

Market Research



# Research with a purpose

Anderson Baillie's Defined Research Framework applies a strategy first, research second approach to give effective and meaningful results.

## If only we knew now what we will find out later.

Worldwide, marketers are dealing with new product launches, promotions and rising competition. Often they will rely upon their judgement and the ever-increasing library of information at their fingertips to make a balanced judgement.

Part of this bank of information that we turn to comes in the form of research, perhaps acquired on behalf of another or indeed as a piece of work conducted for ourselves. This research data, and the conclusions that we draw from it, will influence huge, costly and potentially damaging business decisions.

## Research

Anderson Baillie's unique approach and access to market specialists ensures that your research projects are planned and executed to achieve results in line with your business objectives.

For a full overview of our Research services visit:  
[www.andersonbaillie.com/research](http://www.andersonbaillie.com/research)

So why is it that so much research is poorly conducted on behalf of a client or badly considered at briefing stages by the user? There is a better way – with the **Defined Research Framework**.

## Consultancy: What is research without a purpose?

At Anderson Baillie we see a tranche of research conducted year in, year out and the first question we have to ask is 'why?' as so little of it has any real use or bearing upon the needs of the business or the marketing professional trying to interpret it.

Much research – seems to be looking for a problem, rather than a problem being researched, resulting in a vast array of data, which has to be loosely interpreted to form any theoretical conclusion. The data is, at best, described as flawed, at worst, corrupt.

That's why Anderson Baillie is engaged to help in the definition of the research, often from the creation of a new proposition or business strategy that we have helped clients to create.

This strategy first, research second approach, means that the returning data is directed straight to the needs of the business. Anderson Baillie has helped many clients research more effectively and at less cost by implementing their Defined Research Framework.

This framework documents the purpose of the research and the data itself. Working with the user of the data and the owner of the problem, Anderson Baillie helps you define the needs of the data, refine the sampling frame and then direct the questioning specifically during data collection. No more closed answers or misinterpreted responses, just specific data to enable focused interpretation and better, quicker results.

Working with an Anderson Baillie consultant, clients are encouraged to drill down into the 'question' to which the data is seeking the answer. Once this is determined the refined criteria is then assembled for the research process and this will form part of the brief given to the researchers.

#### **Research delivery: Primary and secondary options**

Just because the issue is new to you, it doesn't mean that it has not already been thought of before and researched. Having established the Defined Research Framework, Anderson Baillie will then consider data access options from their comprehensive library of secondary data, research exercises and reports, initially presenting availability options for you to consider. This will permit testing of the Defined Research Framework and if necessary further adjustment prior to engaging in more costly primary research in the field.

Once an analysis of secondary data is concluded, Anderson Baillie will begin the research exercise or assist you in preparation and management of external research companies for more specialised research to the problem.

#### **Research delivery: UK and international**

Not restricting our scope to simply the UK, Anderson Baillie has also developed a large network of researchers throughout Europe and the rest of the world, to manage the increasing global demands of our clients. These campaigns would be managed and co-ordinated for you by Anderson Baillie, the results then delivered to key contacts throughout your international organisation.

#### **Research Capability: Motivation and quantitative**

Often it is less about quantitative data and more about motivation that is required. Anderson Baillie have access to 'motivation' specialists who will help position key questioning, which unlocks real perceptions and motives of the individual being interviewed. This is becoming increasingly important for many companies who now come to Anderson Baillie for key account planning in sales and marketing teams. Here quantitative data is less important but understanding why each contact in a buying team behaves as they do has far more importance.

#### **Marketing Campaigns: Research for Intelligent Lead Development**

When a client comes to Anderson Baillie to ask about research, it will always be described in two-ways – development or marketing. Development means for use in creating product, new market considerations or competition analysis – it is developing a clearer picture. Marketing, however, is promotional – using information to drive interest in a proposition, product or lobby statement. The data may be similar but the questioning process is different – with a stronger emphasis on motivation for marketing purposes. The Intelligent Lead Development programme that Anderson Baillie creates to follow, specifically generates interest in the research results and provides your sales team with 'intelligent, quality leads' not simple enquiries.

Complete confidence in the process. Defined Research Framework and the data management systems that present this information for development or sales use.

**ANDERSONBAILLIE**  
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