

Pre and Post Launch: Message Recall and Promotional Refinement

For more details on our approach to this project, including a specific example, please contact us!

Call (888) 947-2339 or email Case_Study@wwmr.com

Determine Fit of Marketing Presentation with Company Image

Challenge

Scenario Technical instrument company needed to determine the perceived message from their promotional materials – a pre-recorded presentation and gather feedback regarding the tone and attitude of the presentation narrative.

Challenge Fast turn-around in order to use promotional materials in sales efforts.

Solution

Methodology Primary research, including in-depth telephone interviews with carefully selected customers;

Gathered background information in an initial 'blind' interview; conducted a second 'un-blinded' interview following respondent's review of promotional materials.

Deliverables PowerPoint presentation summarizing perceived message of the presentation and feedback regarding the tone and attitude of the presentation narrative.

Impact

Impact Technical instrument company used findings to refine their promotional message, providing more scientific data and using a 'business' approach rather than a 'teaching' approach in their presentations (which was perceived as condescending).

