

R U N W A Y

A Research Proposal from **Asian Strategies**

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The greatest challenge facing the promotions and sponsorship industries is that of measurement.

Runway was developed to address three key issues:

1

to **determine** the success of a promotion against the targets stated in the objectives

2

to **evaluate** the consumer's response to the promotion or sponsorship in terms of what it conveys to them about the brand

3

to **identify** and assess the elements which worked well and which didn't for future development (best practice)



1. BACKGROUND

- Runway is designed to provide research intelligence for clients in the luxury goods sector
- Specifically, it is intended to measure on-premise luxury promotions and sponsorship activities, and in turn, gauge their success vis-a-vis objectives established prior to the launch of the promotion or sponsorship programmes
- It is designed not only to measure the immediate impact of a promotion/sponsorship but also the mid-to-long term impact on the brand:
 - We review the **output** - what the promotion accomplished and why (sales, attendance)
 - We also **evaluate** the outcome - what are the implications for the brand (what did people think of the brand as a result of seeing it)
- This provides a strong basis upon which promotion or sponsorship campaigns can be managed and held accountable in the future



2. HOW IT WORKS

- As with all Asian Strategies projects, each research approach is tailored to the task at hand (from a global event sponsorship to a small on-premise promotion)
- Runway employs both **qualitative** and **quantitative** methodologies to enable a comparison of "hard" (tangible) and "soft" (intangible) benefits
- By doing so, it provides the opportunity to attain a true understanding of the promotion's relevance and success amongst its target via various forms of data collection
 1. **Identify** the real effects of the promotion
 2. **Isolate** strengths and weaknesses of promotion or sponsorship programme
 3. **Verify** performance (attendance, reactions to event)
 4. **Gauge** changes in consumer's relationship with the brand as a result of the promotion or sponsorship (awareness, consideration, disposition, behaviour)



3. RESEARCH TECHNIQUES

- **Review** of sales data with the client
- On-premise **observations**
- **Quantitative questioning** of consumers pre-, during- and post-promotion/sponsorship event
 - Short in-person **interviews with consumers** on-premise or at the event to gauge awareness and buying preferences
 - Follow-up mobile **phone survey** with consumers at regular intervals (4 and 8 weeks) post-event to measure long-term behavioural shifts
- **Interviews with trade** (store managers, purchasers, brand managers, event organisers)
- Video **recordings** to bring research to life for client

How mobile research works

Mobile surveys enable us to engage and interview consumers in situ (i.e. when they're actually shopping!), and then follow-up with them - using the same survey format - at regular intervals in the future. We can track responses over time and, importantly, determine whether or not a promotion has a lasting effect.



The survey administration process will be:

1. Asian Strategies interviewers approach and recruit respondents in situ
2. Respondents complete surveys using the interviewer's mobile phone
3. Follow-up surveys are sent to the respondent's phone via SMS - they click a link and complete the survey using their phone's internet browser
4. Respondent receives an incentive after they complete each survey



4. THE TEAM OF INTERVIEWERS

- Fieldwork will be conducted by **sophisticated interviewers** who are well-spoken and well-dressed, fully capable of engaging with luxury consumers
- As interviews will be done **in situ**, being comfortable in high-end surroundings is a key criterion for the selection of interviewer teams



5. APPLICATIONS OF RUNWAY

- Provide **measurements** for benchmarks established at the commencement of the campaign
- **Evaluation** of cut through and impact of on-premise promotions for luxury brands
- Provide **key learnings** for future development and implementation of promotions and sponsorships
- **Tracking** should also aim to isolate the effect of the promotion or sponsorship on the sales increase
- **Develop** new product ideas (an example can be found on page 9)

Runway can also be used to develop new product ideas.

A case study with Courvoisier

The on-premise environment is ideal for alcoholic beverages research. It is a natural hunting ground for real drinkers (ever tried getting real super-premium whisky drinkers to a focus group?) and a realistic environment in which to test packaging. In Asia, most spirits are consumed on-premise so it makes sense to evaluate new concepts in situ.

When we developed a new product concept for Courvoisier, the must-win market was Greater China so we tested four Super VSOP ideas in clubs and bars across China, Taiwan and Hong Kong. One bottle literally shone on shelf and on table in typical nightclub lighting. Evaluating them under office lighting produced ambiguous results. Guess which one stood out in outlets?

Of the four directions, the one on the left (“Exclusif”) proved to be the clear winner. We were able to fine-tune the various graphical elements into the bottle you see today.





6. WHY CHOOSE US?

dirk kirchner

- Asian Strategies is a **research and planning** firm. We have a team of experienced consumer behaviourists, researchers and analysts. For over 20 years our focus across Asia-Pacific has been finding patterns and trends in data
- Our insights are proven to be **actionable**. In 2010, for example, we were asked by SingTel to identify the biggest trends in digital technology, and 20 new product and service ideas that would harness the potential of such trends. When we were asked to repeat the project in 2012, we learnt that 16 of our ideas had - or were in the process of being - implemented. Clearly, our ideas work
- Our specialty is customised research focussing on **difficult-to-reach market segments**. Unlike most other research agencies, we don't do FMCG work. Instead we specialise in a few industries in which we have genuine personal and professional interests, namely: banking and finance, alcoholic beverages and luxury goods. Such specialisation means that we don't spend time on projects that could dilute our core expertise
- We have a history of **measurement, prediction and innovation** – identifying the mega-trends across our region. We do not simply recycle the latest fads in published trend reports, nor do we treat data in isolation
- Finally, we believe in **iteration and collaboration** within the research and client team. This means that you will be involved and updated throughout the research process, and there will be no “surprise” findings at the end of the consultation

Luxury goods clients

- CIVC (French Champagne Council)
- Jil Sander
- Roberto Cavalli
- Rolex
- Steinway Lyngdorf

