complex Problems

Identifying Key Challenges



Case Study: Baby Product In-Home Test

Background

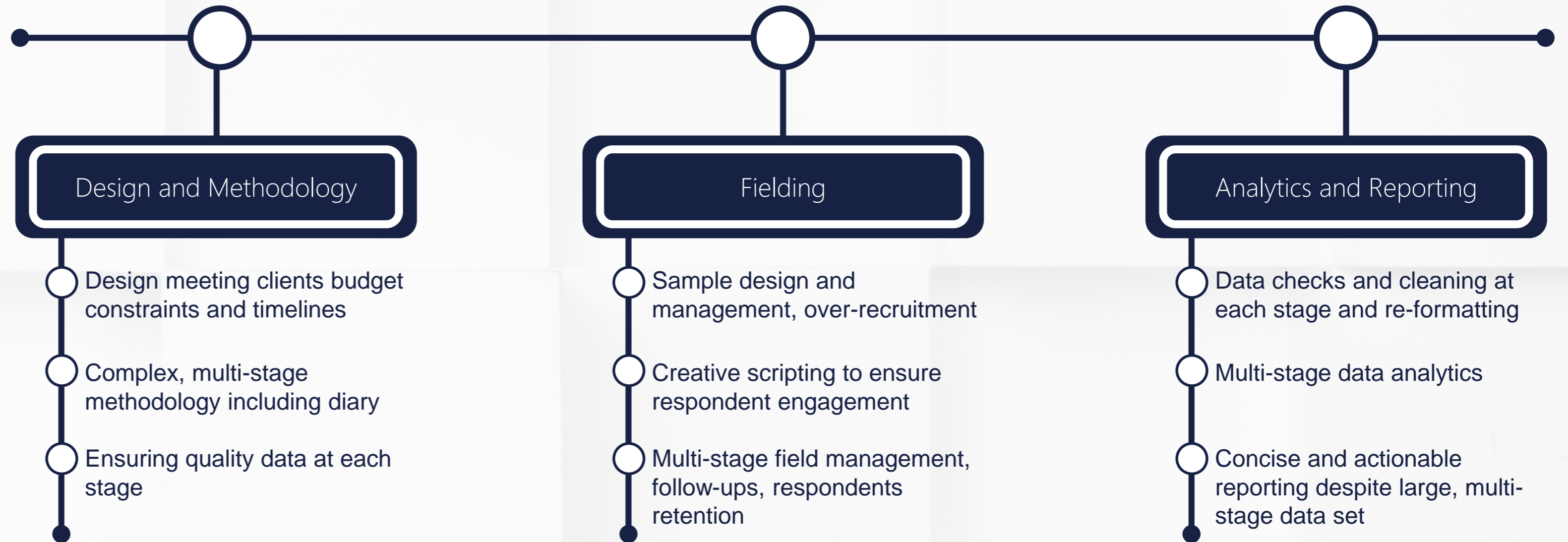
- **Marketing Analysts** conducted a blind monadic in-home use test for baby diapers to assess the performance of multiple diaper products to understand performance on key measures such as absorbency, fit, comfort, etc..
- Key Roadblocks
 - Challenging sample – parents w/ babies
 - In-Home usage test
 - Multiple respondent check-in and diary

Goals

- Provide client with updated feedback from a hard to reach sample with a methodology requiring complex logistics

Simple Solutions for Complex Problems

Overcoming Key Challenges



Case Study: Baby Product In-Home Test

Background

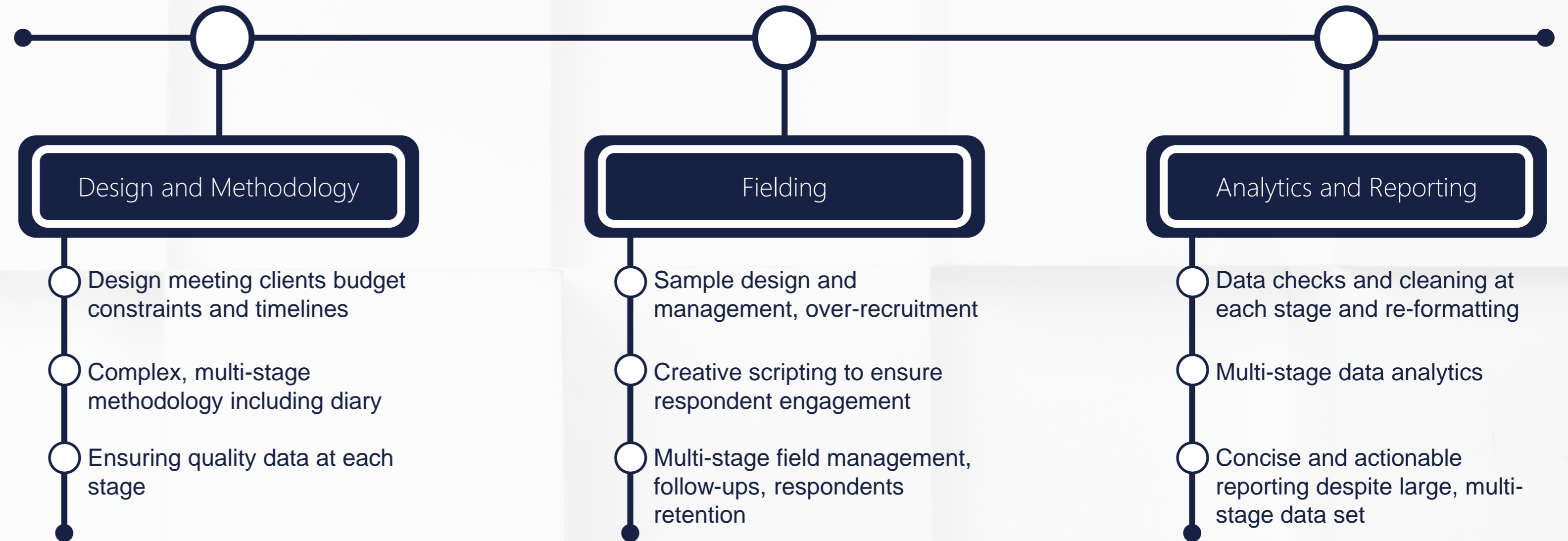
- **Marketing Analysts** conducted a blind monadic in-home use test for baby diapers to assess the performance of multiple diaper products to understand performance on key measures such as absorbency, fit, comfort, etc..
- Key Roadblocks
 - Challenging sample – parents w/ babies
 - In-Home usage test
 - Multiple respondent check-in and diary

Goals

- Provide client with updated feedback from a hard to reach sample with a methodology requiring complex logistics

Simple Solutions for Complex Problems

Overcoming Key Challenges



The Client Experience

With care and consideration hitting every aspect of the study, the clients received feedback and reporting allowing them to...

- **Inform** product iteration direction with confidence
- **Reduce** costs of their product
- **Maintain** their shelf position



Case Study: Baby Product In-Home Test

Background

- **Marketing Analysts** conducted a blind monadic in-home use test for baby diapers to assess the performance of multiple diaper products to understand performance on key measures such as absorbency, fit, comfort, etc..
- Key Roadblocks
 - Challenging sample – parents w/ babies
 - In-Home usage test
 - Multiple respondent check-in and diary

Goals

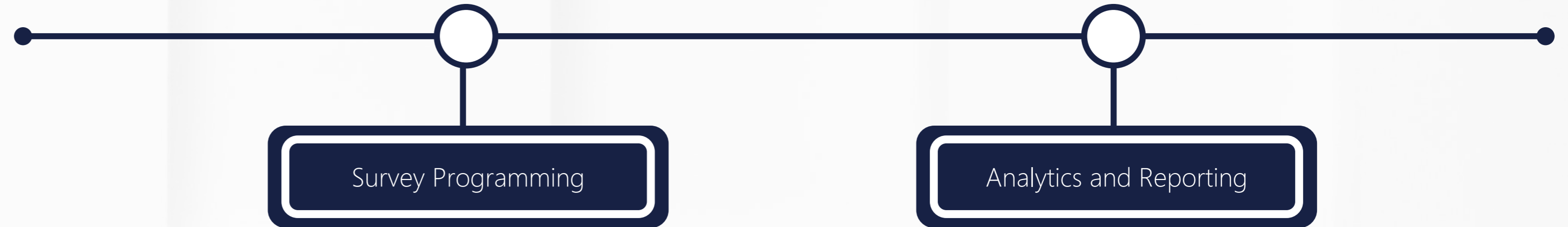
- Provide client with updated feedback from a hard to reach sample with a methodology requiring complex logistics

Case Study 2:

Open-ended - Data Capture, Richness, Quality and Analytics

Simplifying for a Quality Outcome

Identifying Key Challenges



Case Study: Oral-Care Language Understanding

Background

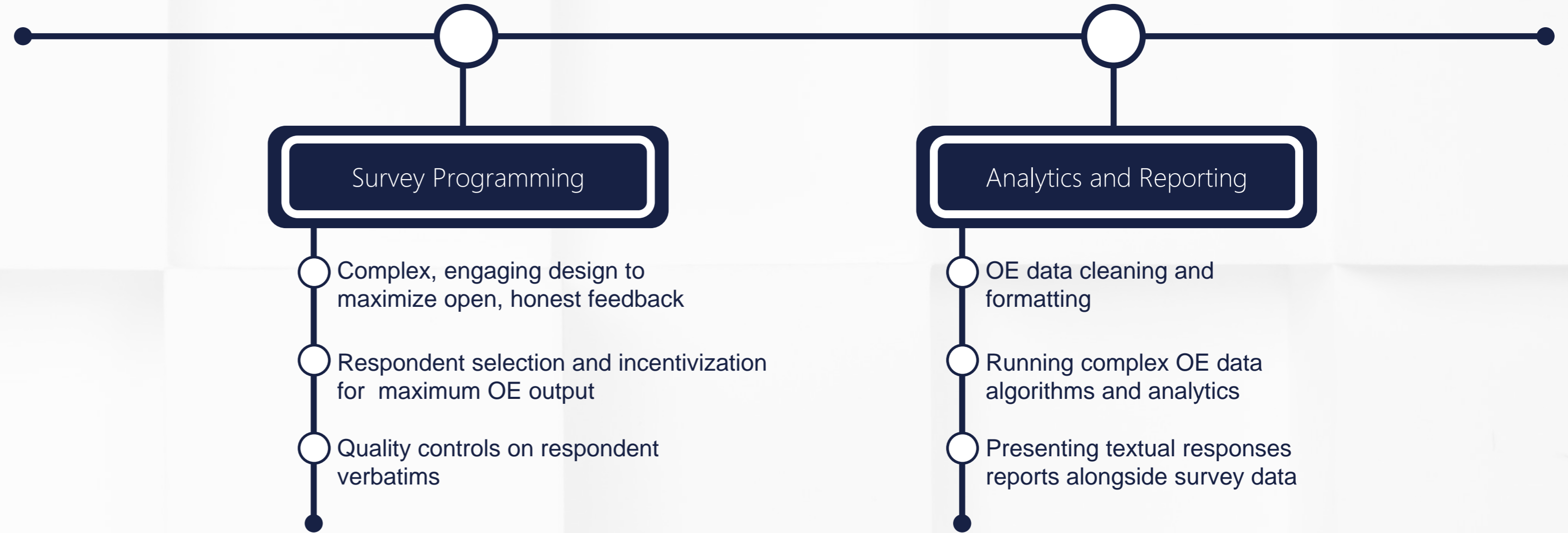
- **Marketing Analysts** was contracted to develop an approach to better understand consumer language for the oral-care category

Goals

- Identify and quantify the rational and emotional connections associated with the benefits of healthy teeth and to understand what people are **thinking** and **feeling** in their own words
- Show drivers of consumer language to enamel health benefits

Simplifying for a Quality Outcome

Overcoming Key Challenges



Case Study: Oral-Care Language Understanding

Background

- **Marketing Analysts** was contracted to develop an approach to better understand consumer language for the oral-care category

Goals

- Identify and quantify the rational and emotional connections associated with the benefits of healthy teeth and to understand what people are **thinking** and **feeling** in their own words
- Show drivers of consumer language to enamel health benefits



Case Study: Oral-Care Language Understanding

Background

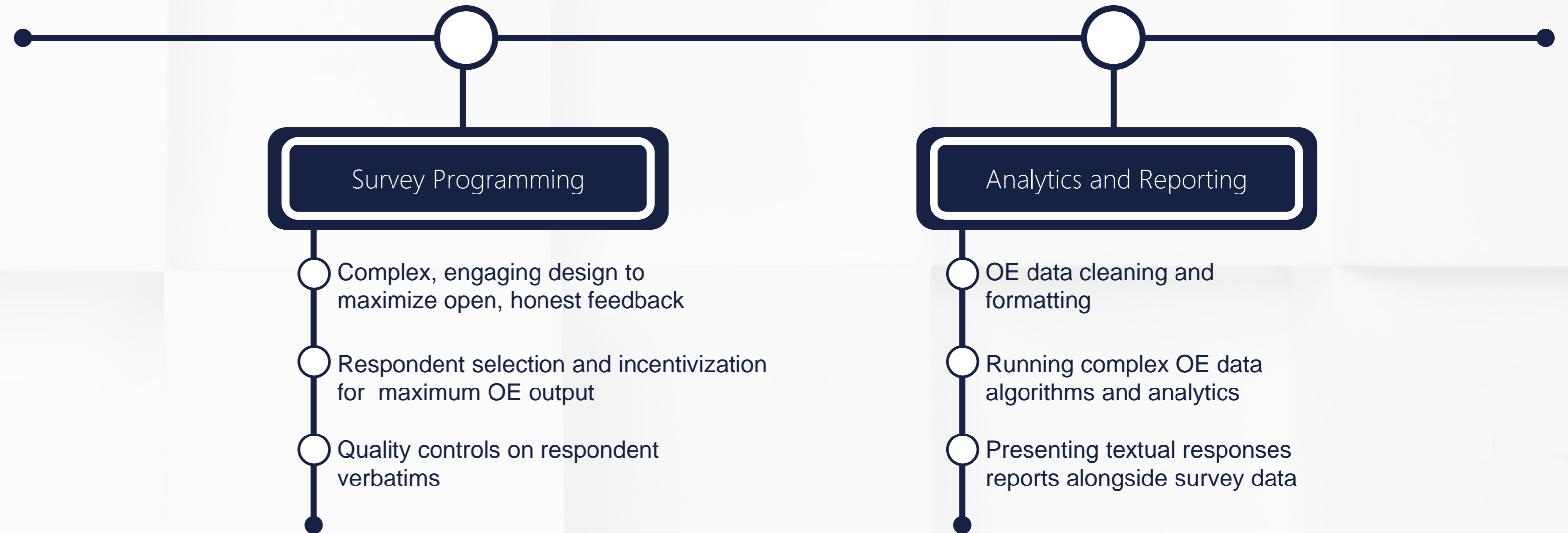
- **Marketing Analysts** was contracted to develop an approach to better understand consumer language for the oral-care category

Goals

- Identify and quantify the rational and emotional connections associated with the benefits of healthy teeth and to understand what people are **thinking** and **feeling** in their own words
- Show drivers of consumer language to enamel health benefits

Simplifying for a Quality Outcome

Overcoming Key Challenges



The Client Experience

Strong programming and data management paired with new study approaches, the client gained understanding in how their consumers talk allowing for...

- **Fresh** insights about their category
- **Messaging** truly in the voice of their customer
- **Stronger** competitive advantage

Case Study 3:

Large Scale B2B Global Project – Qualitative and Quantitative

Reduce Complexity Through Finesse

Identifying Key Challenges



Case Study: Financial Software Journey

Background

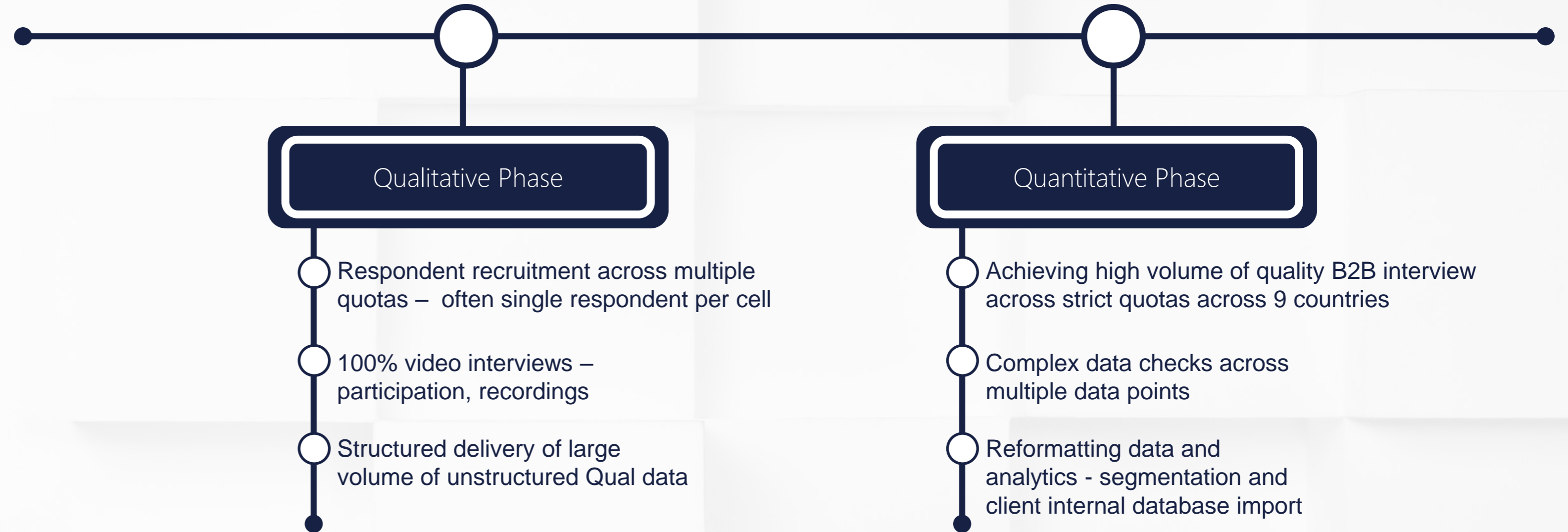
- Asked to investigate how small and medium sized organizations make decisions with regard to selecting financial software products.
- Insights needed to cover 10 industries across 9 countries, 8 company size brackets
- 12,000 online Quant interviews, 350 Qual video TDIs – all with strict interlocking quotas from company owners and directors (BDMs, Fin, IT)

Goals

- Provide industry level purchasing insights
- A large, strategic segmentation linked back to client's sales database

Reduce Complexity Through Finesse

Overcoming Key Challenges



Case Study: Financial Software Journey

Background

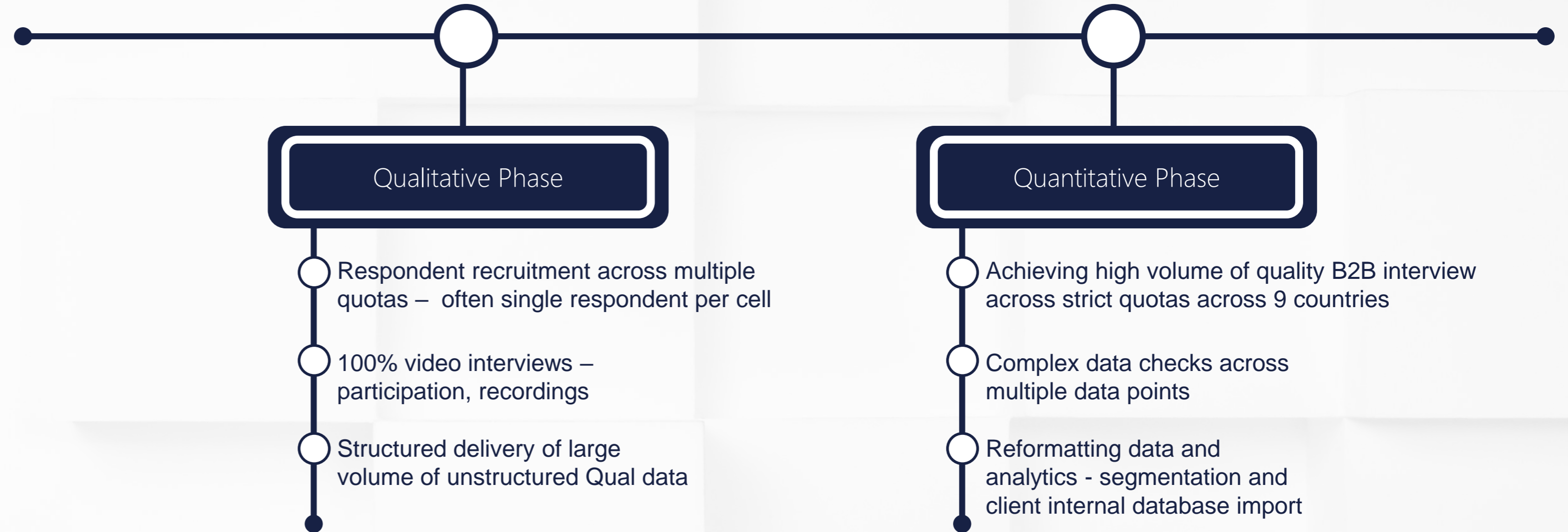
- Asked to investigate how small and medium sized organizations make decisions with regard to selecting financial software products.
- Insights needed to cover 10 industries across 9 countries, 8 company size brackets
- 12,000 online Quant interviews, 350 Qual video TDIs – all with strict interlocking quotas from company owners and directors (BDMs, Fin, IT)

Goals

- Provide industry level purchasing insights
- A large, strategic segmentation linked back to client's sales database

Reduce Complexity Through Finesse

Overcoming Key Challenges



The Client Experience

Careful management of complex sample and quota needs allowed the client to...

- **Update** a large, sensitive segmentation of their customers
- **Inform** the product pipeline to solve unmet needs
- **Provide** clear communication to sales teams to grow business



Case Study: Financial Software Journey

Background

- Asked to investigate how small and medium sized organizations make decisions with regard to selecting financial software products.
- Insights needed to cover 10 industries across 9 countries, 8 company size brackets
- 12,000 online Quant interviews, 350 Qual video TDIs – all with strict interlocking quotas from company owners and directors (BDMs, Fin, IT)

Goals

- Provide industry level purchasing insights
- A large, strategic segmentation linked back to client's sales database

Simplicity Through Powerful Partnership

- 1) Make the impossible manageable
- 2) Break down complexity into simple solutions
- 3) Ensure you are using the right tools for the right problems
- 4) Identify the right area to focus on for each point in the project lifecycle

Sometimes the best solution can be right in front of you – be open to change.



Q&A

Thank you!



&



Marketing
Analysts