

Annual Tracking Project Targeting Business Marketing & Advertising Decision Makers

A leading global market research firm aimed to enhance its understanding of the business marketing and advertising landscape across multiple countries. To achieve this, they initiated an annual tracking project involving 1,600 participants, targeting decision makers in the business marketing and advertising sectors.

OBJECTIVE

The primary goal was to gather detailed insights into the decision-making processes, preferences, and emerging trends among marketing and advertising professionals in various regions. This data would support strategic planning, campaign development, and market positioning for the firm's clients.

KEY FINDINGS

- Identification of emerging marketing strategies and trends influencing decision-making processes.
- Insights into preferred advertising channels, formats, and messages that resonate with target audiences.
- Comparative analysis highlighting regional variations in marketing and advertising priorities and practices.
- Data on how marketing and advertising budgets are allocated across different channels and activities.

CONCLUSION

The firm conducted extensive market research to enhance its services and marketing strategies. An annual tracking project with 1,600 decision-makers from various countries was vital for its growth in a competitive market.

IMPACT



CAMPAIGN DEVELOPMENT

The data informed the development of more targeted and effective marketing campaigns for clients, enhancing engagement and ROI.



PRODUCT POSITIONING

Improved understanding of client needs and preferences allowed for better positioning of products and services in the market.



COMPETITIVE ADVANTAGE

The firm gained a clearer view of competitive dynamics, enabling clients to refine their market positioning and value propositions.

NEXT STEPS

The firm will continue its annual tracking project to monitor evolving trends and maintain competitiveness. Future projects will include more segments of the business marketing and advertising community and explore new geographic areas.