

# Research and Data Insights for Better Business Decisions



## Objective: Brand Refresh

Embarking on a brand refresh can be costly. It can also be a costly mistake especially if you don't check in with your customers. Not about whether they like your new logo but what your brand actually stands for in their minds.

But what about a brand health check? Checking in with your brand attributes is also vital. Over time, what you think your brand stands for will have been impacted by time in the market, customer reviews and PR activity. Completing a brand map against attributes is a simple and highly useful exercise and can save heaps of advertising dollars and improve your marketing return on advertising spend.

Abacus Research understands how to deliver results that mean something to a business alongside actionable recommendations. That's because as well as being researchers we have all been in business ourselves. We get what you need and don't drown you in research jargon.

In our Business Objective Research Guides we have identified key areas that you probably need data on to make the best decision. You can choose from as many task areas as you need, and we can also integrate any data that you already have into the overall research and data insight report. Take a look and get in touch. Let us help you achieve business success.

	Opinion Polls	Video responses	On-line Survey Cross-Sectional	On-line survey Longitudinal	On-line survey Correlations	Online survey Causal	On-line Survey Text analysis	Focus Groups Face to Face	Remote moderated 1-1	Telephone Interviews	Data Analysis and Insight Models
<b>Brand Associations and Emotions</b>	Y	Y	Y		Y		Y	Y	Y	Y	Y
Embarking on a brand refresh can be costly. It can also be a costly mistake especially if you don't check in with your customers. And it's not just about your new logo!											
<b>Brand Attributes</b>	Y	Y	Y		Y	Y	Y				
Over time, your brand will have been impacted by time in the market, customer reviews and PR. Completing a brand map is a simple and vital exercise.											
<b>Brand Loyalty and Retention</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y
Along with Brand attributes which if understood can save heaps of advertising dollars, brand loyalty and retention will be a great marketing tool kit to deliver improved ROI.											

# Research methods explained

## Opinion Polls

With access to over 4 million respondents globally, Opinion Polling is an easy way to get answers to simple and unambiguous questions often in 24 hours. Really useful if you need some headline data.

## Video Responses

If you simply want an answer to a single question from 10 respondents you can listen first hand to their video responses. Quick, inexpensive and accessible.

## On-Line Survey – Quantitative

Quantitative research is data-oriented and examines issues by collecting data and then performing statistical, mathematical, or computational techniques to create understanding from the data.

### Cross-sectional survey

Popular with retail, SMEs, healthcare industries, cross-sectional survey research method provides multiple samples which can be analysed and compared. Cross-sectional surveys do not provide data to establish a cause-effect relationship.

### Longitudinal surveys

Longitudinal surveys are conducted across various time durations to observe a change in respondent behaviour and thought processes. This time can be days, months, years, or even decades. Longitudinal surveys are used to analyse changes in customer satisfaction, or gain feedback on products/services.

### Correlational research

Correlation research is conducted to establish a relationship between two groups and how one impacts the other. This research method is carried out to give value to naturally occurring relationships but does not reveal causal relationships

### Causal-comparative research

This research method mainly depends on the factor of comparison. Also called quasi-experimental research, this quantitative research method is used by researchers to conclude the cause-effect equation between two or more variables, where one variable is dependent on the other, for example is there a predictive relationship between price and brand?

### On-line – Text Analysis

In some instances, you might have asked for a free text response to a question/s. Great idea but almost unusable unless you can create both structure and meaning to the outputs. With access to research-led text semantic analytics, your free text responses are no longer a waste of time.

## Qualitative Research

Qualitative research allows for in-depth research and further questioning of respondents based on their responses, where the researcher also tries to understand their motivation and feelings.

### Focus Groups Face to Face

A rich ground for gathering data in a free-flowing form based on semi structured interview guides, focus groups can be useful stand alone, as a guide to quantitative data surveys or even after you have all the data in one place and need to sense check your understanding.

### Remote Moderated 1-1

Whether its distance, time or cost, or simply accessing a market that needs to stay COVID safe, remote moderated sessions are really useful. The software used is ideal for watching online behaviour perhaps if you are doing a website redesign as you can directly observe the participants computer screen.

## Telephone Interviews

These can be used for gathering survey data or conducting interviews. There has been a recent decline in participants willing to take part in telephone surveys as they are tricky to manage and there are additional privacy concerns. However, if a respondent is in a hard-to-reach population, telephone surveys are ideal.

## Data Analysis and integrating existing data

Primary research is one way to grow your business, develop a new product, examine your brand. However, your own digital marketing and website stats, grey or desk research data from reliable and fact checked sources can also be just as crucial. Finding meaning in all that data can be done swiftly with the right tools and the right experience. Just ask Abacus Research how.



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