

Custom Market Research Projects, Case Studies

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Case Study # 1:

Research Objective: Determine the R&D Activities, Employment Levels and Engineering Locations of Top 20 US Technology Companies

Plunkett Research conducted an extensive study for a leading global communications equipment manufacturer. We had only 10 days to complete a complex study across the entire US. The objective was to enable C-Level executives to quickly develop a strategic plan regarding hiring, investment in R&D facilities, and location of R&D facilities.

Key Research Findings

Analysis of top 20 US technology companies

- ✓ Total R&D employment in America for each firm
- ✓ Listing of R&D/Engineering locations, labs, offices
- ✓ R&D/Engineering employee count at each facility
- ✓ Listing of specific Research and Engineering activities at each facility

Synthesis & Recommendations

- We completed the project on-time and on-budget.
- We reported exacting information on research and engineering staff, their locations, their numbers and their projects.
- Th report's format enabled the client's top executives to quickly scan and compare metrics at competing firms.

Case Study # 2:

Research Objective: Determine Best Practices in Hotel Direct-Booking, Loyalty Programs and Repeat Guest Strategies

Plunkett Research conducted an extensive survey for a leading global hotel firm to look for innovative marketing practices at competing hotel firms, large and small. In particular, we sought innovations in loyalty programs, corporate communications, direct booking, and development of repeat/frequent guests marketing strategies.

Key Research Findings

- ✓ Effective marketing statements
- ✓ Best practices in pricing, special rates for loyalty program members and messaging to build repeat bookings
- ✓ Effective strategies for dealing with online travel booking sites such as Expedia, and travel review sites such as TripAdvisor
- ✓ Competitive pricing, key messages of competitors, critical success factors and challenges
- ✓ Identified and analyzed key changes in loyalty programs, rewards, tiers, black-out dates and other strategies of competitors' membership rewards
- ✓ Determined effective strategies for increased online conversion rates
- ✓ Identified effective strategies for leisure traveler bookings
- ✓ Identified effective strategies for "Road Warriors" (high frequency business travelers)

Synthesis & Recommendations

- Identified distinct strategies used by 20 different hotel chains and online travel agencies. We identified unique ways to meet customer needs while increasing direct bookings, influencing traveler's booking decisions and building customer loyalty and repeat business.

Case Study # 3: **Research Objective: Develop a Unique List of Health Care Consultants, Targeting Specific Types of Experts**

Plunkett Research conducted an extensive study for one of the world's largest medical and industrial technologies firms. Our task was to identify consultancies that concentrate on the health care industry, top firms that employ large numbers of very specific types of experts. In particular, we sought exacting information about types of services offered, employee count, geographies served, and an in-depth look at in-house specialties.

Key Project Details

- ✓ Our project required an analysis of thousands of potential consultancies. These were studied and filtered over and over again in order to develop a final target list to exacting specifications.
- ✓ Expertise to be targeted within the consulting firms was very specific, including:
 - Hospital workflow consulting
 - Patient outcomes consulting
 - Revenue cycle management
 - Patient data analytics
 - Consulting to treatment departments including cardiology, oncology, surgery, imaging emergency and pulmonary

Synthesis & Recommendations

- We were able to identify, analyze and create a target list of 200 consulting firms that had expertise in the desired fields. For each consultancy, we provided a company profile, contact information, website, specializations and employee count.
- We had a very limited time span of 10 days in which to complete the list.

Case Study # 4:

Research Objective: Market Survey & Forecasts in a Health Segment—Best Practices, Opportunities, and Potential Acquisitions, in the US and EU

At Plunkett Research, we conducted an extensive study for an industry-leading, global manufacturer. Our task was multi-faceted and complex. In particular, we sought exacting information about services and products provided to hospitals and clinics in the US and EU. We worked with the Client to determine market opportunities and go-to-market strategies. The work included numerous, in-depth interviews with end-users who direct specialty departments at hospitals.

Key Project Details

- ✓ Our project required an analysis of the market for specialty health-related products and services in the US and EU. This included market size, potential growth, current competition, the regulatory environment, lists of current market prices, and points of pain at end-users.
- ✓ In addition, we provided SWOT and analysis of current competitors in the marketplace, and ranked competitors as possible acquisition targets.
- ✓ Data to be targeted within the hospital/clinic industry was very specific, including:
 - Country-by-country market size and growth potential
 - Product offerings and price lists of competitors
 - Best operational practices and marketing practices
 - Distribution models and possible distribution partners
 - Barriers to entry
 - Go-to-market ideas, acquisition targets

Synthesis & Recommendations

- We were able to identify, analyze and create a target list of hundreds of competitors, product offerings and distributors.
- We researched and listed go-to-market concepts, best practices, and market opportunities.
- We conducted in-depth interviews with executives at end-user facilities in multiple nations to gain extremely valuable insights
- We provided an analysis of product and services innovations and marketing practices of current market leaders.

Case Study # 5:

Consumer Survey Project: How and Where do Young Women Shop for Large (Plus-Size) Apparel?

Plunkett Research was asked to design a vital consumer survey. The purpose was to enable an apparel manufacturing firm to show retail chains the percentage of young American women who wear “plus sizes” (large-size clothing), how and where they shop, and what their challenges and frustrations are in finding clothing that suits their body styles. The objective was to show market potential and merchandising opportunities in this clothing category.

- ✓ For best speed and cost-efficiency, we focused on the use of an online panel. The panel consisted of people who have consented to be surveyed in exchange for monetary incentives. The panel is double opt-in, quality and fraud controlled, easy to segment (by factors such as gender, age and household income) and nationwide in scope.
- ✓ Key questions were considered, including:
 - Respondent’s apparel size
 - Respondent’s age
 - Respondent’s habits in shopping online and in-store
 - Names of primary stores and online sites shopped
 - Shopping choice influencers (social media, style magazines, friends’ recommendations, etc.)
 - Challenges and frustrations incurred when shopping for plus-size fashions
 - Amount typically spent per shopping event

Synthesis & Recommendations

- We were able to design a highly effective, complex solution, including our selection of the best possible online panel for this particular project.
- Using the latest research industry techniques, we created a questionnaire with highly effective language and step-by-step procedures throughout the survey form.

Case Study # 6:

Project: Mystery Shopping, Retail Industry Merchandising Study—Germany, China, USA, UK, Spain

Plunkett Research was asked to conduct an intensive survey of apparel pricing in retail stores in Asia, Europe and the USA. The goal was to compare pricing for certain types of merchandise across a broad array of brands. The data had to be gathered quickly and simultaneously in 5 nations on 3 continents, so that it would be up-to-date. Web site prices were not used—the requirement was that pricing had to be in-store only.

- ✓ We started by focusing on an intense research project design, using a variety of experts on the Plunkett Team.
- ✓ We created 12-page project guides in 4 languages.
- ✓ We selected and assigned individual researchers in major markets. The researchers had to be intelligent, diligent and highly accurate. Many of the Team members chosen were either MBAs or MBA-candidates. Others had intense retail industry backgrounds.
- ✓ We carefully selected a large number of store locations to be studied, based on type of neighborhood, size of store, and brand of store.
- ✓ We carefully designed the project so that the Team understood to respect guard privacy and trade secret considerations. We gathered only public data that was readily available to all shoppers. We respected the privacy of both shoppers and store personnel. We were careful to adhere to local regulations.

Synthesis & Recommendations

- By carefully designing a mystery shopping project, it is possible to gain market information in an ethical, legal and effective manner.
- Extensive Team member selection and training is required.
- In addition, we exercised careful editing and standardization of data.
- The result was a highly effective program, completed on-time and on-budget.

Case Study # 7:

Consumer Survey Project: Vital Travel Data—How do Airline Passengers Make Booking Choices?

Plunkett Research was asked to design an important consumer survey in the airline sector. The purpose was to enable a travel services firm to better understand how airline passengers make ticket purchase choices. The audience was USA, selected major markets. The objective was to enable the client to better understand how to market and advertise to potential travelers.

- ✓ We wanted to reach a unique set of travelers. Consequently, we designed a project combining both an online panel (of opt-in consumers who are willing to be surveyed) and consumers attracted via social media.
- ✓ Consumers targeted must have the following characteristics:
 - Live within specific top US metro markets.
 - Have traveled on certain airlines within the past 12 months
- ✓ Questions and the overall survey were carefully designed to understand:
 - The stages of research and consideration that consumer go through before making final travel ticket choices
 - The features of most interest to potential airline passengers (e.g., ticket price, direct flight, loyalty program, on-board amenities, etc.)

Synthesis & Recommendations

- We were able to design a rapid, cost-effective solution, utilizing a very high quality online panel.
- We added a social media component to the program, running ads at carefully targeted consumers asking them to participate in the survey.
- Using the latest research industry techniques, we created a questionnaire with highly effective language and step-by-step procedures throughout the survey form.
- We identified the best possible survey technologies to apply to the project for most effective results.

Plunkett Research, Ltd. Brief Overview

Accurate, Innovative and Timely Market Research Services, Reports and Proprietary Solutions

Headquarters: Houston, Texas

USA-based staff, primarily in economics, data analysis, business communications, computer science and political science

Founded in 1985

Family Owned, Closely Held

Plunkett's Products and Services

- Subscriptions to the Plunkett Research Online database of our continuously updated, proprietary research and analysis
- Custom market research projects, business intelligence, custom surveys of targeted consumers and executives, and competitive offers analysis
- Plunkett Analytics Reports: industry-specific benchmarking, market forecasts and financial analysis reports on 500 industries. Updated and published yearly
- Plunkett's Industry Almanacs, covering all vital industries. Rewritten and published yearly
- Plunkett's Corporate Benchmark Reports: corporate financial averages, benchmarks, industry averages, and financial analysis on 3,700 leading companies. Updated and published yearly.

Plunkett's Global Reach

- Plunkett products and services are represented globally by the world's leading business and industry information firms. Our representatives are in 30 major cities throughout North America, Latin America, Europe/UK, Asia/Pacific and the Middle East.

Global distributors of Plunkett products and services include:

- Bloomberg
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- ThomsonReuters
- Eurospan
- iGroup Asia Pacific
- Innobridge China
- TechKnolwedge Middle East

Plunkett Research, Ltd. Sample Client List

Plunkett's Recent Customers for Plunkett Research Online Subscriptions (Examples):

- Academic: Harvard University School of Business, MIT (Massachusetts Institute of Technology), University of California at Berkeley
- Corporate: 3M, Deutsche Bank, Mallinckrodt
- Technology: Battelle Institute, KOTRA (Korea)
- Government: Export-Import Bank of the U.S., U.S. Congressional Information Service, National Library Board of Singapore

Plunkett's Recent Custom Research or Report Customers Examples:

- American Hospital Association
- McKinsey & Company
- Hilton Worldwide
- Siemens
- Dupont Textiles
- Eastman Chemical
- Wyatt, Inc.
- Huawei
- Wellpoint

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