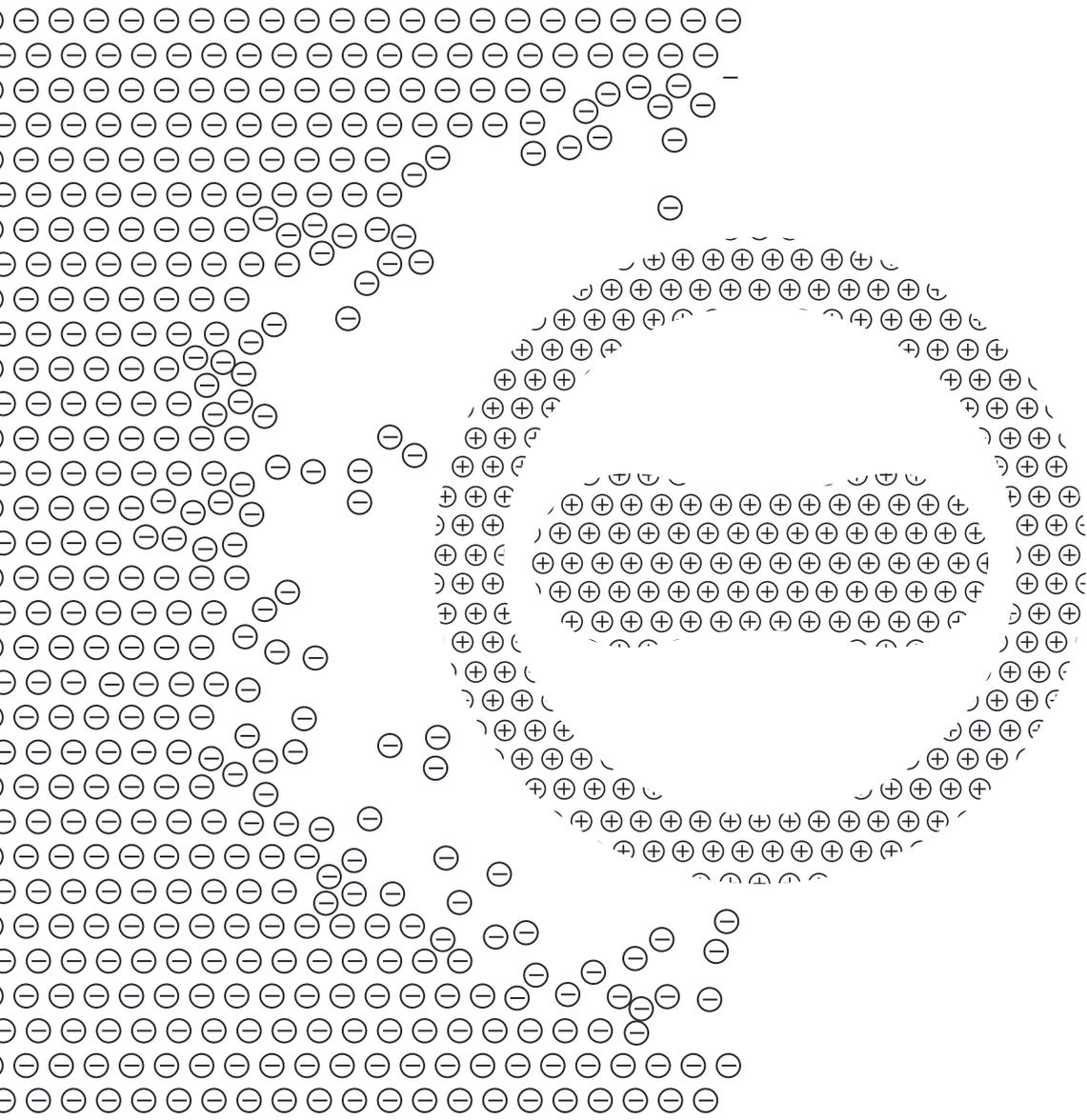


12 WAYS TO USE
MARKET RESEARCH



PEANUT LABS

INTRODUCTION

Peanut Labs is an award-winning innovator in the market research industry, delivering on-demand access to a global sample of opted-in, ready-to-survey panelists with a multi-dimensional engagement platform. As the premier monetization vehicle for leading social networks, including Facebook, Peanut Labs continues to build long-lasting strategic relationships with over 400 website publishers, social media communities and global partners, enabling one of the highest traffic rates in the research industry. Peanut Labs provides clients with access to a uniquely engaged sample of over 15 million highly diverse and active panelists in a growing number of countries around the world.

MARKET RESEARCH INTRODUCTION



Market research is an essential component of business strategy. Good research can help a brand achieve and sustain competitiveness, give insights into consumer behaviour, and help assess the market size and competition. In an ever competitive business environment, the right information can make all the difference. At Peanut Labs, we strive to give you not just the most detailed insights, but also advice on how to best use that insight to help your business grow.



1

Brand Awareness

For brands that have gained wide consumer acceptance and established themselves in a market, brand awareness might be a non-issue. Nearly everyone has heard of Burger King, Adidas, and Toyota. But if you're a new brand, new to a market place, part of a lesser known category, and you want to compete with more established brands, you need to know your brand awareness. After all of the efforts you've put into your branding and marketing campaigns, you need to know whether and how many consumers have heard of your brand.

The only way to accurately measure brand awareness is with a research survey. For best results, be sure to include a number of different brands within the same category, as well as a couple of fake but realistic-sounding brand names.

2

Usage and Attitudes

Who uses your product? When do they use your product? What are their attitudes towards your product? Surveys are a great way to identify the characteristics of your users and learn how they use your product. If survey results tell you that your main product users are women aged 24 to 39 who have completed a Bachelor's degree and have one young child, you can then market your product more effectively, in a more targeted way.

In a usage and attitude survey, be sure to ask questions like these:

- A. Demographics: Age, gender, income, education, region, household size, language
- B. Psychographic characteristics: Are you the primary grocery shopper, do you like shopping, are you a bargain hunter
- C. Category details: How often do you buy this product, how often do you use it, what size of product do you buy
- D. Brand details: What do you like about this brand, what would you change about this brand



3

Brand Tracking

Brand opinions change over time as new brands come up, existing brands make marketing blunders, and product categories change. You need to understand how sentiment towards your brand is changing over time because of internal things your brand has done, and external things that other brands have done.

Tracking opinions of your brand over time will allow you to see gradual shifts in approval and disapproval ratings so that you can stave off downturns and fix glitches before they turn into full blown problems.

Depending on how much movement takes place in a product category, you may wish run a tracker study every month or every quarter.

4

Competitive Analysis

Perhaps you know everything about your own brand, everything consumers like and dislike about it. But what do you know about your competition? They're working just as hard as you are to move ahead and become, or remain, the category leader.

Competitive Research will help you understand why consumers are using other brands, what they love about those brands and why they feel they will never switch from those brands. Once you understand where and why their loyalties lie, you have a better chance of pulling them away enough to give your brand a try.



Month	Value
Jan.	50
Feb.	70
Mar.	100
Apr.	120
May	140
June	160
July	180
Aug.	150
Sep.	100
Oct.	70
Nov.	50
Dec.	60

5

Product Evaluations

It's impossible to know what consumers think of your new product when it's not even on the market yet. Market research can help you from the very beginning by identify the right people to test out your new product, at which time you can mail a physical product to them. After they've tried the product, you can then gather their opinions via a survey. Or, invite your target group to a focus group where you can witness them trying the product.

6

New Product Development

Brands that don't evolve will dissolve. As competition increases in every category, you need to be constantly re-evaluating your existing products and creating new and better products. And who is the best person to tell you how to evolve your product? Your consumers.

Your consumers already know the good and bad about your existing products and will gladly tell you what needs to stay and what needs to go. Once they identify the gaps and weaknesses in your products, you can then create the new products that will become the solutions.

7

Adverse Event Tracking

It's too late to prevent it now but something terrible has just happened. Your commercial was perceived to be sexist. Your celebrity endorser made a racist comment. Your product was contaminated and had to be recalled. Whatever the adverse event was, now you need to know how many consumers are taking note of it, and whether they're reacting strongly to it or letting it go.

Adverse Event Tracking Research will help you identify the extent of the problem and point you towards possible resolutions

8

Segmentation Analysis

If everyone was the same, there would be no need to create more than one cereal or more than one car. Fortunately for brands and marketers, different people want different things from their products. Segmentation Research will help you identify which groups of people are interested in your various products.

Research tells us that households with children are more likely to buy cereals with cute cartoon characters on the front whereas households with older people are more likely to buy healthy cereals containing fiber. Once you learn information like this, and it's normally as obvious as in the cereal category, you can ensure that your product line includes variations targeted towards each of your desired demographic and psychographic segments.

9

Pricing Research

You know how much it cost to create and market and distribute market your product but that's certainly not the price you're going to charge for it. You need to set a price that is high enough to generate a lot of profit, and at the same time low enough to create as much purchase as possible.

With Pricing Research, consumers share their opinions about various price options so that you can better understand at what point they perceive a product to be underpriced, overpriced, or priced just right.



CUSTOMER SURVEY FORM

1. What do you think about the quality of our products?

Not Satisfied

Satisfied

Highly Satisfied

Comments: _____

2. How would you rate our customer service?

Not Satisfied

Satisfied

High

Comments: _____

3. How would you rate our product shipment?

Not Satisfied

Satisfied

Highly

Comments: _____

Optional Information:

Telephone _____

10

Copy Testing

You and your colleagues may have come up with the funniest, smartest, and most intriguing commercial or packaging imaginable, but if your consumers are nothing like you and they don't like it, all of your branding and marketing efforts will turn out to be a waste of time.

Use Copy Testing Research to gather opinions from your consumers on any number of copy options. Test out precise words and phrases, taglines and slogans to determine which target groups like which versions best. Don't wonder what might be the most effective copy, let the research tell you.

11

Ad Tracking

Do consumers like the ad campaign you just launched? Indeed, did they even notice you launched a campaign? Ad Tracking Research will help you identify when consumers noticed that you launched a new campaign and then tell you whether they like it.

Find out if your targeted consumers received the messages you're trying to send, whether they approve of the celebrity endorses you choose, whether they like the style and feel of your campaigns.

12

Customer Satisfaction Research

Brands can never rest on their laurels. We know that it's far cheaper to retain a customer than to attract a new customer so anything we can do to better understand our current customers is to our advantage.

Customer Satisfaction Research helps you understand the opinions, likes, and dislikes of consumers who are already using your product or service. Your customers are in the best position to give you honest negative feedback while still remaining loyal customers.



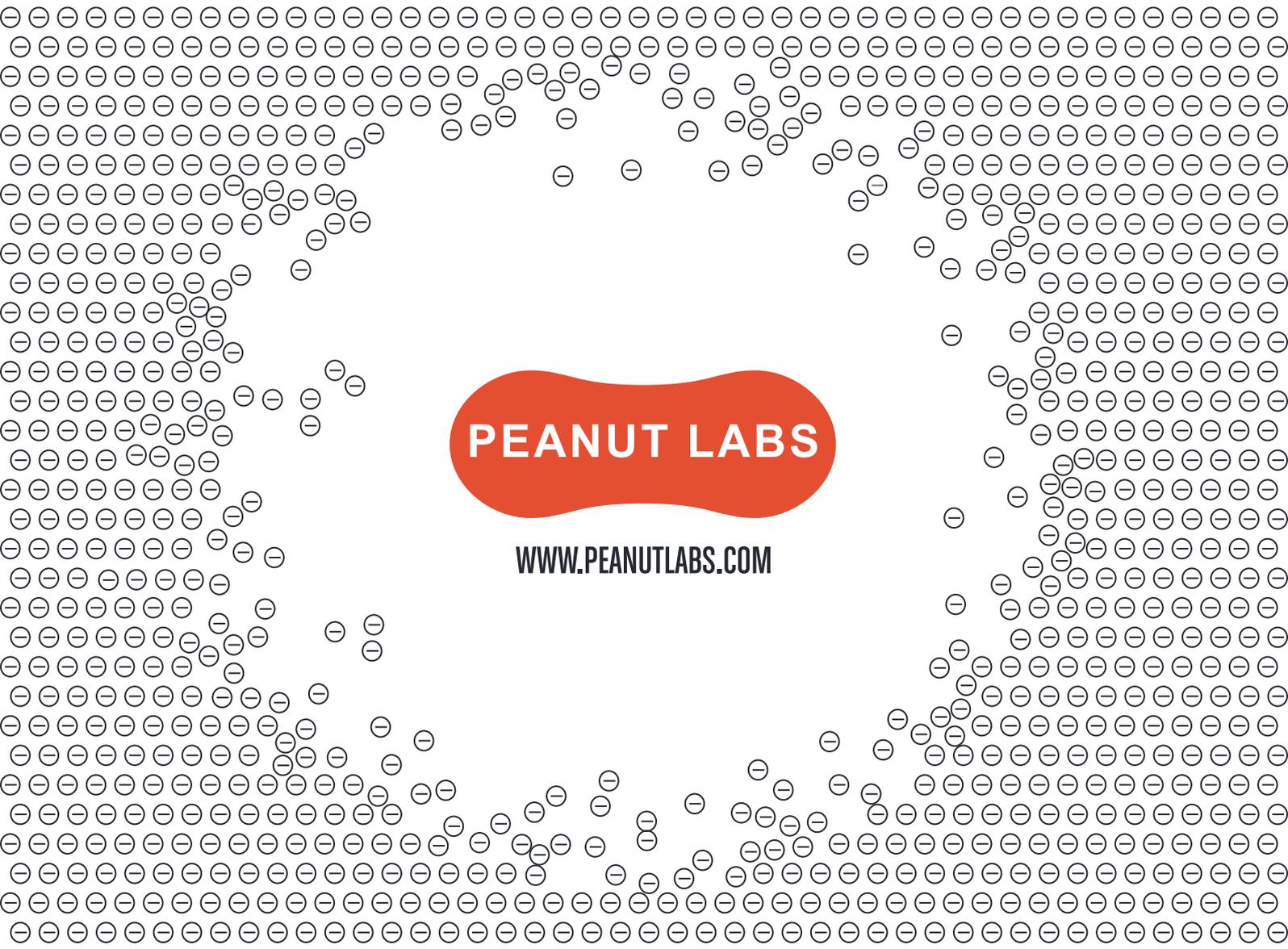
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