

Memorandum

To: All Agencies
From: Peter McClelland, Managing Partner
Date: May 2016
Re: Announcing Bluesumac Market Research Lab

Bluesumac is pleased to announce the creation of a specialized Market Research Lab. The Lab will have a staff of senior market research professionals with over 20 years experience working on brands such as Hudson's Bay, Sears, Canadian Tire, Ipsos, Market Probe, TD Bank, Intuit, IBM, Ramada Hotels, AstraZeneca and Chiquita Brands International. The **Bluesumac Market Research Lab** will focus on these seven areas of specialization.

Market and Category Studies

These are Usage and Attitude (U&A) studies evaluating the market, revealing barriers to purchase, retailer strengths, weaknesses, performance gaps, competitor advantages and customer segmentation.

Brand Measurement and Tracking

These studies help understand how your brand is perceived in consumers' minds - its positioning, strengths & weaknesses versus the competition. We determine what drives consumers' perceptions - if they are functional or emotional attributes and reveal what can be leveraged to build your brand equity and increase customer loyalty.

Customer Experience Measurement

We measure and trend satisfaction and NPS scores. We identify drivers of satisfaction (e.g. price, quality, service, etc.) and understand customer churn, acquisition costs and loyalty retention.

In-Store Assessments

We optimize the in-store experience and analyze conversion rates. Our studies include store walk-throughs, observational research, cross-category shopping, signage testing, employee and customer reviews.

Campaign Evaluations

We measure reaction to marketing initiatives & marketing plans. We reveal improvement areas in the campaigns to maximize success, including television, display, AdWords, radio, OOH, direct-mail, social, email, print and seasonal events.

Path to Purchase Assessments

We document and analyze the steps that customers take from the initial trigger to the end purchase and what influences them along their path to optimize the marketing mix.

Concept Testing

These are studies on assets such as logos, packages, signage, print ads, etc. Our surveys evaluate several concepts and reveal image and message perceptions. This ensures concepts are in line with communicating specific objectives or if needed, suggest fine tuning the design.

For more information, please contact Peter McClelland at 416-408-2224, ext. 21 or by email at peterm@bluesumac.com.

When You Think Research, Think Bluesumac.