



Think. Create. Grow.

RESEARCH CAPABILITIES OVERVIEW

Market research is a powerful tool. It provides the ability to see what's ahead, helping you to capitalize on market opportunities and avoid the competitive threats that might not be obvious. Research also provides the opportunity to test and validate even the most sound assumptions, to help ensure you make the best possible business decisions based on current (and future) market conditions.

The LePoidevin Rickinger Group (LRG) believes in the value of research, and has the tools to implement virtually any research program your company requires. We know different information needs require different research tactics, which is why LRG employs a variety of research methodologies, including:

- Qualitative and quantitative analysis
- Phone, mail, mall intercept and trade show surveys
- In-depth, personal interviews
- Concept or message testing
- In-person and phone-based focus groups
- Sales call ride-alongs
- Secondary-source research
- Competitive reviews and analysis

In addition to the above, and due to client needs and demands, we have designed and implemented our own proprietary, multi-faceted interactive research tool, entitled the **PeabodySM Interactive Intelligence System**.

Peabody provides an efficient way to survey any audience reachable via e-mail addresses. The Peabody research system can be especially effective for generating representative samples of your geographically-dispersed, national (and international) target markets.

We have consistently found that customers and prospects are eager to share their knowledge with us via Peabody. Online surveys provide them with a way to participate when it is most convenient for them. For both consumer and business-to-business audiences, Peabody has a proven track record of generating highly valuable quantitative and qualitative data and actionable results for our clients.

LRG has the experience to know *what* questions to ask, and *how* to ask them – a key factor in obtaining and analyzing data. The way a research question is written and asked has a big impact on the quality of a respondent's answer – and whether you get useable information at all.

How the questions are developed and the information collected is just half the challenge. LRG also excels in the analysis of all forms of data. Our research and analytical skills come together in the conclusions we draw and recommendations we make, based on the information collected.

LRG Research Applications

Often our research projects encompass several of the following applications. This list will give you an overview of the many types of projects we may implement on your behalf.

- Customer / Prospect Needs Analysis – Attracting and retaining satisfied customers is a key to ongoing business success. Awareness of your customers’ changing needs is the first step to keeping them satisfied.
- Customer Satisfaction Testing – Sometimes the best way to find out if your customers are really happy is to have someone else ask them for you. Customers want to give you honest feedback, but many will not tell you directly. That’s where LRG can help.
- Decision-Maker / Influencer Analysis – It is obviously important to understand who in the organization typically makes the final purchase decision for your products. In order to develop truly effective sales and marketing campaigns, it is also critical to have a clear understanding and exactly who *makes* and *influences* the decision to buy (or not buy) your products.
- Competitive Intelligence – Uncovering what your target customers like and dislike about your competitors can provide you with true competitive advantages.
- Determining Brand Awareness and Perceptions – Your brand is one of your most important assets. A strong brand makes prospects more receptive to your selling and promotional messages, and your products and services, and it will enhance the results of your ongoing sales and marketing efforts. It is important to gauge the “health” of your brands – as well as those of your competitors – to ensure that you are positioned in the best and most appropriate manner.
- Product Development – Developing innovative new products is important to the continued growth and success of any organization. Research can tell you what new features and functions the market is looking for from your products or services.
- Analysis of Market Potential – Once you have determined that you *can* produce a new product or move into a new market, the next step should be determining if you *should*. Understanding how loyal prospects are to their current suppliers – and what will take to make them switch to you – can help avoid a costly uphill battle.
- Market Share Analysis – Market share is one of the most common business measurements and hence, desired question. Unfortunately, it also seems to be one of the least commonly known pieces of information for many companies due to a lack of accurate or complete information. Research can help estimate how much of the market is currently “owned” by each of the players.
- Concept / Messaging Testing – Pre-testing ad concepts and campaign messages can help provide valuable insight into how they will be viewed by your target market – prior to actual investment in the production of the marketing pieces.

Research Project Summaries

What follows are brief descriptions of several recent research projects conducted on our clients' behalf. We will be happy to share additional details about these and other LRG projects, with the understanding that we will be unable to share any of our clients' proprietary information.

- **Parramatta Group – New Product Research**

The Parramatta Group, a wholly owned subsidiary of Flexible Steel Lacing Company (Flexco), engineers, designs, assembles and installs highly-efficient material transfer chutes and conveyor belt equipment for the bulk materials handling industry. The Parramatta Group needed to evaluate a potential new product and felt they needed more insight and feedback from key audience members.

LRG developed a quantitative and qualitative survey of industry professionals to help uncover market intelligence, including the most important purchase decision factors employed with these products. LRG created and launched a comprehensive survey utilizing our proprietary PeabodySM Interactive Intelligence System. The information we collected helped our client solidify product design elements and gave them clear direction in which to move from production and marketing standpoints.

- **Vet-Stem, Inc. – Awareness, Competitive Environment and Buying Decision Analysis**

Vet-Stem, a provider of a relatively new and potentially misunderstood equine medical technology, needed to know how their treatment was viewed by the performance horse community. Also, it was important for us to determine how their therapy was being chosen versus well-known, alternative treatments.

LRG conducted in-depth interviews with 41 equine veterinarians, horse owners and performance trainers in order to gauge awareness and perceptions of the therapy. We were also able to determine how the purchase decision was made for Vet-Stem's and other treatments for a particular equine patient, and who typically makes and influences those decisions.

- **Luitpold Animal Health – Strategic Concept Testing Survey**

After a brainstorming planning session, Luitpold Animal Health and LRG decided a research survey of veterinarians was needed to help evaluate an entirely new way of going to market for Luitpold. In order to preserve brand anonymity, research was conducted under LRG's proprietary Peabody name and positioned as a third-party research service.

Within 48 hours of the e-mail invitation, we achieved a 6.2% response, from which we produced an in-depth analysis that gave Luitpold the directional information they needed. Luitpold was able to gauge the general opinion of their current customers, discover potential challenges to their proposed plan and gain valuable insight into the veterinary market.

Why the LePoidevin Rickinger Group?

LRG's senior-level team:

- Is marketing focused and will work with you to determine your strategic needs. We will develop a research program aimed at providing you with the *actionable* information you need to make the very best strategic decisions and gain a true competitive advantage.
- Brings a wealth of research experience. We develop appropriate, non-biased survey and interview questions, and will apply the right methodologies to help maximize the value of the information collected.
- Provides you with an unbiased approach to research analysis and reporting – giving you only the most objective assessments that you need to fuel your business decisions.
- Has experience and expertise in your market and applies that experience to efficiently and quickly implement your unique research program.

If you should choose, LRG also offers the full range of marketing capabilities that can help take research information and develop highly successful marketing strategies and programs.

Having conducted numerous research programs for our clients, the LePoidevin Rickinger Group is the experienced marketing partner you need to help meet and exceed your strategic business objectives.

Contact *Judson Luke*, Account Supervisor / Director of Research at 262-754-9550 or Judson@LRGideas.com to talk about your research needs.