

services VI

post-launch | research

to check the awareness, relevance and attractiveness
of a brand after its (re-)launch ...

... using the possibilities offered by our special **post-launch** | **research tools**

The position of a product or service in the market is essentially determined by the offer itself. Its success is decided by criteria such as quality, value for money, consumer benefit. New developments, relaunches and line extensions are ways of consolidating and improving these.

Regularly available information about the market and the status of your own brand, as well as that of competitors, are crucial early indicators for strategic market planning. Quality should be your central concern. It determines customer satisfaction. But special offers, sales and advertising campaigns can also affect buying behaviour. However, once again: “The product is the majesty”.

SCHAEFER product | quick check

For a quick clarification of brand success

Starting point

- Your product and brand development have been successfully completed
- The sales team is highly motivated
- Distribution is developing promisingly.

The question that now arises is: “How is the new product really being received by consumers/users?”

Research method

Several thousand members of the SCHAEFER online | panel are shown a picture of the new product at a predetermined time (or in several consecutive waves) by e-mail.

Five questions are then investigated:

- Have you seen this product before?
- Were you stimulated to buy it by advertising, the packaging, the presentation of the product on the shelf?
- How would you rate it?
- Will you buy this product again if the occasion arises?
- Is it worth the money?

The result

Before panel data can reveal whether or not a launch or relaunch is going successfully, the SCHAEFER product | quick check gives you clarity about the attractiveness of the product and potential reservations.

SCHAEFER product | performance tracking

To continuously assure the quality of a brand in the competition for market shares and positioning

Starting point

Your offer is established on the market.
The market is undergoing dynamic developments.
Competitors are acting or reacting offensively.

Aims

Marketing and R&D need constant clarity about:

- the quality level of their own products
- the qualities of relevant competitors, and
- potential changes in the quality ratings of their own products.

Research method

- Monadic in-home use test
- Representative for consumers of the product category in question
- Nation-wide distribution of respondents
- Product placement by mail using the SCHAEFER product test | panel
- Followed by online assessment

The survey focuses on measuring:

- basic product properties (consistency, colour, scent, packaging)
- benefits (basic and additional benefits, especially promised product performance)
- quality rating and repurchase intention

Analysis

Based on our comprehensive databases:

- the relevant key items for measuring product quality and performance are determined,
- the underlying factors are found,
- the relevant drivers for quality assessment are calculated
- database benchmarks are included in the analysis and the results are explained by means of descriptive items.

The result

Continuous SCHAEFER performance | tracking means quality control based on customer satisfaction. It helps you to understand changes in the market and gives you a clear idea of how to manage launch and relaunch processes.

SCHAEFER brand | trend monitor

To continuously monitor the development of your brand in consumers' awareness

Starting point

Nowadays, consumers do not exhibit pronounced brand loyalty. However market shares still remain comparatively fixed because buying decisions are guided by one's personal "relevant set". The shifting preferences within that relevant set are a result of current advertising impacts or sales campaigns.

Aims

The ongoing collection of information about

- brand awareness
- brand quality, and
- brand attractiveness

are important bases for any marketing planning.

Research method

- Online survey
- Among representatively selected groups of product users
- In the SCHAEFER online | panel
- Once every (half a) year

Analysis

A comparison of the brands with their competitors using regression analysis shows whether a brand is in the forefront of people's minds. And thus has better chances of being considered when they buy this product. Mappings and target group analyses reveal the specific position of the brands, their USP and their interchangeability.

The result

The SCHAEFER brand | trend monitor provides clarity about how the attractiveness of your brand is developing. This makes it a proven regulatory tool for targeted advertising activities.



Warnstedtstraße 57a | D - 22525 Hamburg | Fon + 49 (0)40 547349-0 | Fax + 49 (0)40 547349-34
info@schaefer-marketresearch.com | www.schaefer-marketresearch.com