

### WHY YOU WILL HIRE US

A track record in supporting successful product launches.

We provide a range of innovative research techniques that *inspire creativity, improve confidence* in decision making, and ensure you are *meeting customer needs*.

From soft drinks to footwear to lawnmowers, many well known companies rely on our expertise in using research to support product and brand decisions.

### WHY YOU WILL CONTINUE TO DO BUSINESS WITH US

Our value proposition is “more than research.”

Our clients tell us that a **compelling benefit** of working with StandPoint® is that our reports are written from a marketer’s perspective and can be passed to an internal client or senior manager without repackaging. Every report includes a section entitled Our StandPoint, which briefly summarizes everything decision makers need to know. You’ll also get our interpretation and “point of view,” not just a re-statement of data. That’s the genesis of our brand.

We focus on the impact before the process.

A key difference is our ability to fully grasp your business objectives and design a research protocol around that. This difference will be apparent from your first contact with us. Most of our team is from business disciplines that have mastered research techniques. We are adept at understanding important principles like product lifecycle, strategies and tactics, and competitive forces—typical drivers for market research. Without knowing this information, impactful recommendations are impossible.

### FEATURED RESEARCH TOOL



**Impact Groups®**  
*Finely Tuned Focus Groups*

Qualitative research used in product and brand development relies on creative thinking and unique ideas. Our Impact Groups® utilize enhanced screening of research participants and identify those who are best suited for ideation, creative problem solving, critical analysis, and have a natural ability to build an emotional story about brands. Our screening tools are sourced from a leading academic institution and are validated by Myers-Briggs®.

*“I rely on StandPoint 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, StandPoint 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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## PRODUCT AND BRAND DEVELOPMENT Support Services

### PIPELINE PRIORITIZATION

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#### IDENTIFYING CUSTOMER NEEDS

Unique qualitative research technique that brings a voice of the consumer to your marketing and R&D activities. Generates a comprehensive set of raw customer needs from which you can prioritize commercialization opportunities.

#### PRODUCT CONCEPT IDEATION

Tools to generate unique product ideas. The techniques rely on enhanced screening of research participants who are well suited for ideation, are articulate, and are fully engaged in your objectives. We also employ non-traditional research formats that maximize the quality and quantity of consumer feedback.

#### PRODUCT CONCEPT PRIORITIZATION / OPTIMIZATION

If you have numerous product ideas in your development pipeline, we have tools to prioritize the launch sequence on criteria such as market potential or uniqueness of the value proposition.

### LAUNCH ACTIVITIES

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#### NAMING AND POSITIONING, COMMUNICATIONS TESTING PACKAGING RESEARCH

These launch activities need creative ideas. We have developed panels of consumers who have been tested for their abilities to generate **creative ideas** or **critically analyze** your assumptions.

#### LINE REVIEW SUPPORT

Increasingly, retail line reviews are evidence-based. Can you empirically demonstrate that your product will generate incremental revenue for the retailer, satisfy an unmet need, or appeal to an underserved consumer segment?

#### TEST MARKETS

Over the years, we have supported numerous manufacturers with test markets for new products. Our services include analysis of POS information and customer intercepts.

#### PRICING

We have several tools at our disposal to determine an acceptable price range for your product or service, how pricing might be impacted with the inclusion or exclusion of specific features, and the relationship between price and demand.

### POST LAUNCH

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#### BRAND PERFORMANCE

Research techniques that measure “mind share”, brand equity, and brand loyalty.

#### RE-POSITIONING / RE-STAGING / BRAND EXTENSIONS

All products have lifecycles, and incorporating regular customer input can inspire new ideas on how to re-position or re-stage a mature brand, or how a brand might be extended into adjacent categories.

#### CONTACT

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