

WHAT DO YOU VALUE MOST: A VENDOR THAT CAN “DIAL FOR RESPONDENTS”, OR A PARTNER THAT CAN HELP DRIVE YOUR BUSINESS FORWARD?

StandPoint is considered a home and garden industry thought leader. For over a decade, we have been the industry’s go-to source for product and brand development expertise. Our knowledge base spans most product categories and we have expertise in both the business-to-business and business-to-consumer domains.

Regular speaking engagements at industry conferences, coverage throughout the industry media, and our comprehensive independent research efforts have established us as the market research authority in the home and garden marketplace.

OUR VALUE PROPOSITION IS “MORE THAN RESEARCH.”

Recognizing our deep industry knowledge, many of our clients also turn to us for strategic planning services in addition to their research needs. StandPoint’s fact-based process is an instrumental guide for arriving at important brand, product, and organizational decisions.

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.

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 to 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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HOME AND GARDEN Support Services

PIPELINE PRIORITIZATION

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

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

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.

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