



Saving Life Savers at Bullard

Choice Modeling
Provides First
Responders Faster and
Safer Options



Your Speakers



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First responders answer the call
while putting themselves at great
personal risk.

Bullard and OvationMR collaborate
on improving features for thermal
imaging cameras (TICs) to...

- ✓ **Improve Response
Effectiveness**
- ✓ **Mitigate Risk**











The firefighter gear pack is critical for success.



Key component:

Thermal imaging camera

Research Approach

Research Goals

Rethink + redesign thermal imaging devices:

- ✓ For modern use cases
- ✓ With the latest technology
- ✓ Offer a superior advantage
- ✓ Add value

Methodology

1. Qualitative research
2. Online survey
 - ❖ Conjoint methodology

Research Execution

Qualitative research

1 - Exploratory discussions with first responders

- Bullard sales, engineers, product management
- OvationMR expertise

2 - Initial research revealed opportunities for performance improvement

- Improved performance = lower risk!



Research Execution

Quantitative research

1 - Conjoint Design

- Prioritize features
- Feature/Price/Value trade-offs

2 - Highly Targeted Sample:

- Firefighters, EMT, fire management across the USA

3 - Online Survey

4 - Analysis + Modeling

Research Results

Key Improvement Opportunities

- Ease of Use
- Image performance
- Ruggedness
- Value for the price
- Special features

Conjoint Results: Features Importance

- Immersion proof - 2m drops - withstand 15min fire attacks
- Weighs LT 600 grams
- 320x240, 30Hz image quality
- Multi-image color
- Multiple charging options
- 6+ hours run-time
- LT \$1,400 price range

Market Modeling & Forecasting

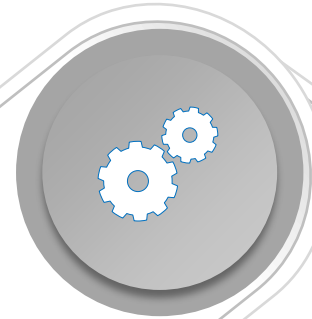
2 Adjust Estimates

Take into account brand awareness and market presence



4 Identify Product Configurations For Unit Sales and Revenue

Features, levels, and prices



1 Estimate Units Purchased Nationwide

Based on survey data



3 Project % Winning Opportunities

Across the full spectrum of features and price levels



5 Optimize for Profitability

Trade-offs!

RESULTS!

TXS THERMAL IMAGER

A lightweight,
but tough
decision-
making tool,
delivered at
an incredible
value.

Easy-to-read 3.5" display

Affordable, helps you get more eyes on the fire



 Bullard

Bullard - Tough with Rubber Bumpers and Ragged Design

Takeaway #1

- ✓ Talk to your customers
- ✓ Do your homework
- ✓ Get out of the office and get face to face





Takeaway #2

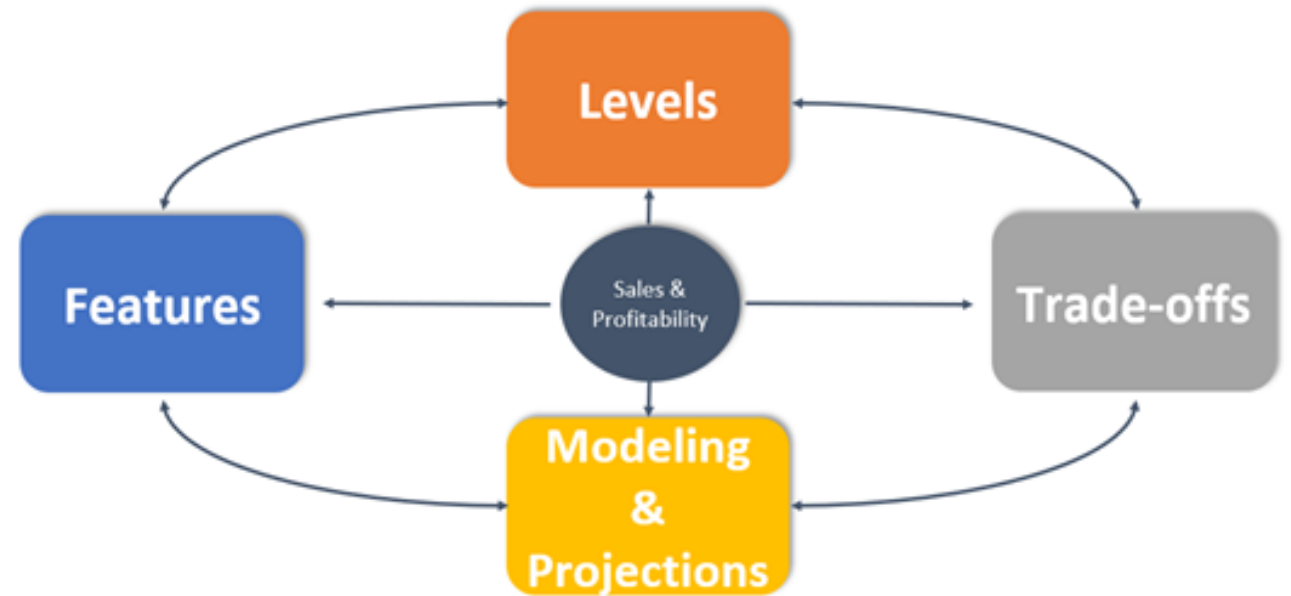
- ✓ Expert targeting of online audiences
- ✓ They need to represent your customers

Takeaway #3

Properly design and execute:

- ✓ Online survey
- ✓ Conjoint and analysis

Brand	Utility
Bullard	23.96
Argus	-11.93
Scott	-8.92
Flir	1.35
Seek	-4.46
Group1	-9.4
Group2	0.95
Group3	8.45
Dust and splashproof, 1m drops, not for fire attack	-87.54
Immersion proof, 2m drops, can withstand fire attack for 5	17.29
Immersion proof, 2m drops, can withstand fire attacks for	70.24



Summary: Saving Life Savers at Bullard

- Talk to your customers – qualitative research
- Target the right audience for your survey
- Proper design + execution of the conjoint

Choice modeling research can be used to identify optimum solutions for hard-to-reach audiences who must make complex, high-risk decisions



Q & A

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