



Marketing Research own creativity

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Marketing 1
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WHY MARKETING RESEARCH IS IMPORTANT?



WHAT IS “MARKETING RESEARCH” ?

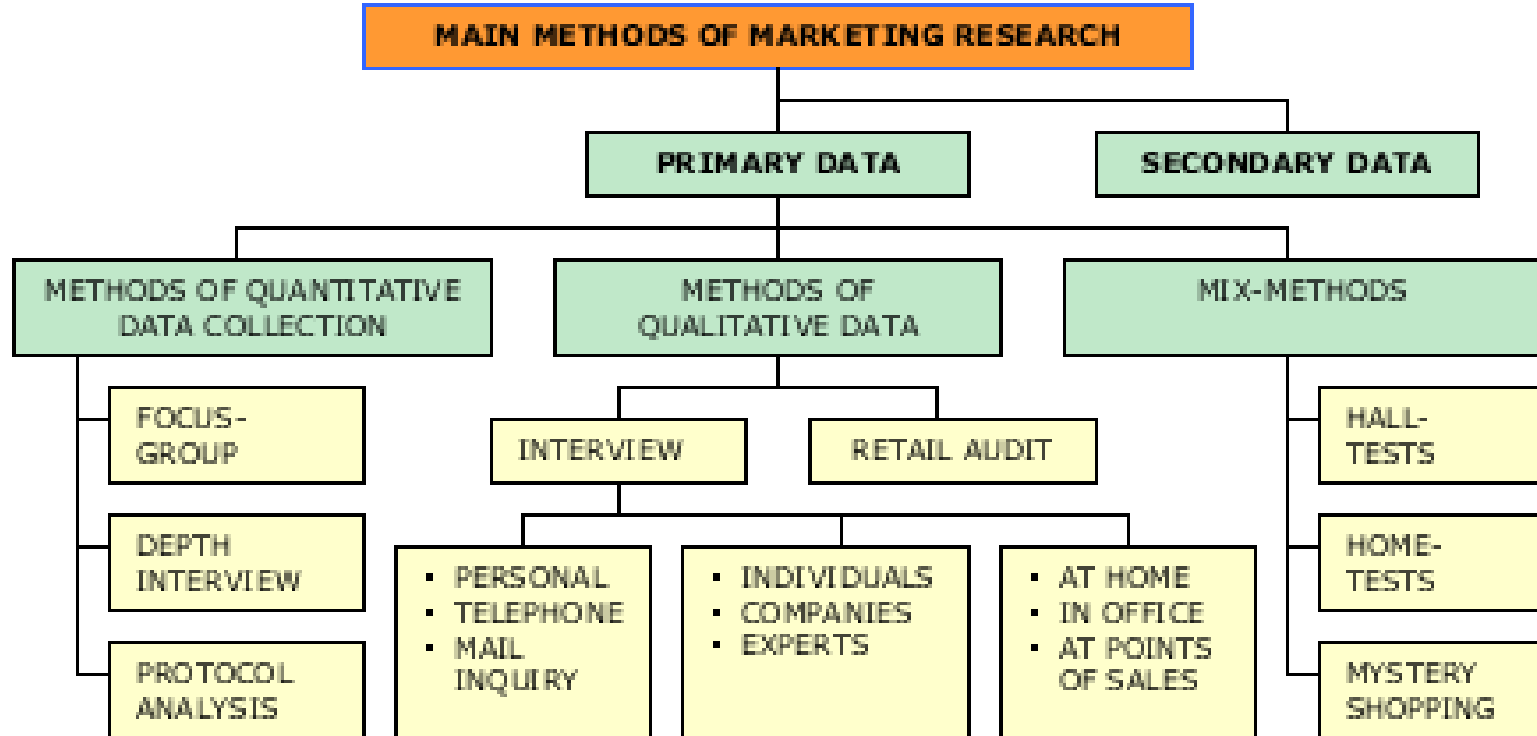
Scientific discovery methods applied to marketing decision making

CONSISTS OF:

- Market research
- Product research
- Consumer research



MARKET RESEARCH METHODS



CUSTOMER PORTRAIT GAME

We need to have:

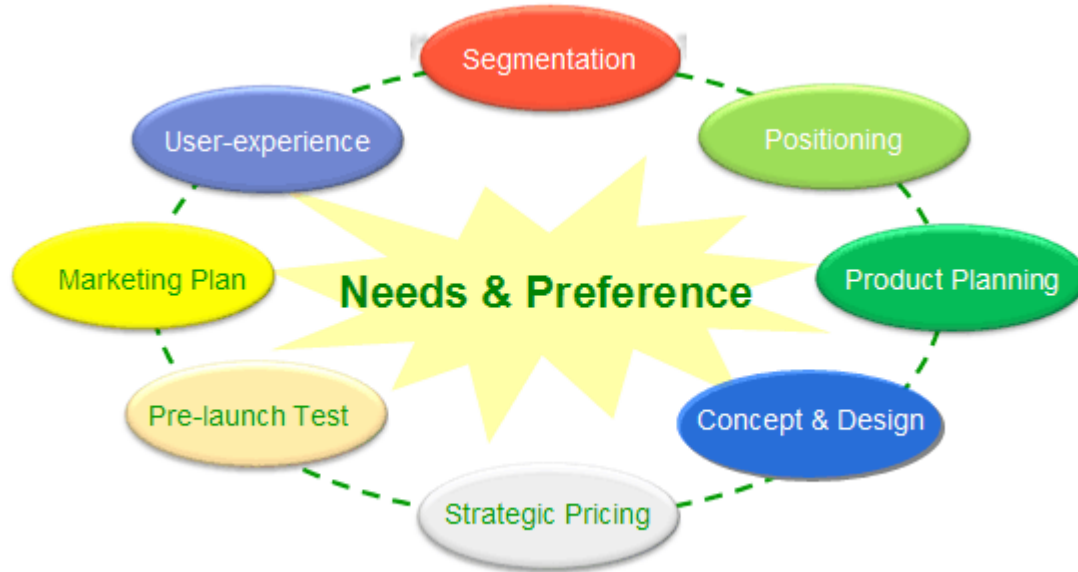
1 customer

3 experts (2 girls, 1 guy)

Few teams consist of: 1 manager and 3 designers

PRODUCT RESEARCH

= component of market research whereby the characteristic of a good service , that will satisfy a recognised need or want, are identified.



CONSUMER RESEARCH

Part of market research in which the preferences, motivations, and buying behavior of the targeted customer are identified through direct observation, mail surveys, telephone or face to face interviews, and from published sources (such as demographic data).

OBJECTIVE OF THE GAME:

Company's representative and his experts give to team managers a task to develop beauty products and also gives few customer's portraits. Managers should analyze portraits and understand the task. After that managers explain to their designers main features of task, designers should create their own design for product's package in 10-15 min. After that manager should explain all team's vision and benefits of design to representative and experts. Experts evaluate projects according to given criterias. Team, which analysed, explained and created the closest one to criterias package is a winner.

THANK YOU FOR YOUR ATTENTION!