Case Study – Media

Market Mirror
Research Solutions

We believe in...

Speaking the language of everyday people

- Simplicity isn't about dumbing down, it's about
- prioritizing. What's the core of your message?
- Can you communicate it with an analogy or with a top-of-mind trigger?
- Top-of-mind triggers make people frequently think about your product

Demonstrating value

- Brands need to provide something useful to people
- Giving people something they can "try before they buy" can be a first step in building a lasting relationship

Emotional connection

- What's in it for your targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about
- This enables them to share and become
- advocates

Stories

Stories drive action through simulation (what to do) and inspiration (the motivation to do it)

Stories are vessels. Share a story that people want to tell

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Case: Customer Satisfaction for Newspaper: Quant Project

Challenge

Client wants to know the effectiveness of the new initiative that aims to crate new readers through dual readership. Also wants to know the satisfaction level of readers towards both the newspapers.

Approach

- Database of 1000 dual readers was shared by the client
- Out of which MMRS was able to achieve a sample size of 634
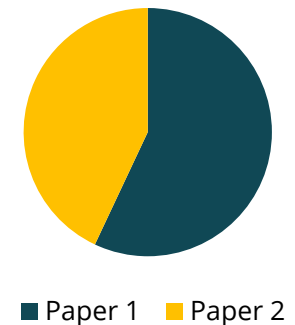- Methodology used for conducting interview's was either face to face to telephonic interviews
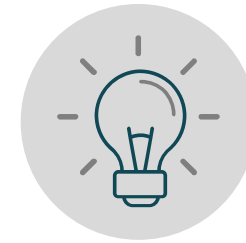
Insights

Almost 75%l the respondents claim to be at least reading the Front Page of the newspaper daily and they are satisfied with the newspaper subscribed by them

Overall Satisfaction

76% Paper 1
72% Paper 2
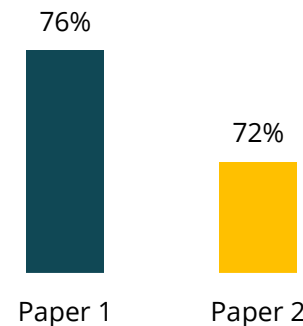
Must Read Newspaper

■ Paper 1 ■ Paper 2

Cases based on CATI

Case: Prime Time show Viewership measurement

Challenge

Our client had started a prime time talent reality show which had run for past few years. We needed to set up a Viewer CATI Panel for 5 weeks to capture responses .

Centres : Mumbai, Delhi, Ahmedabad, Indore & Lucknow.

Duration : 5 weeks - Calling will happen every Monday and Tuesday after show is aired on weekends

Deliverables: We shared data sheets in excel format every Wednesday with 10% voice files.

Approach

- Database created by us to approach who are watching show.
- We have to achieve a sample size of 250+
- Regular viewers of GEC
- Methodology used for conducting interview's was telephonic interviews
- We forced some respondent to watch show so that we can take opinions later.

Insights

Most of the respondents claim to be at least watching the show.

Case: Panel discussion of Post launch daily GEC

Challenge

Our client wants Telephonic discussion with a panel. Daily episodic feedback will be taken from all the respondents for all 5 episodes of launch week – Tuesday – Saturday

Centres : Mumbai, Delhi, Ahmedabad, Indore, Lucknow, Bhopal, Amritsar.

Duration : 1 week - Calling will happen every Monday and Friday after show is aired.

Deliverables: We shared data sheets in excel format everyday in transcribe form.

Topliners of the every episodes.

Approach

- Database created by us to approach who are watching regularly prime time shows/ daily shop at least for 4 hours.
- We did this activity for 4 shows. The sample size of 300+
- Regular viewers of GEC
- Methodology used for conducting interview's was telephonic interviews
- We forced all respondent to watch show so that we can take opinions later.

Insights

Viewers started watching the show regularly.

We came to know about their interest of viewership.

Case: Campaign Evaluation/TVC Concept Development (Pre-testing)

Challenge

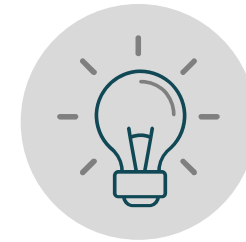To evaluate 3 TVC concepts developed for the product

Customer behaviour exploration

Improvements

Approach

- Qualitative Focused Group Discussions
- Young females
- Jaipur
- Intending to purchase/owning gearless two wheelers

Insights

- Identification of winning storyline
- Appeal
- Comprehension
- Uniqueness and relevance
- Credibility
- Brand impact and intention to purchase
- Suggestions on areas for improvement
- Inputs on target behaviour and reasons for preferences

Impact

- Improve the product
- Concept evaluation
- Development of an Ad Campaign

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Case: Customer Satisfaction for Browsers

Challenge

To understand and evaluate perceptions of various internet browsers

Identify choice and preference drivers for various browsers

Areas of improvement for client's product

Approach

- Hybrid methodology
- Qualitative Research Module - Focused Group discussions, N= 10 FGDs
- Follow-up Quantitative module for validation (Online survey), N= 150
- Centers- Mumbai, Bangalore, Pune, Chandigarh and Hyderabad

Targets

- Males/females
- Age: 22 years and above
- 5+ years of experience
- Working in mid or large companies
- System integrators, web designers, managers having large technical teams (15+) Program manager, Architecture, Project Manager, Team Leaders, Software Testers who use a browser for developing their applications

Insights

- The current perception and favourability of various browsers and their active versions
- Usage experience and top 3 expectations from a browser
- Key drivers for existing perceptions and favourability
- Key parameters evaluated for each browser;
- Speed- Fast or slow
- Security – Anti Phishing, Anti Malware
- Private Browsing
- Compliance to HTML5/CSS3
- Hardware Acceleration
- In-built Developer Support
- Search, Auto Correct etc.
- Accelerators & Extensions
- Tab Isolation

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Thank You