



RESEARCH ANALYSIS & REPORTING

INDUSTRY EXPERIENCE	INPUTS	DELIVERABLES
Consumer Durables Consumer Products eHealth Financial Services Pharmaceutical Professional Services Retail/Merchandising Technology	Audio Recordings Moderator's Topline Phone Debrief Respondent Worksheets Transcripts Verbatims Video/DVD	Full Custom Report <small>(Word, PPT, Excel)</small> Brand Footprint Executive Summary Report Card Supporting Quotes Topline Verbatims

SELECTED PROJECTS

Full Research Reporting

Created comprehensive research reports (findings, supporting quotes, recommendations in PowerPoint) for agencies and end-clients in Financial Services, Consumer Durable Goods, Consumer Products, based on analysis of focus group and IDI DVDs and moderator's topline.

Brand Footprint

Developed brand footprints to guide strategic positioning for Technology, Professional Services, and Financial Services companies, based on in-depth customer interviews with C-suite executives and decision makers.

Relationship Report Card

Developed state-of-the-relationship reports and summary insights following in-depth executive interviews for a leading Health Technology company. The easy-to-read report card format combined ratings with verbatims to help the client quickly grasp each customer's perspective and take specific action to strengthen the relationship.

Transcription through Presentation

Transcribed interviews, analyzed data, and reported key findings in support of a proprietary in-store consumer research study for a global research company. Deliverables included dynamic Excel transcripts of verbatim comments and a PowerPoint presentation to guide key decision makers.

Executive Summary Plus

Delivered a succinct storyline, executive summary, and key findings & implications based on consumer ad concept tests in order to shape the direction and content of TV advertising prior to production/execution.

High-level Reporting

Developed research storyline, executive summary, and key findings & implications from exploratory consumer research to shape the design of new incentive programs for a leading Financial Services company. Results were used to create multiple incentive packages to test in a national study to gauge interest, identify consumer segment targets, and identify the best incentives to take forward to the marketplace.

Physician/Consumer Supporting Quotes

Authored Pharmaceutical client-ready PowerPoint presentation with supporting quotes for a leading research firm, based on review of DVDs and transcripts of physician and consumer groups that explored new product concept and positioning.

THE **BRAND** RENOVATORSM

www.brandrenovator.com
ltravis@brandrenovator.com
(404) 325-7959