



Period: 2006 - Present

Responsibility: Strategic Marketing Counsel

Highlighted Service: **Market Research**

Overview:

XT+M works with industry leaders in quantitative and qualitative research to ensure the best science and best value for our clients needs. From a single question on an omnibus survey to comprehensive focus testing of marketing campaigns – XT+M has the experience and relationships to ensure that research truly adds value to the decision marketing process.

In-house we routinely track traditional and new media to provide market and environmental scans of changes in the marketplace.

XT+M Deliverable:

XT+M was commissioned to research focused at assessing two alternative positioning concepts and taglines with a representative of senior executives from medium to large manufacturers. The material was assessed by means of a telephone interview. Sufficient time was allowed to obtain information about impressions of the product. It was necessary to educate respondents about the offering in order to assess the positioning concepts.

The study was conducted with a sample of 50 interviews. Prospective respondents for this study were obtained from a sample of prospects provided by the client.

In order to encourage participation in this study, all participants were offered a fifty-dollar honorarium for donation to a charity of their choice.

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