



## IN-DEPTH & EXECUTIVE INTERVIEWING

INDUSTRY EXPERIENCE	FORMAT	TOPICS
Consumer Durables	Executive	Brand Messaging
Consumer Products	Phone Interviews	Brand Positioning
eHealth	In-person	Consumer Behavior
Financial Services	Central Facility	Customer Retention
Health & Beauty	In-person In-store	Emerging Technologies
Professional Services	In-home/Ethnography	State of Relationship
Sporting Goods		Talent Selection
Technology		

### SELECTED PROJECTS

#### State of Relationship - Customer Retention

Conducted executive phone interviews to assess state of relationship for a leading Health Technology company. Provided a composite report-card view from Executive Decision Maker to End-user, enabling the client to “snap-shot” each account and take specific action to strengthen relationships.

#### Brand Messaging

Faced with a B2B Services client in search of a new name, a marketing firm engaged The Brand Renovator to interview the client’s key customers and internal decision makers. The result was a Brand Footprint to shape the direction of creative brainstorming, naming, and development of a new mark.

#### Talent Selection - Recruiting Process

Interviewed professionals who had recently accepted/declined a job offer from a national Healthcare company. Results were used to identify strengths/weaknesses in brand image and to modify steps in the recruiting process itself, with the overall goal to increase job acceptance rates going forward.

#### Emerging Technology

Conducted in-home ethnographic interviews to explore consumer applications of, and receptivity to, an emerging technology. Results were used to help shape plans for proto-type development, identify desired core functionality vs. potential enhancements, and to position the sponsoring company for a broader survey to project consumer demand.

#### Brand Positioning - Merger

The Brand Renovator was responsible for complete project design, management and reporting for two merging B2B Services Firms seeking to leverage their combined strengths in the marketplace. Included executive phone interviews (CEO, CFO, Chairman) with key client accounts, competitive analysis, and recommendations on strategic direction. Results drove new identity, positioning and communications.

#### Adding Dimension to Segmentation

Conducted one-on-one ethnographic interviews as segmentation follow-up to better understand how a target consumer segment uses particular products in their everyday routines and to uncover the emotions and motivations surrounding those daily activities. Results added dimension to a global segmentation study.

#### Consumer Behavior - Diary

Conducted in-home interviews/focus groups as part of an Atlanta-area ethnography study, including analyzing consumer video-diaries for supporting quotes and footage.

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