

Brand & Value Perception: Client Success Story 1



Track brand awareness/recall to drive SMB marketing campaigns

Leading IT solutions vendor in Asia/Pacific

Customer Challenge

- A major solutions vendor needed a marketing campaign that is more effective than its competitors and tasked IDC to track its brand awareness and brand recall in Asia/Pacific (on a periodic basis) to measure the effectiveness of their marketing campaigns/product launches against competition. They needed a trend analysis over time and a comparison of brand effectiveness in different markets, over multiple cycles, against its competitors in order to design better and more effective marketing campaigns and product launches.

IDC's Solution

- IDC's End-User Research & Statistics Group designed a region-wide survey which focused on product line brand awareness (as opposed to product model) across many countries in Asia/Pacific. This consisted of in-depth interviews with a broad customer base of consumers and SMBs in each of the 9 countries on a quarterly basis. The questionnaire was designed to reveal Brand Awareness, Familiarity, Brand Attributes, Preference, and Loyalty towards the client's brand.
- IDC leveraged its extensive market insights of the competitive landscape and tech preferences to build a survey instrument that is highly focused on collecting key information specific to consumers and SMBs respectively. The respondents included influencer/key decision markers and IT manager/business manager/head of purchase dept for SMBs.
- IDC also leveraged its extensive survey/sampling skills and statistical analysis capabilities to ensure that the survey and the survey instrument gave the true picture of the marketplace in each of the countries in this project.

Results

- Our client used the results and insights provided to design more effective marketing campaigns and product launches specific to the market needs in the region. In addition, our client was able to gain an understanding of the impact of the marketing campaigns of its competition. The periodic tracking provided trend-over-time analysis which enabled the client to compare brand effectiveness in different markets over multiple cycles.

Brand & Value Perception: Client Success Story 2



Product perception and positioning for the SMB market

Leading IT vendor in Asia/Pacific

Customer Challenge

- A major solutions vendor wanted to understand SMB customer perceptions of a planned services offering for the SMB market around its hardware products, along with advice on portfolio positioning by SMB sub-segment and identification of gaps.

IDC's Solution

- IDC designed a comprehensive primary research methodology inclusive of web surveys and focus groups within 4 major markets in Asia/Pacific, excluding Japan. By combining techniques such as cluster analysis and portfolio analysis, along with leveraging our existing services and SMB market expertise, IDC was able to validate the offering as well as recommend how the portfolio should be positioned within different SMB sub-segments, with suggestions of particular offerings to promote actively and possible portfolio additions.

Results

- Our client used the results and recommendations to validate their planned service offerings and prioritize which offerings to release first and fill the gaps identified with modifications and additions to their services portfolio.
- Client's feedback: "I would like to thank you and your extended team for coordinating and executing this project in a **timely and systematic manner**. Special mention goes to your final recommendations where you mapped our service offerings to the various life cycle stages and then mapped them back to our offerings. Thank you very much for having meticulously planned the various intricate requirements that we have posed for this research and having executed the Web-based survey and the Focus group in a timely manner, providing a **comprehensive recommendation of the research to the satisfaction of the regional team.**"