

# Marketing Research **Insights**

*22 Visual Displays*

by Kathryn Korostoff  
and Michael Lieberman



Multivariate  $\sigma$  Solutions

RESEARCH  
ROCKSTAR 

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you believe would benefit from reading it. Thank you.

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# Introduction

A picture is worth a thousand words.

A graphic is worth more.

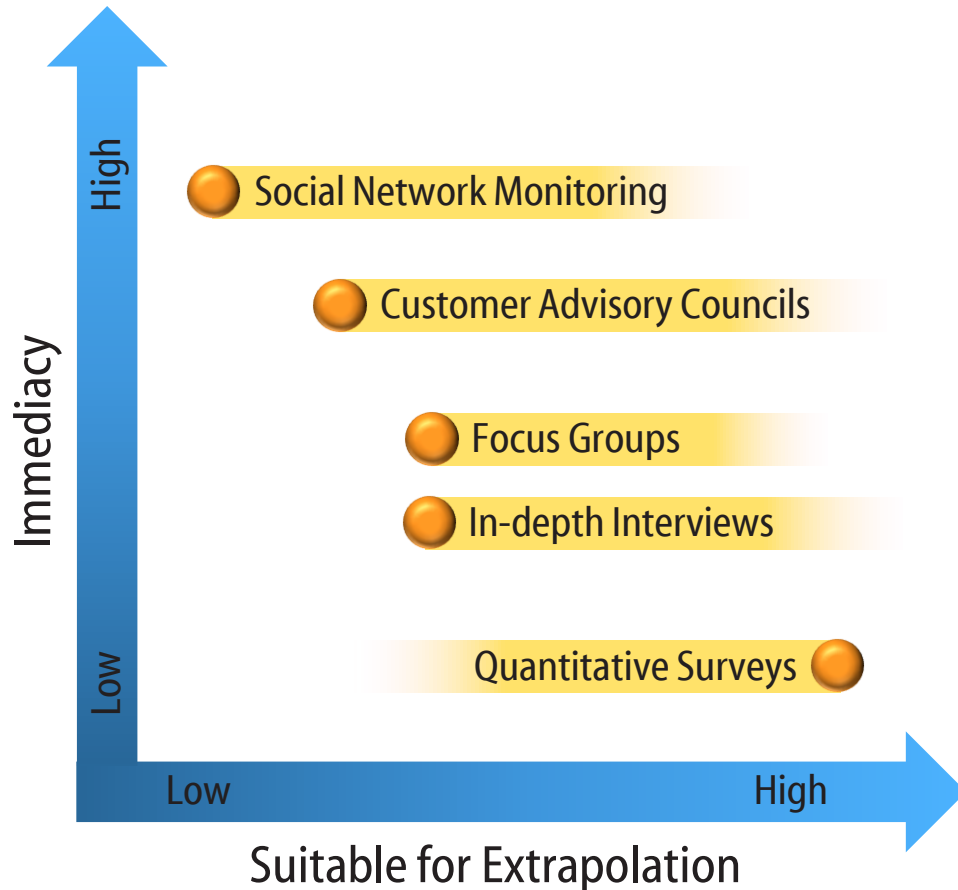
Understanding topical relationships between cause and effects is a vital marketing research reporting requisite. A good researcher presents clear, actionable results, the best approaches to the marketing challenge the client must solve—the answer. Often the most effective method for conveying these results are visual.

Marketing research graphics can deliver insights into almost all marketing strategies and activities. In some cases, standard pie charts and bar graphs are sufficient. But in our experience, such standard visual displays are overused and simply don't tell enough of a story to have impact. To really convey the “so what” results from a primary research study, something more is needed.

This volume is a concise overview intended to showcase compelling marketing research visuals that assist in the design and delivery of impactful results. It strives to share a mix of direct analytic results and synthesis-oriented displays; an array of options for use by students, product managers, C-suite executives, marketing and marketing research professionals.

# RESEARCH PROCESS

# Explaining Research Options to Audience



- **Use:** Raises awareness of research options among groups new to market research. Often used during project planning meetings to help set expectations and explain trade-offs.

All results are hypothetical and for illustration purposes only.

# Agency Selection Weighted Scorecard

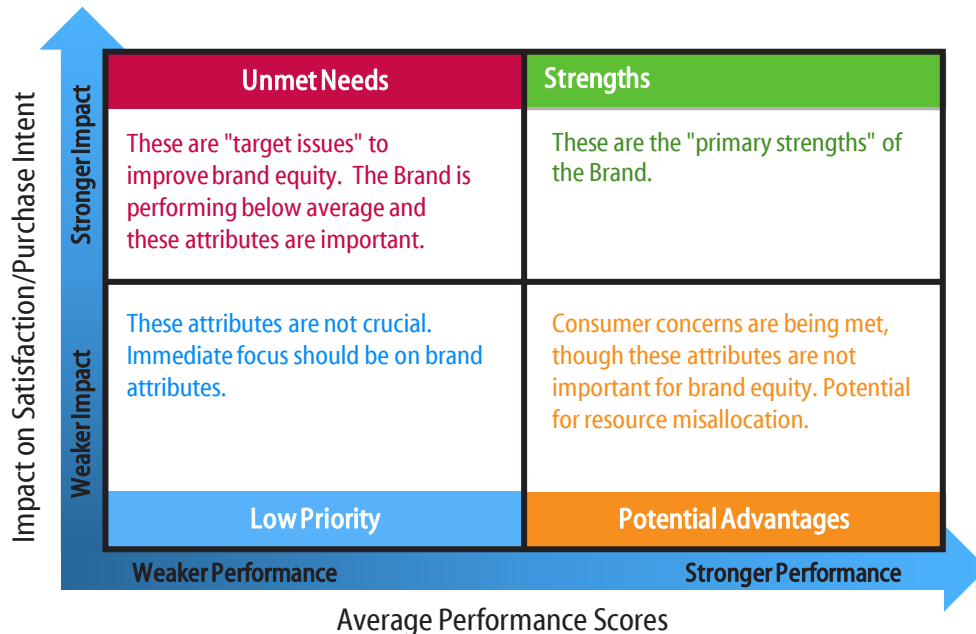
Criteria	Weight	Agency A		Agency B	
Fee	10	3	30	5	50
Creative approach	10	5	50	3	30
Presentation skills	30	4	120	2	60
References	10	4	40	3	30
Cultural fit	20	5	100	4	80
Timeline commitment	20	2	40	5	100
<b>Total</b>	<b>100</b>		<b>380</b>		<b>350</b>

- **Use:** Aids in agency selection process by getting agreement on selection criteria and weights. Agencies are then judged on criteria, and weights applied, to reach a total score. In this example, Agency A's superior presentation skills are a significant factor in making it a better choice for the client.

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# CUSTOMER SATISFACTION/ UNMET NEEDS

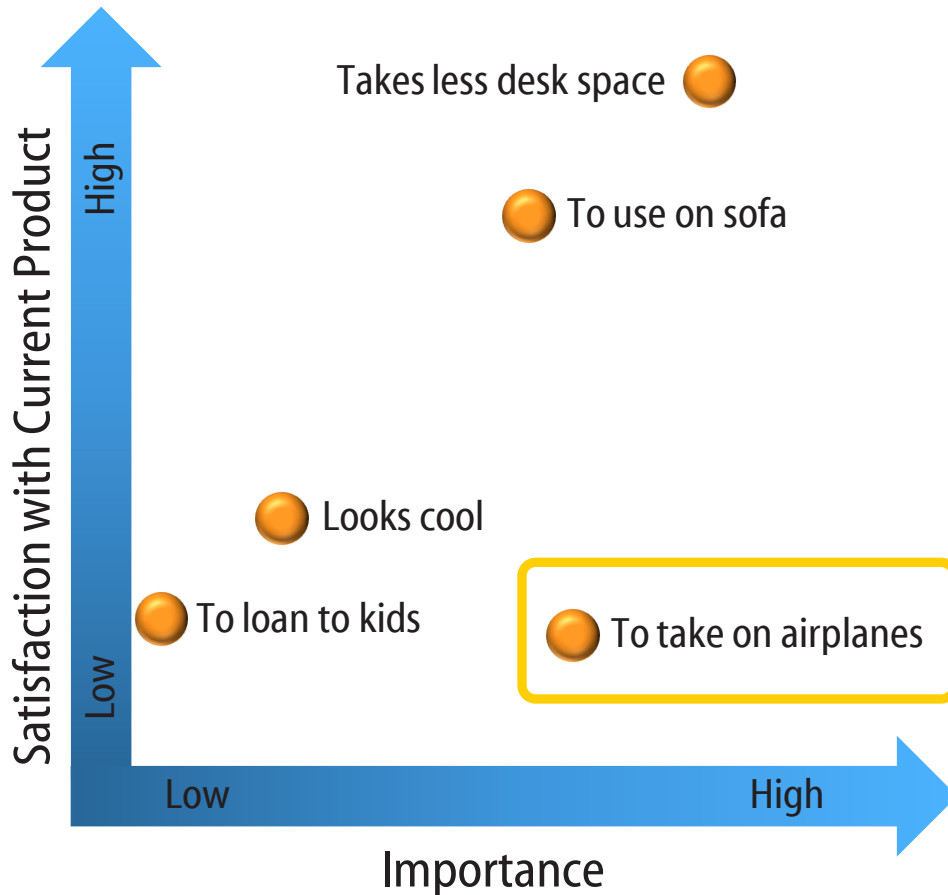
# MATRIX Analysis



- **Use:** This visual displays a customer value management (CVM) quadrant. By constructing a visual critical path the CVM can serve as an organization's strategic navigation. Attributes migrate from CVM categories, beginning as 'Unmet Needs' and migrating clockwise. The CVM method becomes a precise technique for assessing the role of new product features, predicting how they will migrate, and provides a map of the strategic directions of the product or corporate communication.

All results are hypothetical and for illustration purposes only.

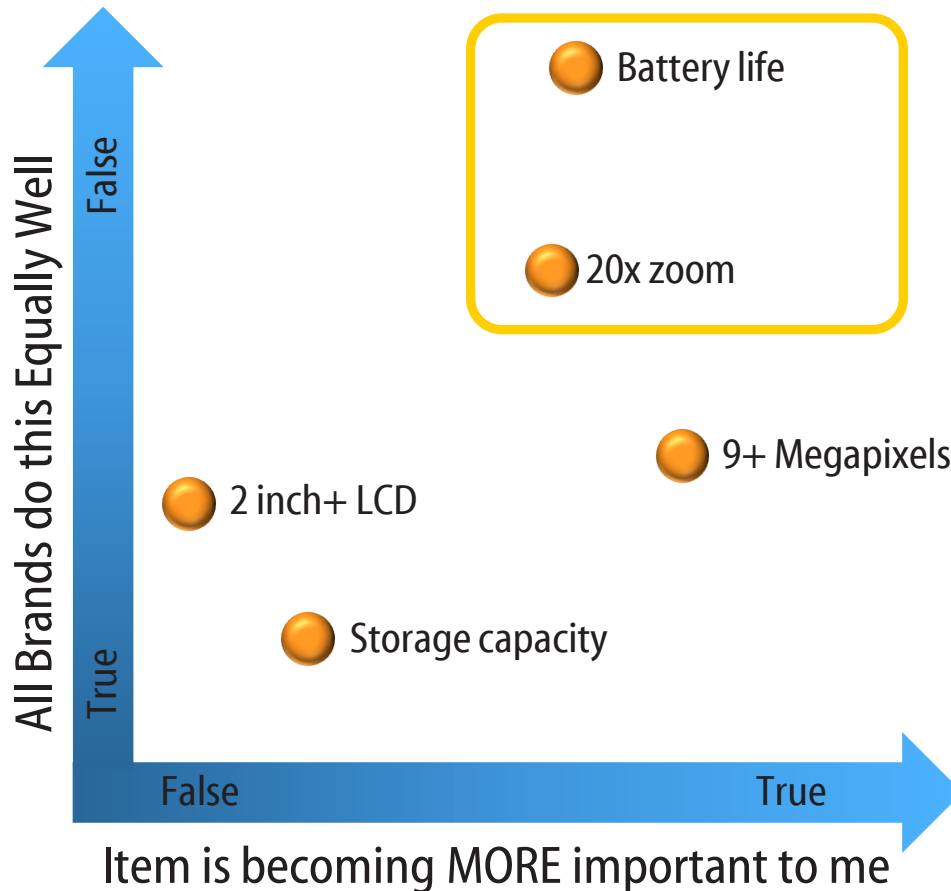
# Identify Unmet Needs Based on Current Product Perceptions: Laptop Example



- **Use:** Easily focuses audience on areas of opportunity (where importance is high and satisfaction is low). Most often used with quantitative data, but can be used with qualitative if clearly stated.

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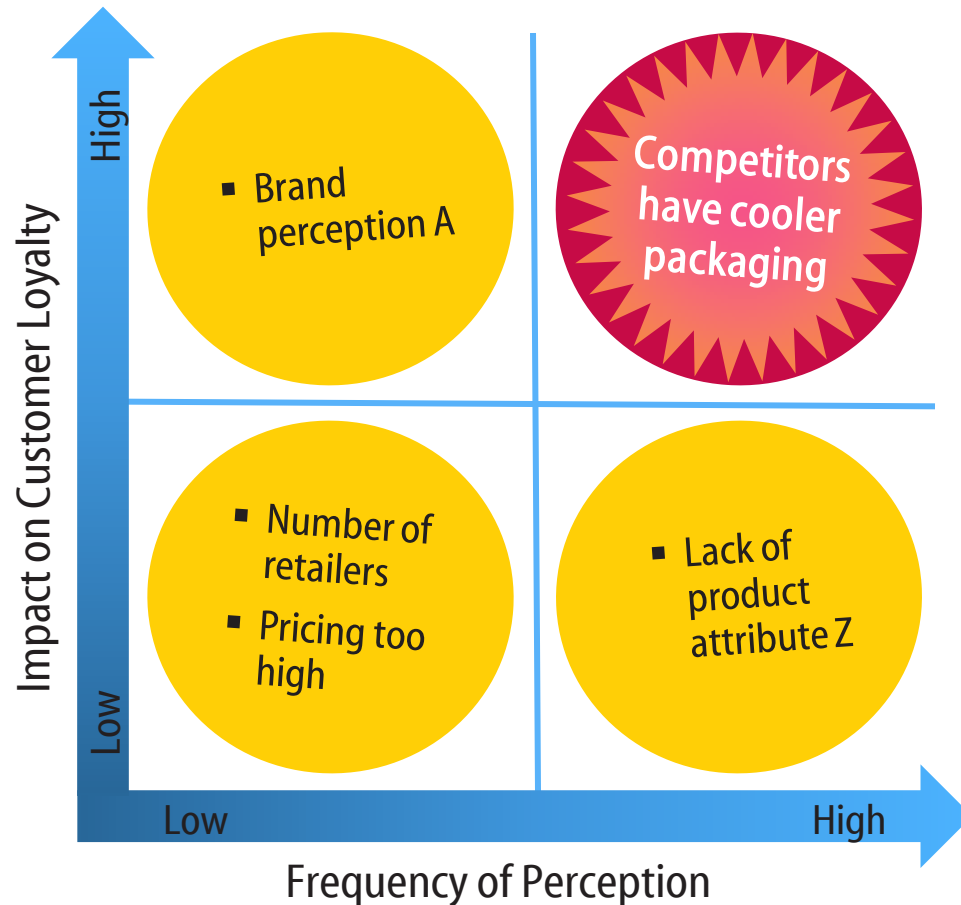
# Identify Emerging Needs and Current Brand Perceptions: Digital Camera Example



- **Use:** Identifies areas of emerging opportunity based on potential for brand differentiation and perceived importance. Helps audience quickly see key results. Most often used with quantitative data, but can be used with qualitative if clearly stated.

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# Key Drivers Map Example for Brand Loyalty



- **Use:** Identifies areas of needed improvement by displaying results for sources of hypothesized customer disloyalty. For example, in this case, lack of product attribute Z is observed by many clients, but has little impact on loyalty. In contrast, competitors' "cool" packaging is widely observed by clients and has a strong impact. This display helps audience quickly see areas for action. Works well with non-technical audiences.

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# Customer Satisfaction Results

## Drives Disloyal Behaviors

- Call center wait time exceeds 3 minutes
- Support requests unresolved
- Product interface perceived as complex

## Drives Loyal Behaviors

- Call center wait time less than 3 minutes
- Support requests resolved within 30 minutes
- Product installed and operational in <20 minutes

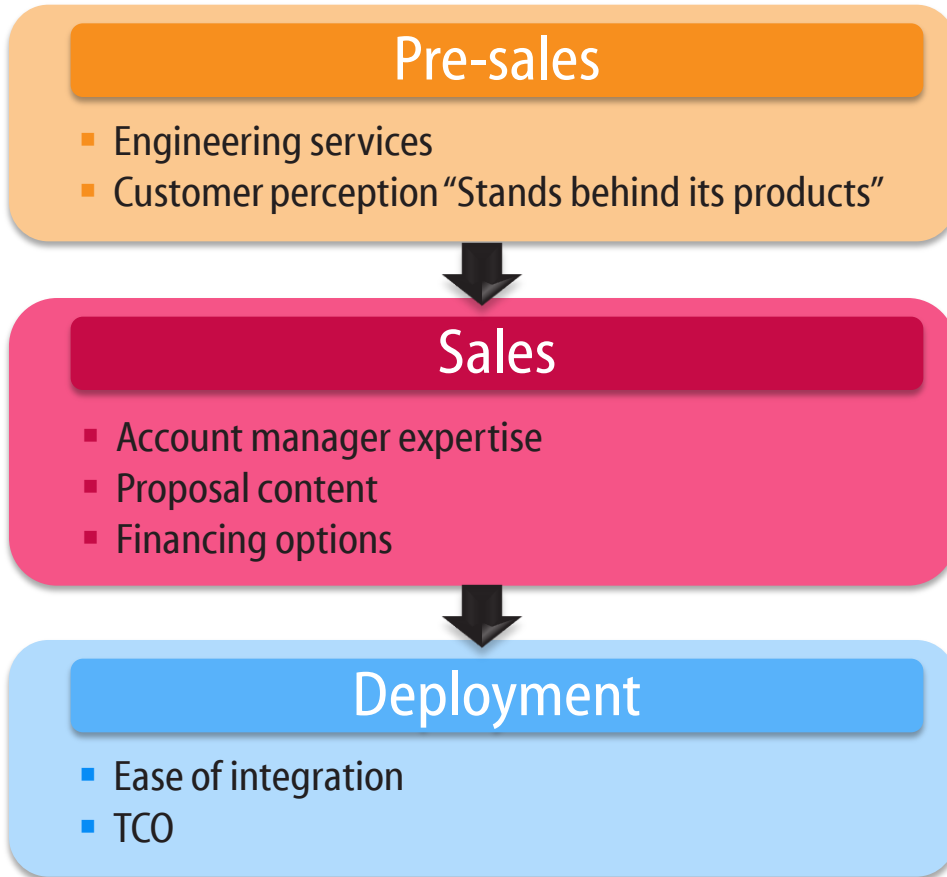
Propensity to spread positive word of mouth

\$ Value of average purchase

- **Use:** Summarizes items driving and deterring customer loyalty. Useful for non-technical audiences seeking key take-aways without a lot of details. Blue arrows at bottom indicate the dependent variables used in the data analysis. Supporting data would detail relative strength of each item.

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# Customer Loyalty Drivers by Stage

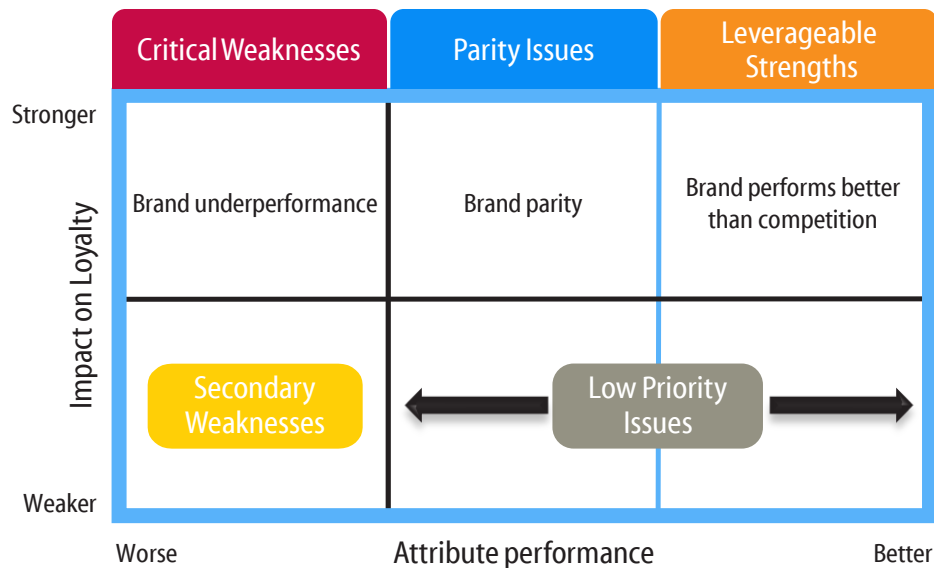


- **Use:** For Customer Satisfaction or Loyalty studies that identify those variables driving positive scores by stage. Often useful in organizations that want to assign performance goals for specific functional areas. In this case, the areas of focus are pre-sales, sales and product development (deployment of the product has implications for product design). A useful Management Summary display, typically supported by details in the body of a full report. This example is B2B, but can be used for consumer data as well.

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# COMPETITIVE ANALYSIS

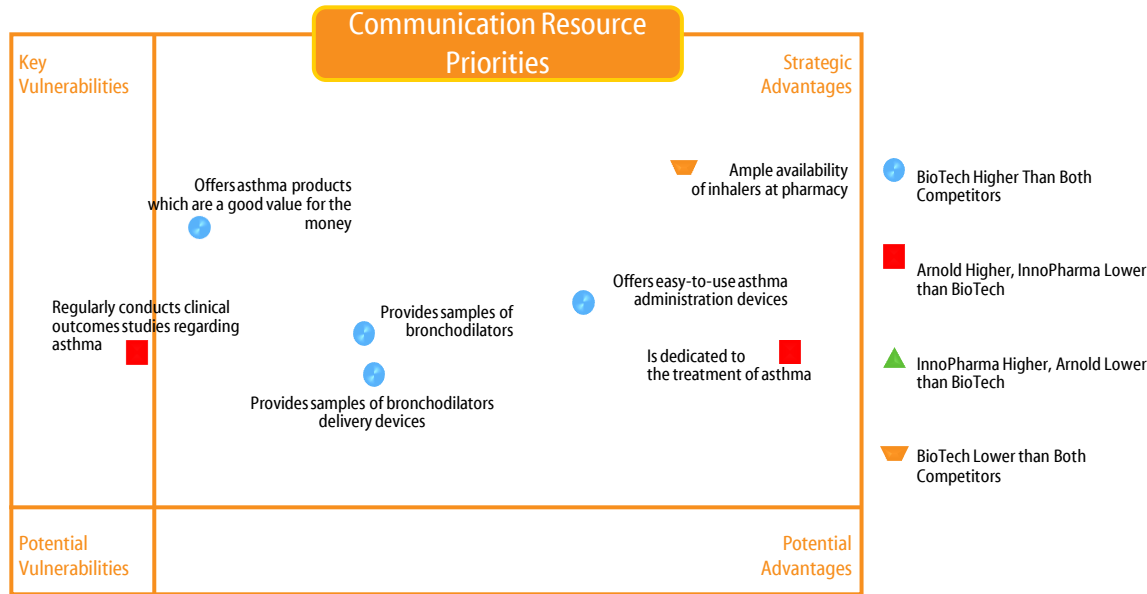
# Competitive Issue Targeting



- **Use:** Compares client brand strength versus a competitor on attributes that drive brand loyalty. Often used during Customer Satisfaction and Product Positioning studies. This graphic explains the six Loyalty quadrants attributes can be placed into.

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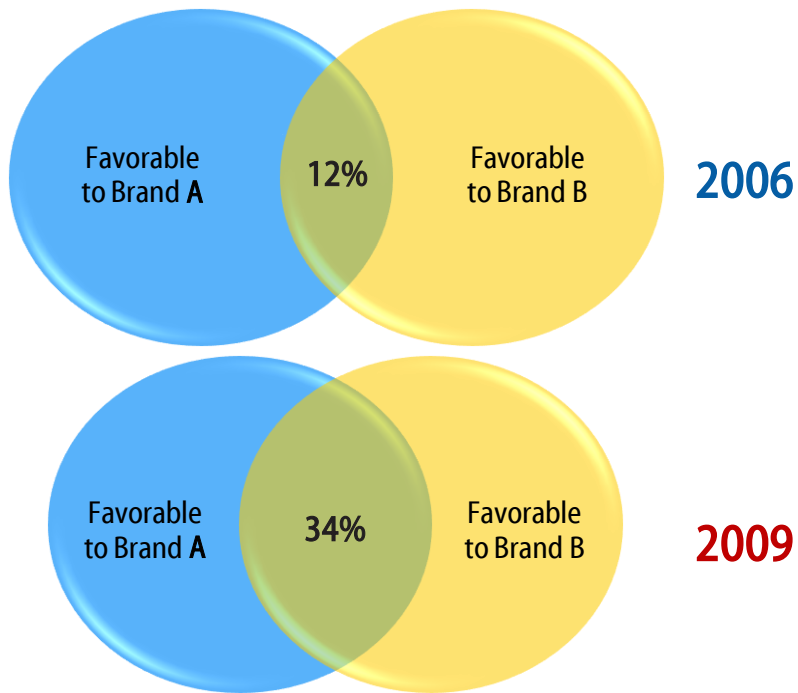
# BioTech Difference with Competitors: Company Characteristics



- **Use:** An at-a-glance summary of brand strengths vis-à-vis key competitors, this quadrant map is a guide to where the client company, BioTech, needs to allocate its communication resources.

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# Classic Venn Diagram

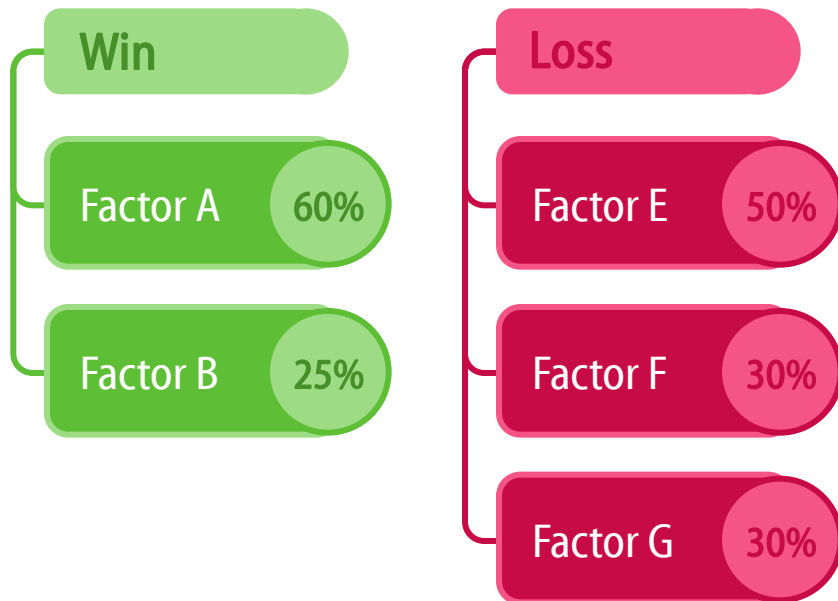


- **Use:** Classic Venn-style diagram. Shows how groups overlap, in this case to show that over time, an increasing percent of customers are favorable to both competing brands (suggesting that the brands may be losing perceived competitive differentiators).

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# WIN/LOSS RESEARCH

# Win/Loss Research Display



- **Use:** Clearly profiles win causes versus loss causes. For example, in this case the client's wins are most often driven by Factor A (evident in 60% of Wins) and Factor B (evident in 25%). Other miscellaneous win factors exist, but were fragmented (and thus are not on the chart). In contrast, some loss factors overlap (they often occur in the same accounts,) so those percents add up to more than 100.

All results are hypothetical and for illustration purposes only.

# Loss Factors Outweighing Win Factors



- **Use:** Summarizes key factors identified in a Win/Loss study. Illustrates a case where three factors driving losses are outweighing two other factors that drive wins. Of course, other variations may exist. For example, in some cases, two strong Win factors could outweigh two Loss factors. Helps non-technical clients focus on key results.

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# BRAND AWARENESS & EQUITY

# Summary for Brand Awareness Research

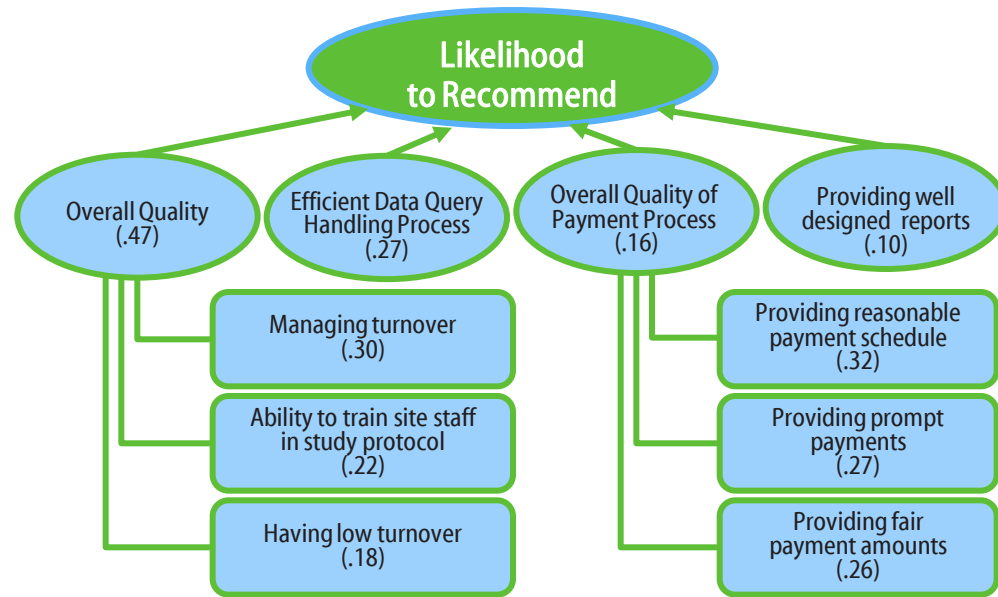
## Business Challenge: How to Allocate Brand Awareness Budget by Geographic Market & Approach?

Research Objectives	ID in which of 10 geographic markets our brand awareness is <60%	St. Louis (a) Milwaukee (b) Baltimore (c) Pittsburgh (d) San Diego (e)	Key Findings
	ID in which of 10 geographic markets our brand awareness is less than Brand X's	Pittsburgh San Antonio (f) San Diego	
	For each market where awareness <60% &/or lower than competitor X's, what are our best options?	In-Mall Events (b, d, e) Coupons (a, b, c, f) Radio (d, e, f) Local sports sponsorship (a, c, d) Viral video (d, e)	

- **Use:** Shows how project objectives were clearly addressed in a Brand Awareness study. A simple, precise display used in presentations to focus audience on actionability of research results.

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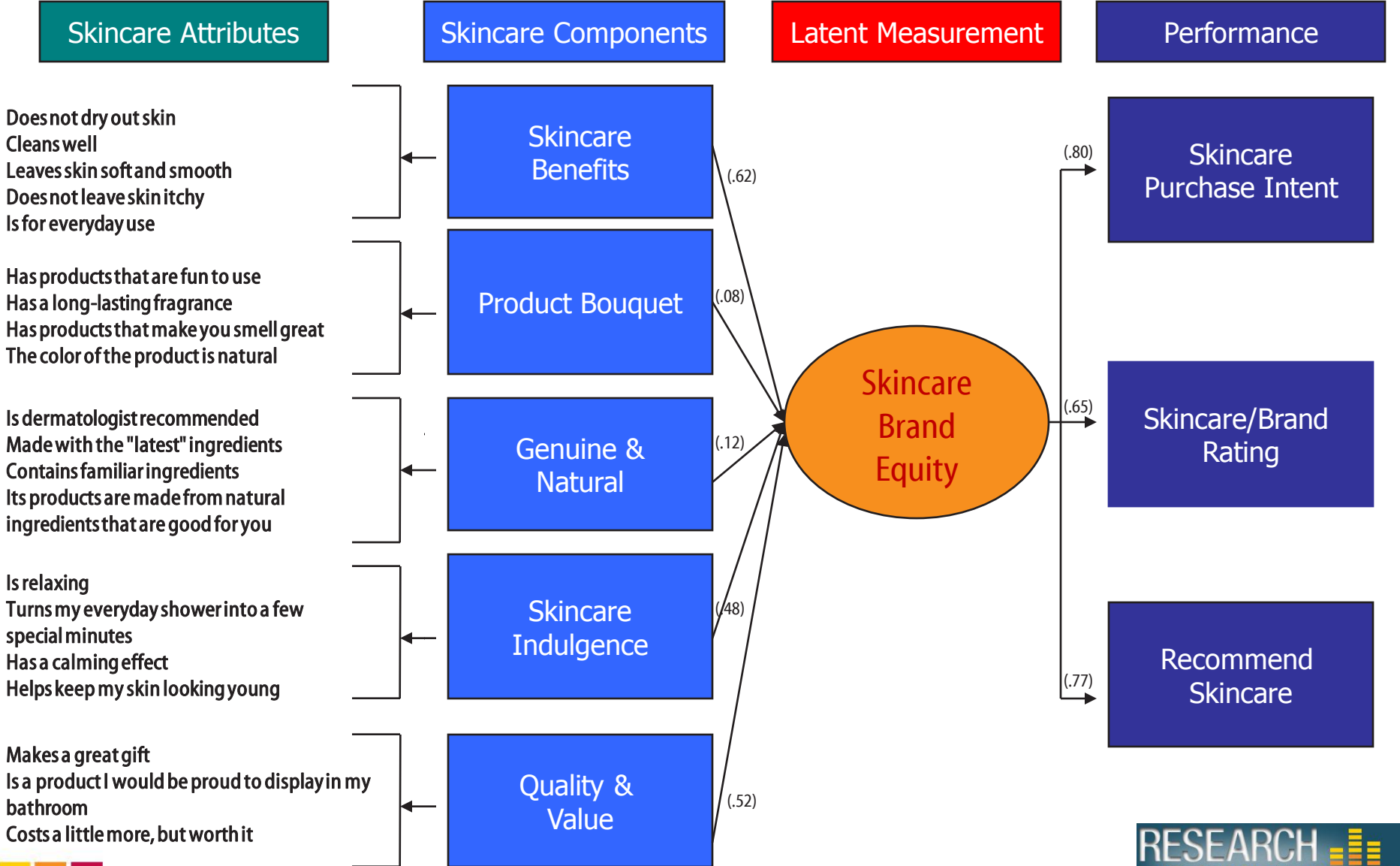
# Brand Equity: Regression Analysis



- **Use:** Identifies key drivers of brand equity—the ‘why’ behind the key measurement. This visual regression chart is common in Branding studies. Works well with product managers and executives in the C-suite.

All results are hypothetical and for illustration purposes only.

# Structural Equation Model Skincare Brand Equity



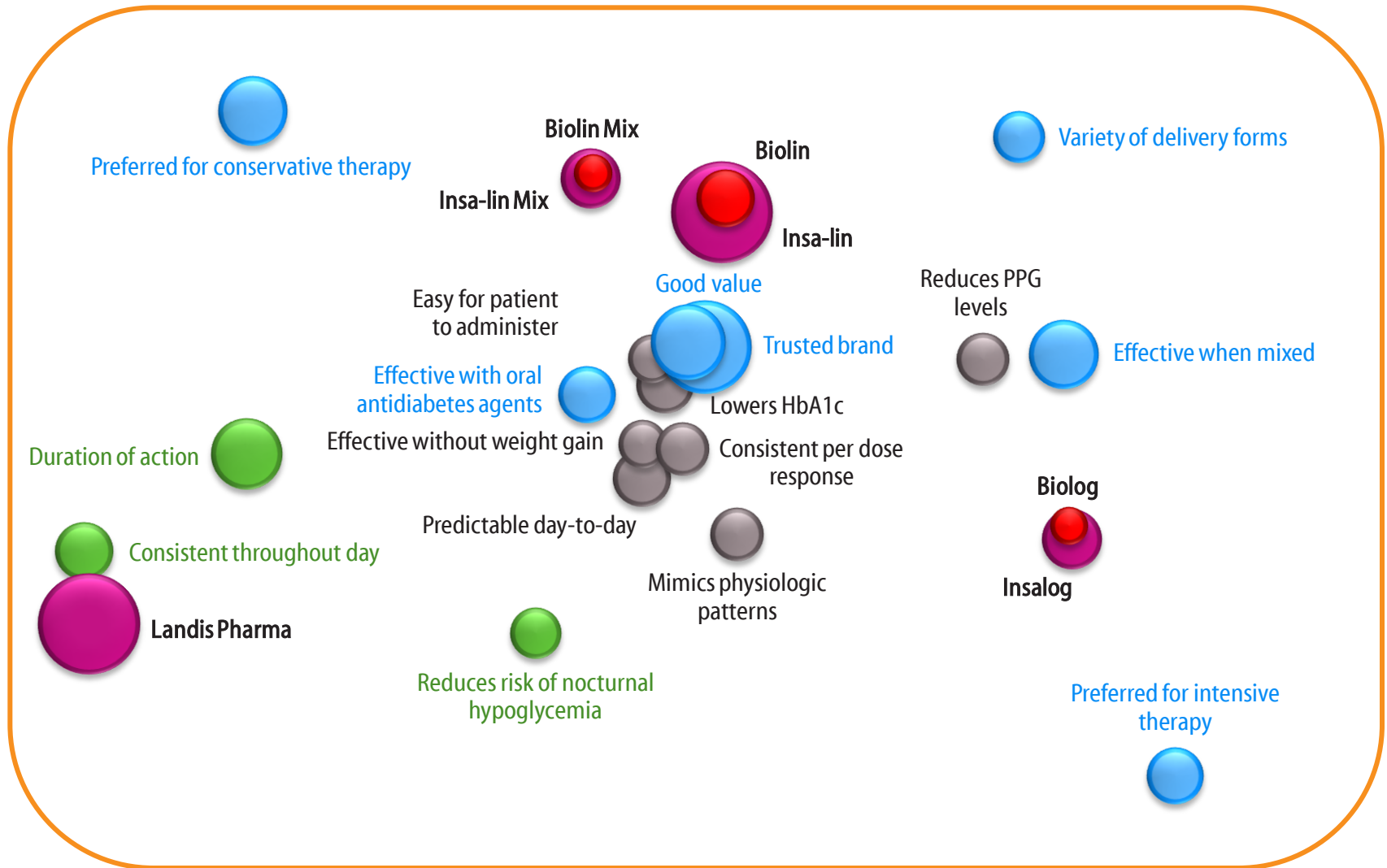
# Structural Equations Model: Skincare

- **Use:** Structural Equations Modeling is a very powerful multivariate technique that incorporates a number of statistical analyses. The true strength of Structural Equations Modeling (SEM) is that it can be expressed in path diagrams, thus allowing clients and marketing managers to understand the output of SEM with a minimum of statistical background. SEM's other main advantage is that it includes latent variables (Skincare brand equity) that are a compilation of discrete brand intent measurements (to the left). SEM is widely used in Brand Equity and Loyalty studies.

All results are hypothetical and for illustration purposes only.

# BRAND POSITION

# Correspondence Analysis - Total



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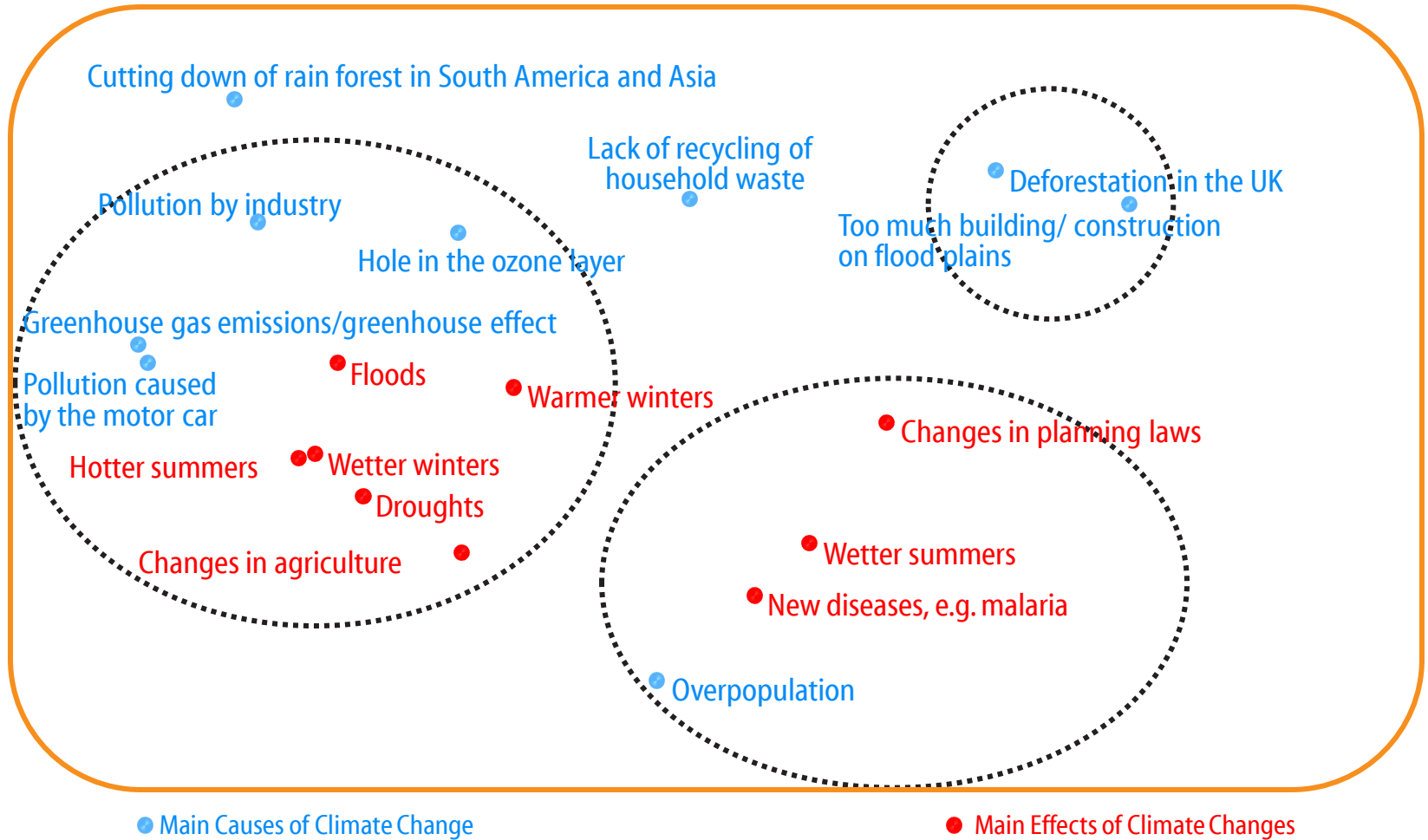
# Correspondence Analysis - Total

- **Use:** This multidimensional correspondence map represents a snapshot of the current market position of biotech products that includes measures of attribute importance and brand market share.
- Bubble location indicates relative association of brands to product attributes. Useful to think as the companies as 'planets' and attributes as 'moons'.
- It is commonly used in Pharmaceutical and Consumer Package Good studies.
- Figures on the map are interpreted below.
  - Size of Attribute Bubble indicates combined stated and derived importance.
  - Size of Product Bubble indicates percentage of patients treated.
  - **BioTech Pharmaceuticals products are highlighted in bright red.**
  - **Key Selling Point = High Stated/High Derived Importance.**
  - **Value-Added Benefit = Low Stated/High Derived Importance.**
  - Essential Support Point = High Stated/Low Derived Importance.

All results are hypothetical and for illustration purposes only.

# Multidimensional Scaling

## Main Causes/Main Effects of Weather Changes



All results are hypothetical and for illustration purposes only.

# Multidimensional Scaling

## Main Causes/Main Effects of Weather Changes

- **Use:** Multidimensional scaling (MDS) is a set of related statistical techniques often used in information visualization for exploring similarities or dissimilarities in data. Our graphic is an environmental cause and effect visual to show how population and policies affect climate changes in the United Kingdom. A multidimensional scaling map is based on derived Euclidean distances; it does not have traditional x-y axes as, say, a quadrant map. Rather, the graphic is analyzed based on the proximity of causes to effects.

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# SWOT Display



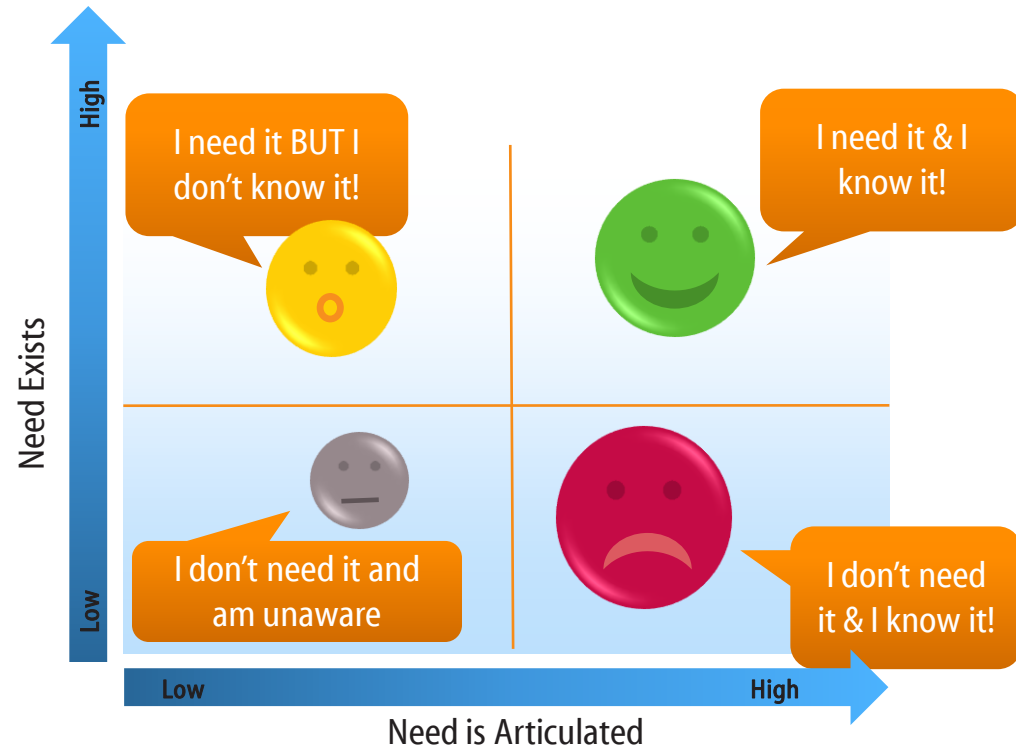
- **Use:** Presents the top findings from a SWOT study. Usually supported by drill-downs for each quadrant. A clean display used in presentations to focus audience on most important results.

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# SEGMENTATION

# A Priori Example for Tech Segmentation

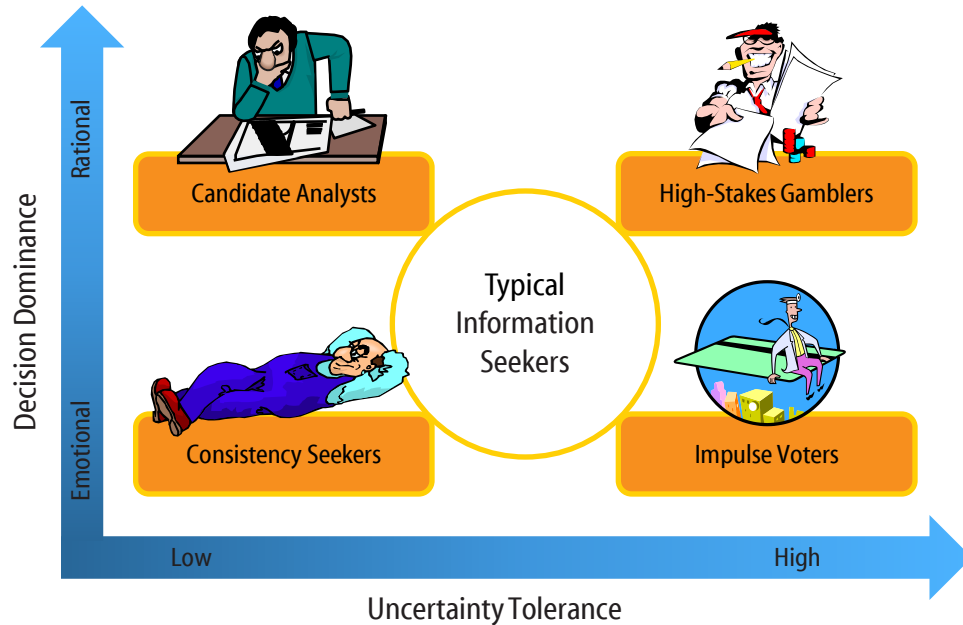
(An Option for Cases Where Needs-Based Segmentation is Impractical)



- **Use:** In some market segmentation studies, pure needs-based models can be ineffective (for various reasons). In such cases (and especially for technology markets), it is sometimes useful to segment based on category-level needs and awareness. To ensure usefulness, segments would be mapped to demographic and tactical factors. The upper right quadrant is the most attractive. Upper left quadrant is also attractive, but will have a longer sales cycle (such that specific sales and marketing implications exist).

All results are hypothetical and for illustration purposes only.

# VOTE Overview

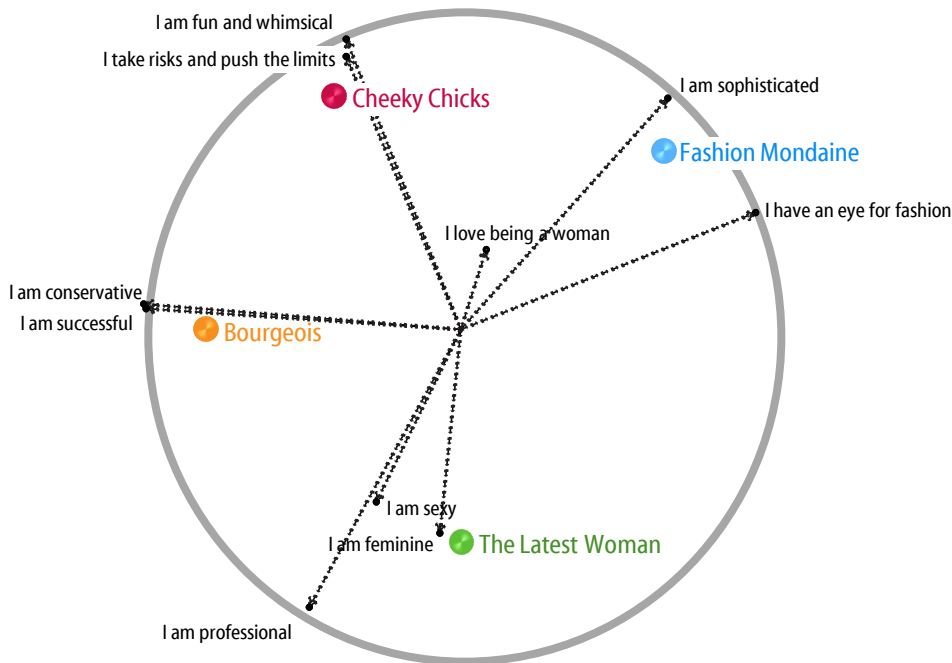


- **Use:** The Vote overview allows a political strategist to categorize what motives people to vote with five simple additions to the poll. These questions lead to the segments in the graphic.
  - I may not know a lot about a candidate before I vote for him, but that is okay.
  - It would really bother me if I didn't understand what the candidate stood for.
  - I vote for the candidate who is most in line with my core issues.
  - Image always determines who I vote for.
  - I don't have a problem changing my opinion about who to vote for.

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# Multidimensional Preference Maps

## What do You Want Your Look to Say About You?



- **Use:** Multidimensional preference analysis is a visual factor analysis.
- Proximity of personality attributes indicates group association relative to others on the map. The length of the attribute vector indicates the relative *power* of its impact on the graph. For example, 'The Latest Woman' thinks of herself more 'feminine' than 'sexy'.
- Answers the question, 'What attributes define a brand, or segmentation group.'
- Deployed often in Fashion and Pharmaceutical segmentations.

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# About the Authors

## Kathryn Korostoff

- Over the past 20 years, Kathryn has personally directed more than 600 primary market research projects and published over 100 bylined articles in trade magazines. Currently, Kathryn spends her time assisting companies as they create market research departments, develop market research strategies, or otherwise optimize their use of market research. Most recently, Kathryn founded Research Rockstar, to provide clients with easy access to market research training and management tools. She can be reached at [KKorostoff@ResearchRockstar.com](mailto:KKorostoff@ResearchRockstar.com). Her Twitter tag is @ResearchRocks.

## Michael Lieberman

- Michael D. Lieberman has more than nineteen years of experience as a researcher and statistician in the marketing research field. He has worked extensively with clients in financial services, information technology, food service, telecommunications, financial services, political polling, public relations, and advertising testing fields. He founded Multivariate Solutions in 1998 and now works with an international clientele including advertising firms, political strategy groups, and full service marketing research companies. Michael has taught at City University of New York and is currently on the faculty of the University of Georgia as an adjunct professor of statistics and marketing research. He can be reached at [michael@mvsolution.com](mailto:michael@mvsolution.com). His Twitter tag is @Statmaven.

# Thank you.

Any comments or questions?

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