

**MARKET
INSTINCT**

Turning data into insight through people-centred market research

ABOUT MARKET INSTINCT

We use advanced technology and practical, direct consumer interaction to provide critical consumer buying behaviour research that positively influences the decision making process. We turn accurate and thorough data into actionable insights for the FMCG sector.

We have been operating in the FMCG field of market research since 1998, working with both South African and international clients. Our decades of experience have given us a deep knowledge of consumer needs, tastes and expectations to help your brand succeed.

OUR SERVICES

- ✓ Concept Testing
- ✓ Product Testing
- ✓ Product Benchmarking
- ✓ Home-Use Testing
- ✓ FMCG Packaging Evaluation
- ✓ Eye Tracking

The Directors of Market Instinct are members of both SAMRA (South African Market Research Association) & ESOMAR (European Society for Opinion & Market Research).

CONCEPT TESTING

Concept tests are necessary when a new product idea has been generated. Many new ideas are generated within organisations or small companies and generally fail to reach their potential due to a lack of market research.

New ideas can be generated by consumers too, but a more successful approach is to get consumer response to new ideas or concepts and input to further develop these ideas. The power of concept testing lies in the ability of manufacturers to test an “idea” as opposed to a physical product or prototype, before going to the expense of development/manufacturing.

A concept test typically covers the following questions:



The Uniqueness of the Product Idea



Suggestions for Improvement



Likes and Dislikes About the Product



Likelihood to Try (With or Without a Price Attached)

PRODUCT TESTING

Measure product performance in isolation or against the competition, to improve your chances of success!

Product testing is the ideal way to identify the strengths and weaknesses of your products’ performance. This can be done versus the competition or any action standard identified before a test.

Whether you are testing a new or existing product, you have probably been conflicted on which testing method to choose. As in most research ventures, the optimal solution will vary depending on the number of products, type of products you are testing, the budget and the research objectives.

Types of product testing:



Competitor Analysis

Before launching a new product, it is extremely advantageous to conduct a survey of your competitor’s products to establish the extent to which they satisfy consumer needs and how they perform in the market.



Evaluating Whether a New Product is Acceptable

This is the broadest category of product testing that takes place at any time within the product lifecycle. For most companies, the introduction phase of new products is critical in ensuring their success.

PRODUCT BENCHMARKING

One of the most powerful pieces of research clients can do, is to benchmark their product against the competition to establish superiority in terms of delivery and performance. In the South African market, we often see products that outperform market leaders, but their manufacturers seldom capitalise on this advantage. A superior product performance deserves premium pricing and packaging to ensure larger margins for the manufacturer.

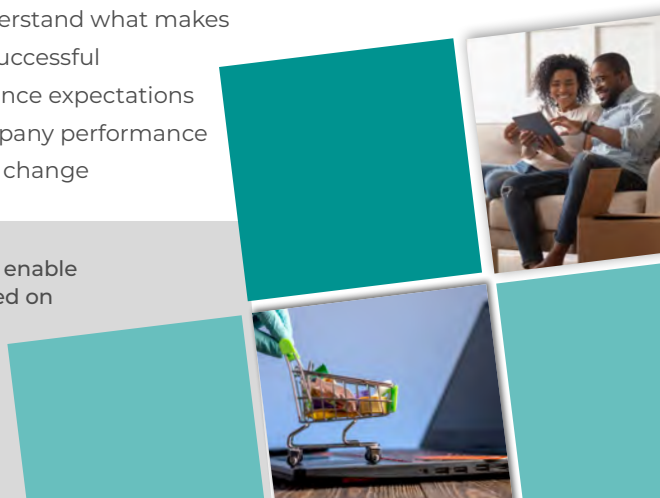
Speak to us to design the correct survey to meet with your specific market research needs, to suit your product category.

Product Benchmarking can play a helpful role in analysing business performance.

- Gain an independent perspective
- Drill down into performance gaps
- Develop a standardised set of processes and metrics
- Enable a mindset and culture of continuous improvement
- Gain strategic advantage and valuable information
- Helps to understand what makes a company successful
- Set performance expectations
- Monitor company performance and manage change

OUR VALUES

- Our mission is to use a focused and resourceful research approach to enable our clients to achieve their goals, reduce costs and minimise risk based on accurate data.
- We utilise a focused and resourceful research approach to enable our clients to make effective and successful marketing decisions in a highly competitive market.



HOME-USE TESTING

Establish how customers use your products in the comfort of their own homes.

Once all testing has been done, it is always best to conduct a home-use test to ensure that when consumers use the product at home, they are still satisfied with its overall performance. These tests are usually conducted monadically, as this is the most common way in which consumers use products.

In some instances, the only way to test a product is by conducting Home-Use Tests, as this is the only way to truly test the performance of a product, for example, dishwashing liquids or other homecare items.

Benefits of home-use testing



The testing of products takes place in natural conditions (at home).



The opinion of the whole family can influence the perception of the product



In-home testing can be used to test sensitive categories like personal care products, kids' products etc.

FMCG PACKAGING EVALUATION

When the decision has been made to change packaging designs, the consumer's input must be gained from very early stages.

These initial stages of research must identify the elements that consumers absolutely cannot go without seeing on a product, for instance, what are the recognition triggers of the brand e.g. Chappie the chipmunk on Chappies.

Our questions are structured to gather not only if the consumer likes the packaging, but also what they feel the packaging is communicating about the brand.

The research design at this stage should include aspects such as:



Ability to catch attention/ Recognition triggers



The likelihood of consumers buying the product in the new packaging design



Uniqueness



The extent to which the packaging design is in line with the overall brand positioning

EYE TRACKING

Keep your eyes on the prize and find out whether your packaging attracts customers.

The eye-tracker can produce a "heat map" which clearly indicates the areas that consumers focus on and what they do not notice. The general rule is to keep the packaging as simple as possible. Experience has shown that busy, cluttered packaging designs can lead to confusion and less understanding of exactly what a brand stands for. Therefore, eye-tracking can assist in making packaging cleaner and less cluttered.

Product Benchmarking can play a helpful role in analysing business performance.

- Reveals subconscious behaviour that is very useful in data collection
- Provides unbiased, objective, and quantifiable data
- Provides a high level of detail
- It is explanatory and can depict processes and actions that are difficult to articulate or explain
- Allows for natural behaviour as the research method is unobtrusive



OTHER MARKETING RESEARCH SERVICES

Various research objectives may need to be covered in market research. These objectives will drive or influence the methodology, sample design and questionnaires carried out.

With many companies opting for online research, questionnaires must be designed from the customer perspective, making them easier to understand and navigate. Many online surveys are viewed as complicated, take too long to complete and are not user friendly. Different types of research are required by different companies.

Additional types of market research offered and conducted by Market Instinct, include:



CUSTOMER SATISFACTION

This research can be conducted using many different methodologies, depending on the depth of information required. The service plan or objectives within organisations must guide questioning, as well as internal service level targets.



USAGE AND ATTITUDE RESEARCH / BRAND PERCEPTION RESEARCH

When conducting usage and attitude surveys, both qualitative and quantitative research methodologies are used to achieve a clear understanding of why consumers use specific brands and what the main drivers of a category or brand may be. This research is more strategic in nature and often requires several phases to get a complete picture of the market.

Companies may have a myriad of research requirements, most of which Market Instinct can design a survey to cover.

CONTACT MARKET INSTINCT

Let us provide you with targeted insights on your product and package design today



+27 (0) 11 792 1334



info@marketinstinct.co.za



P.O Box 1751, Allensnek, 1737



**Unit 6, Coram Park, 88 Ferero Avenue,
Randpark Ridge, 2169**

OUR VALUES

- We keenly understand that brands are shaped by the people they serve. We take this intimate understanding and help brands grow, succeed and thrive.
- The voice of the consumer is central to our work. We focus on understanding what consumers want and how they behave. We pursue real-world data for our clients.
- We believe in providing a competitive cost structure that can adapt to the budget of our clients. We work to ensure fast turnaround times that have significant savings implications for brands.

