

- Research is an attempt to discover something.
- Research can be formal or informal
- Market Research compiles information about the product, product category, and other details of the marketing situation
- Consumer Research is used to identify the attitudes, motivations & interests of people in the target market
- Advertising Research focuses attention on the message, channel and evaluation. IMC is similar
- Strategic Research helps determining information that can affect critical decisions that affect major decisions

- Formal/Scientific
 - Has a firm method and is random in terms of sample selection
- Informal/unscientific
 - Does not have a random sample.
- Random: Everyone has a chance of being selected
- Formal Research can be repeated by following the same methodology.
- Informal
 - Intercept survey, convenience samples, internet survey

- Secondary Research
 - Research other people do. You usually look the information up, or find it in the news.
- Primary Research
 - This is research that you conduct yourself. You design the hypothesis and test it against a method of research.

- Secondary Research can be conducted by:
 - Other advertisers or agencies
 - Educational institutions
 - Research Groups (PEW, for example)
 - Press and Media outlets
 - Trade Associations

- Qualitative Research
 - Focuses on quality of information. The results of this type of research are details and information.
- Quantitative Research
 - Focuses on quantity and numbers. The results of this type of research are fully quantifiable and represented with percentages and other hard numbers

- Quantitative Research
 - Surveys with yes or no questions
 - Surveys with “Likert” scales
- Qualitative Research
 - Focus Groups
 - Ethnographies (Observations)
 - Interviews

- Uses of Research
 - Market Information
 - Consumer Insight Research
 - Media Research
 - Message Development
 - Evaluation Research

- Market Information
 - Formal methods used to determine used to develop a marketing plan.
 - Includes consumer perceptions & preferences of the product, brand, company or whatever

- Consumer Insight Research
 - Helps develop the message
 - Helps chose the channel
 - Helps determine other aspects of the message delivery
 - Gets details of the target demographic

- Media Research
 - Gets the information about the possible channels and media
 - Matches message to the media

- Message Development
 - Research to test the effectiveness of the message/ advertisement
- Evaluative Research
 - Research to determine how affective the advertisement is/was.

- Research as part of the Advertising Process
 - Background Research: Used to (see where we are)
 - SWOT/Competitive Analysis (see where the others are)
 - Consumer & Market Research (See where the market/
consumer trends are)
 - Evaluation of the message (Are we doing it right)
 - Post Evaluation (Did we do it right)

- How Research is conducted
 - Phone Surveys
 - Mail Surveys
 - Intercept Surveys
 - Focus Groups (group interview)
 - In-Depth Interview
 - Observation & Ethnography
 - Diary & PPM (Radio/TV primarily)
 - Other Methods