

QUESTIONS TO ASK

IS YOUR CURRENT MARKET RESEARCH A DECISION MAKING TOOL OR IS IT JUST DATA?

At StandPoint, we give our clients readable reports with actionable recommendations, framed in an understanding of the client's industry. We provide insights that help guide product development, promotion, distribution, and pricing decisions. Our clients view us as partners that help them make better decisions and use our custom research to optimize marketing and selling strategies.

IS THE MARKET RESEARCH THAT YOU GET FROM YOUR CURRENT VENDOR ALWAYS READY TO PASS ON TO SENIOR MANAGEMENT?

Our clients tell us that one of the benefits of using StandPoint is that our reports can be passed immediately to an internal client or senior management without having to be repackaged or re-worked. In fact, we design our reports so that the executive summary can be used as a stand-alone section, apart from the detailed findings.

WHAT WE DELIVER

At StandPoint, all of our research is custom. We design each project according to the client's unique situation. We can conduct a full range of qualitative and quantitative projects, from a straightforward domestic tracking study to a complex, multi-faceted, international engagement. We employ a senior staffing model whereby all projects have strong oversight and recommendations are formulated by those with marketing management experience.

Clients receive PowerPoint® reports filled with visual aids selected to illustrate the research, ready for management or an internal client. We design reports to be a resource for the product or brand manager, rather than solely for the research department. We also will present our findings, either in person, or by conference call.

ABOUT STANDPOINT

StandPoint is an Atlanta-based market research firm that has been providing custom market research since 2002. We work with clients ranging from multi-national Fortune 500 companies to family-owned businesses, delivering carefully designed, insightful research with actionable recommendations. We offer the full range of qualitative and quantitative research methodologies, carefully chosen to provide decision support for the client's key business objectives. At StandPoint, research is the tool, not the end result.

AT STANDPOINT,
RESEARCH IS THE TOOL,
NOT THE END RESULT.

"WHEN WORKING WITH OUTSIDE VENDORS, I LOOK FOR CERTAIN QUALITIES THAT LEAD TO SUCCESS, LIKE BEING DEDICATED TO DELIVERING ON TIME AND WITHIN BUDGET. STAND-POINT DOES THIS AND MORE. THEY ARE STRAIGHT-FORWARD AND EASY TO WORK WITH AND THE STAFF ARE FLEXIBLE, CAPABLE AND EXPERIENCED."

MELISSA GAYNOR
RESEARCH SCIENTIST
FORTUNE 500 HEALTH CARE
COMPANY

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BRAND AND PRODUCT DEVELOPMENT

From soft drinks to footwear to lawnmowers, many well known companies rely on our expertise in using research to support decisions on new product development and brand building. In addition to being market researchers, our key staff has product development and marketing management experience and is familiar with leading product development methodologies like Stage Gate™.

RESEARCH TOOLS

Brand NavigationSM

Brand Navigation is Standpoint's proprietary research method. It provides a detailed and methodical approach to product development and branding in 5 phases: Discovery, Characterization, Validation/Benchmark, Execution and Tracking.

Brand Navigation is an ideal service for clients launching new products, rejuvenating stale brands and creating brand extensions. Clients also use this method to better understand where a brand is currently situated in the market and to understand how it is viewed by stakeholders.

Brand "Discovery"

This initial phase focuses on gathering information and data. We seek to investigate and report as much information about the client's brand as possible. These efforts enable us to examine how each stakeholder interacts with the brand and its products.

Characterization

In this phase, we use research to identify the commonalities among all stakeholders in the value chain. We examine the "stretch-ability" of the brand and explore opportunities for brand extensions, when appropriate. This phase also reconciles the competitive intelligence and completes the SWOT analysis for the client product and key competitor's products.

Validation / Benchmark

This phase validates the findings and tests the hypotheses by conducting survey work. We profile and "personify" the client's customer segments, quantify their existence in the marketplace, and determine to what degree segments are over or under served.

Execution

In this phase, the client's product or advertisement is launched. At this or earlier stages, we may work with the client's product development team and marketing or advertising agency to ensure that the research findings are being implemented in the final product or advertisement.

Tracking and ROI

This phase is where we conduct research to measure progress and track results. Clients will benefit from repeating these tracking studies on a regular basis to measure the ROI of their marketing and advertising efforts.

"I RELY ON STAND-POINT TO SERVE AS A SEAMLESS EXTENSION OF MY TEAM. FROM UNDERSTANDING THE OBJECTIVES, TO CREATIVELY DESIGNING A SOLID METHOD, ALL THE WAY TO EXECUTION, MANAGEMENT AND RECOMMENDATIONS, STAND-POINT IS A FIRM I'VE COME TO KNOW WILL DELIVER WITH EXCELLENCE."

GLOBAL MARKET
RESEARCH MANAGER
FORTUNE 500 CONSUMER
PRODUCTS COMPANY

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