

Case Studies

Energizing the Brand

A major regional brand of energy drinks wished to identify ways in which it could improve its market position in this highly competitive and rapidly changing environment. To assist in this task, Inward was commissioned to explore how the brand could gain share within its existing domain, and how it should enter new geographic markets. Inward conducted a series of focus groups with consumers of energy drinks, hundreds of taste tests, and an online packaging & logo assessment. Results from this multi-phase research initiative led to a reformulation of existing flavors, the development of new flavors and a re-launch of the brand with a new logo and stylized packaging.

Taking Flight

Back in 2001, a leading technology entrepreneur came up with the idea of the world's first on-demand jet taxi service. While no more than a few paragraphs on a piece of paper, Inward was assigned the task to evaluate the concept from the vantage of potential customers, and to help define and position this service as "business enabler."

Over a span of six years, Inward conducted numerous qualitative and quantitative studies that helped articulate the concept, developed parameters for likely usage, provided details on potential market segmentation across key industries and job functions, and determined the ideal service proposition prior, during and after the flights.

In 2007, the service was launched across the Southeast with great fanfare and acceptance. And although delays in FAA certification and micro-jet deliveries, combined with the collapse of the economy recently forced the company to shut down operations, customer satisfaction scores were extremely positive across all dimensions.

Communications Flow

The CEO of the world's leading manufacturer of postage meters recognized in today's rapidly changing world an emphasis on technology-based

solutions would be the way to keep the brand relevant in the face of its loyal customer base.

For nearly ten years, Inward has conducted marketing research across a wide range of topics that over time has helped this client to re-position itself away from the vestiges of an old world manufacture to a technology-savvy and solutionsdriven service provider that facilitates the "flow of communications."

Some of the strategic studies that Inward has conducted during this time frame have been: tagline and slogan assessment, advertising concept evaluations, brand perception research across key decision-makers, new product assessment and customer retention programs.

Internal Alignment

The CEO of a leading Washington-based "think tank" wished to gain a better understanding of the extent to which the firm's employees were aligned and engaged internally.

Inward's proprietary ChangeFX online assessment tool was used to gather attitudinal and behavioral data across the entire organization at the departmental, site location and job function levels. From this exercise, Inward provided a "benchmarked scorecard" that identified gaps in such key areas as advancement opportunities, succession planning and internal communications.

At Your Service

A not-for-profit service committee that has strong ties with a religious group wished to gain a better of how it can grow its membership across various constituencies including but not limited non-service committee members who attend the church. To assist in this effort, Inward was asked to come up with a low-cost/high impact solution to gather information on how this organization is perceived among both its members and non-members who have an active association with the church.

Inward conducted a highly-engaged online study with service committee members and non-members that identified gaps in miss-information and knowledge of

the service committee, and ways in which the service committee can better engaged with non-members that offer the greatest potential for future donations and new membership enrollment.

To further assist in this effort, Inward will conduct a series of pro-bono focus groups that are designed to provide further refinement of positioning and messaging opportunities.

The Iconic Brand

Arguably the most successful furniture retailer in the country, this iconic brand wished to better learn how furniture shoppers make their purchase decisions, and what the retailer could do to enhance that experience. To assist in this endeavor, Inward was asked to conduct two separate series of focus groups with female heads of households who had recently purchased furniture.

The findings from this research illustrated that while the client was offering the best customer experience in terms of breadth of selection, reasonable prices and solid value, there was still room for improvement across the three key dimensions.

Upon further analysis, Inward came up with a series of potential activities and recommendations which the client initiated including but not limited to modifications to store configuration, enhancements to the price value proposition, and a new value priced department.

Opening Doors

A leading manufacturer of decorative security doors sought to gain a better understanding of how it should be positioned in the marketplace and where it should focus its distribution channels.

Inward was commissioned to conduct a multi-phase research study to articulate the buyer-consideration process, determine the strengths and weaknesses inherent in the doors itself, isolate the key factors that will lead to a door purchase, and assess the knowledge and service offered by various sales channels.

Over a two year period, Inward conducted qualitative and quantitative marketing research in the form of focus groups with recent and future buyers, online surveys with recent buyers, and store intercepts with sales staff at leading retailers.

The results from these various studies have helped the client refine its product line across specific features and overall design thereby streamlining its manufacturing processes. Additionally, the manufacturer has shifted from being a direct seller to the end consumer to a distributor through large and highly regarded home improvement retailers.



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