

Customer & Product Clinics

AN IMMERSIVE EXPERIENCE FOR CLIENTS & RESPONDENTS

2021

Martec generates insights from core intelligence solutions



MARKET INTELLIGENCE

- Market Sizing and Growth
- Market Segmentation
- Opportunity Assessment
- Market Due Diligence (M&A)
- Adjacency Analyses
- Forecasting and Trends
- Value Chain/Channel Share
- Competitive Landscape



CUSTOMER INTELLIGENCE

- CSAT, NPS & Loyalty Analysis
- Customer Experience/Journey
- Holistic Segmentation
- Brand Imagery/Positioning
- Emotion Intelligence
- Brand Tracking
- Claims/Message Development & Testing
- Customer Clinics



PRODUCT INTELLIGENCE

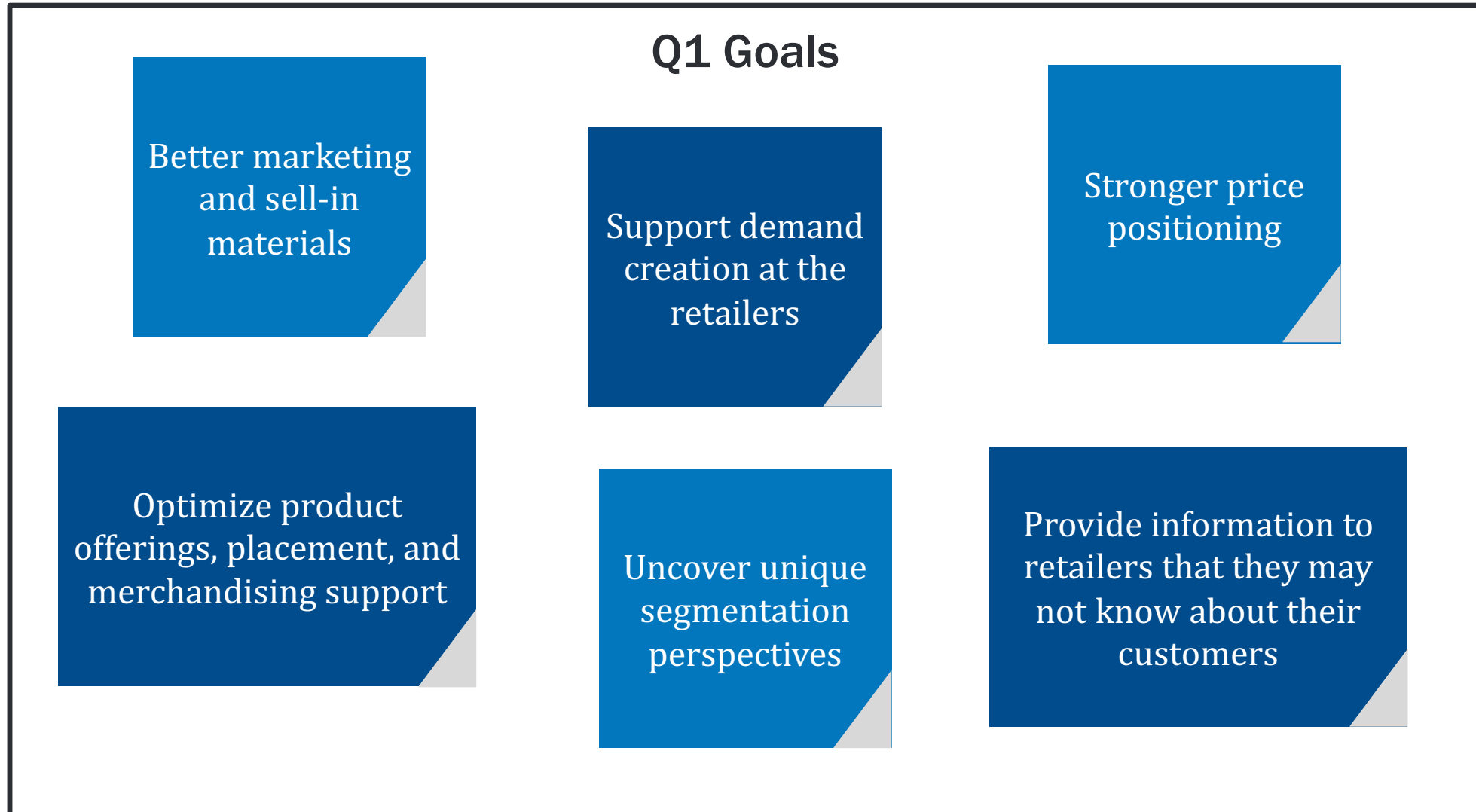
- Feature/Benefit Assessment
- Concept Testing
- Value Proposition Development
- Pricing and Price Elasticity
- Product Clinics
- Penetration/Share Forecasting
- Trade-off Analyses



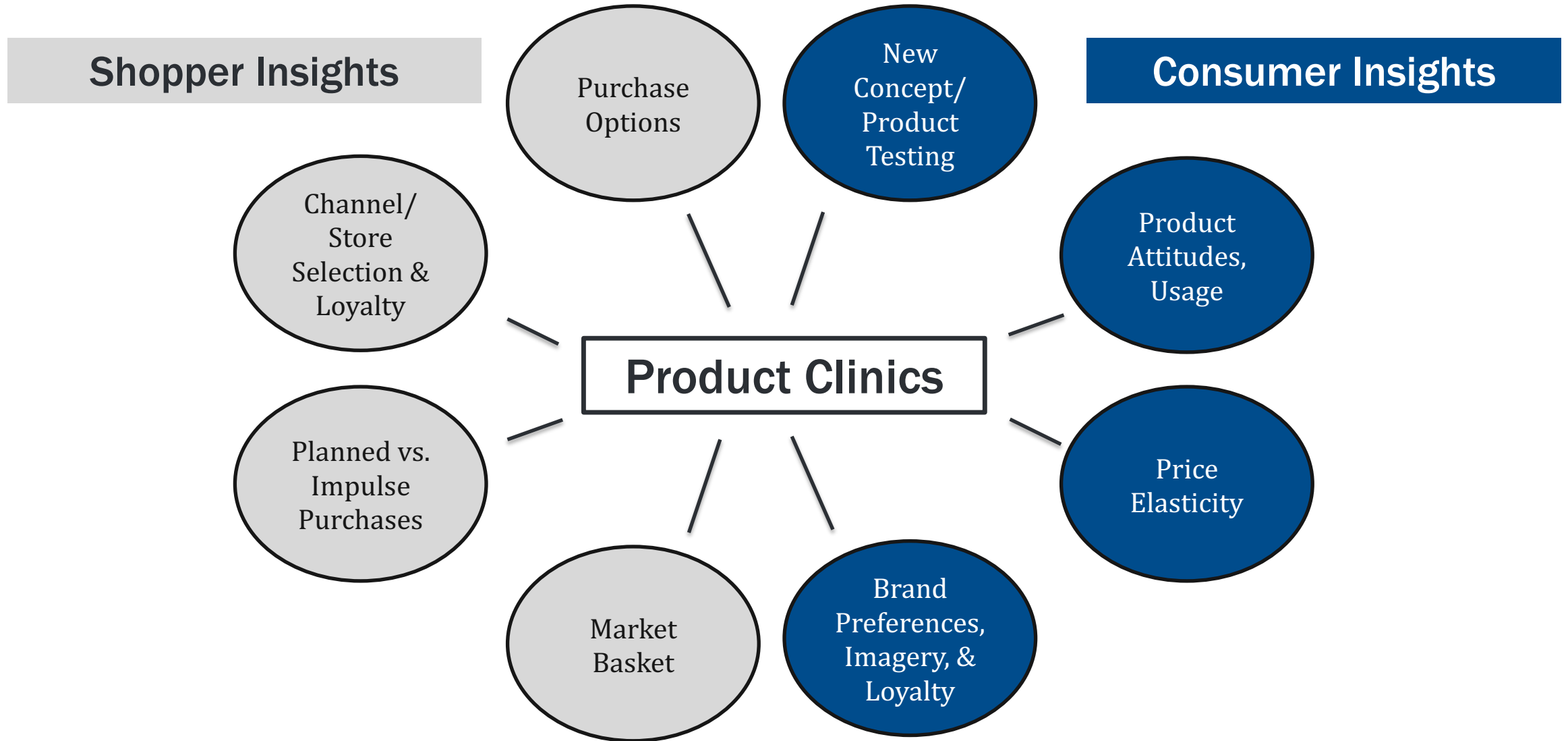
COMPETITIVE INTELLIGENCE

- Cost Analysis/Modeling
- Manufacturing Process/Production Analysis
- Make-Buy Analysis
- Pricing and Supply Chain Analysis
- Import/Export Structure
- Technology Benchmarking
- Product Acquisition

When your whiteboard looks like a Post-It explosion...



...Martec has a unique “one-stop shop” solution!



This product clinics model can gather a range of shopper and consumer insights.

An approach that addresses comments from the “peanut gallery”...

Typically overheard “behind the glass”...

“What did the guy in the corner say?”

*“How many of these are we doing?
Are these results quantitative?”*

“We should have had a more competitive product for them to look at.”

“We’ll have to wait and look at the video.”

“OK, I get it, but my next question is...”

“What were they pointing at...what didn’t they like?”



Clinics provide an immersed experience for clients and respondents

“Kick the Tires”

First-hand evaluation of the concept in a competitive context:



Ensuring a "closer to real" evaluation for both the respondent and the client

Accelerate Development

- Puts clients at the point of information gathering
- Forum for cross-functional discussion—accelerating exchange of ideas
- First-hand and real-time feedback
- Changes made mid-stream



Build Confidence

- Combines elements of quantitative and qualitative research
- Gathers “data” as well as explanatory “commentary”
- Robust, well-rounded, and immediate knowledge



Respondents participate in a multi-step research process

PRODUCT REVIEW & SELF-ADMIN SURVEYS



ENTRANCE

- Evaluation of product concepts
- Rate products – product issues, brands, service, etc.
- Simulated shopping exercises
- Provides “raw” perceptions of products and brands

PC-BASED/ QUANTITATIVE SURVEY



- Conjoint analysis or discrete choice modeling (DCM)
- MaxDiff analysis (aka best-worst scaling)
- Van Westendorp's price sensitivity model

MINI FOCUS GROUP



EXIT

- Provides closure on specific issues of critical importance to product development teams
- Possible improvements, unmet needs, proposed marketing & communication plans, brand names, etc.
- Live feed to client meeting room

Utilization of multiple techniques

Traditional Clinic

- Typically 200+ participants over 2-3 days
- Often conducted close to HQ for maximum stakeholder participation

Mini Clinic

- Held in geographically dispersed areas across the US to capture regional concerns/trends
- Approximately 30-50 participants per day
- Corporate personnel invited to all cities for first-hand feedback

Research techniques used:



Scaled Response



Preference Shopping



**Purchase Choice
(Simulated Shopping)**



Ideation & Brainstorming



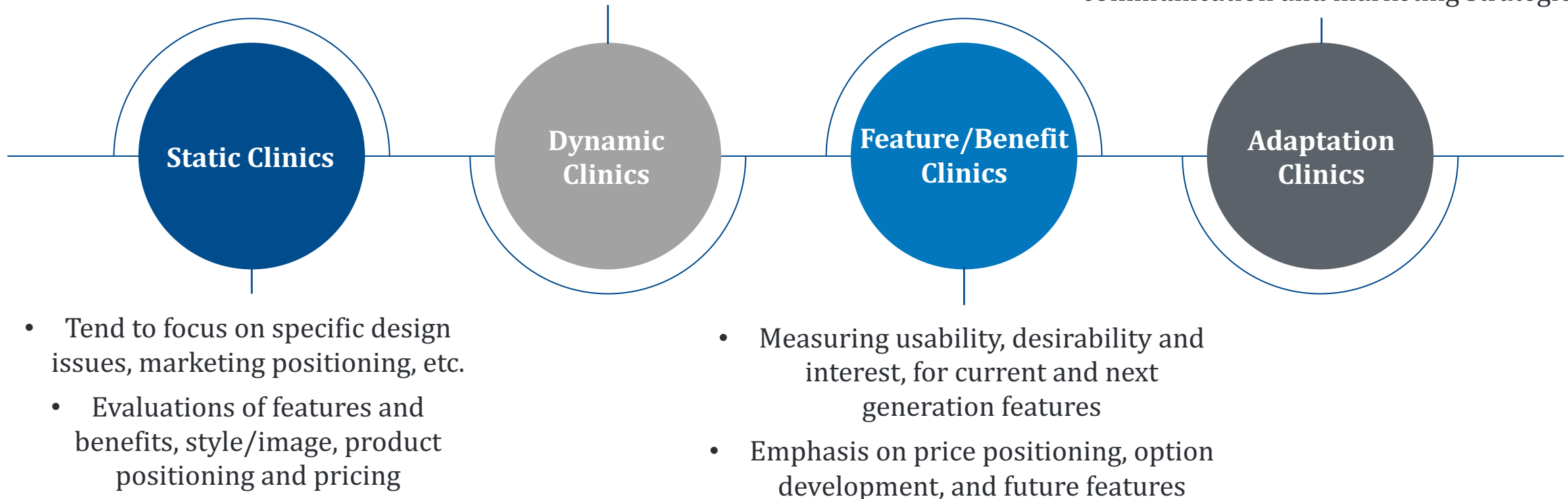
Conjoint Analysis/DCM/MaxDiff



**Price Elasticity – Van Westendorp's
Price Sensitivity**

Clinics provide an opportunity to test prototypes and concepts utilizing direct customer evaluation and feedback

- Ideal for upcoming or recent introductions, advertising/communication strategies
- Allows for actual product “usage” and trial
 - Human Factors
- Focus on recently introduced products and initial customer reactions/experience
- Identify problems and leverage points for new products to assist in product improvements, communication and marketing strategies



Clinic examples



TRANSPORTATION CLIENT

Dynamic Clinic for high-end tools and equipment manufacturer and marketer

- Evaluation of next generation cordless power tools for automotive repair
- Competitive set presented with various usability and performance tests
- Fine tuned pricing and features set; set stage for marketing initiatives and clearly pointed toward next evolution of the design (higher voltage)
- 300 mechanics – two locations



FORTUNE 500 CHEMICAL CLIENT

Adoption Clinic for a specialty chemicals manufacturer's commercial product

- Evaluation of recently introduced house wrap products
 - Perception of materials being considered
 - Adoption and likelihood to purchase rates
 - Satisfaction with current products
- 10 mini-clinics throughout the US
- 150 home builders – segmented by size



BUILDING & CONSTRUCTION CLIENT

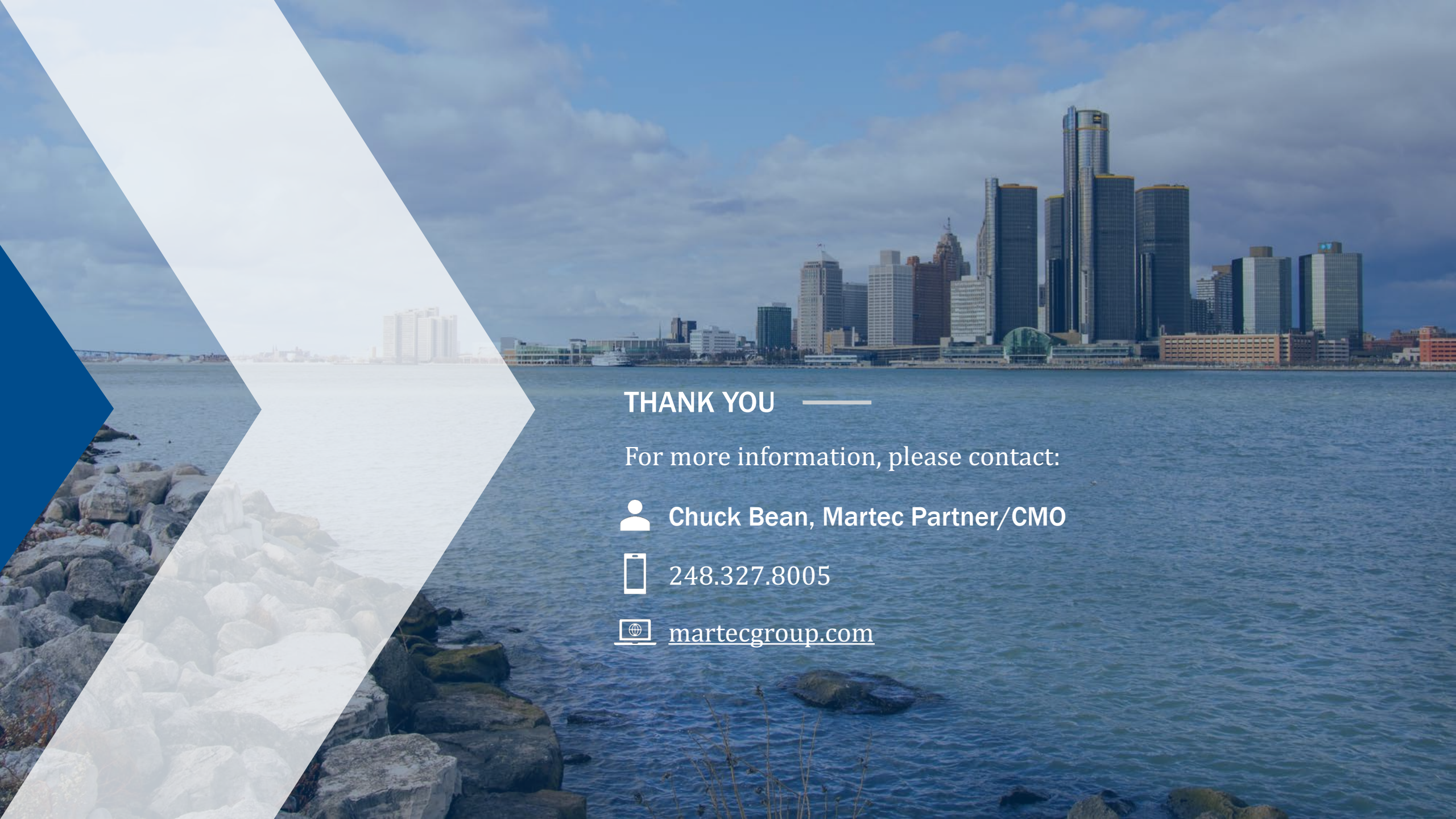
Features/Benefits Clinic for construction materials manufacturer

- Evaluation of modular wall concepts – looking at customer likes/dislikes; potential new features; applications; price positioning linked to specific feature content
- 3 locations – 100 participants total (architects & designers)

A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The image is overlaid with a semi-transparent blue filter. Two dark blue rounded rectangular boxes are positioned on the page, one in the upper left and one in the lower right, containing white text.

We are confident in our ability to add value to your strategic consulting efforts through our custom market research and analysis.

We look forward to working with you to create customized solutions that will help guide your future business success.



THANK YOU —

For more information, please contact:

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 martecgroup.com