

## ***Target Marketing Research***

**Objectives.** A major European sports channel was interested in launching a new premium channel within the United States to a select subscriber base. They needed to validate their consumer target markets and their willingness to pay prior to launching the new television channel. Additionally, although they had an established brand in Europe, they sought to understand their brand perception and awareness in the United States prior to commencing their marketing programs.

**Challenges & Methodologies.** In the three phases of the project, we instituted a complete market research project including survey design, implementation, and analysis in a very short amount of time. Phase I used primary research methods to determine brand perception among the target market, the type, timing, and distribution of programming desired by the target market, and the demographics, ethnographics, psychographics, geographic locations, and media resources used by the target market.

Phase II assessed the size of the primary, secondary and tertiary markets, the geography of those markets, and demographics, ethnographics, and psychographics of those markets.

The final phase utilized primary research methods to compare post-launch results with Phase I research findings, to determine brand awareness, product performance, and customer satisfaction with initial consumer expectations.

**Outcomes.** The company utilized our findings as a primary basis for their customer and sponsorship sales and marketing strategy, focusing on the customers we identified would offer the maximum subscriber revenues and using the market information to more effectively solicit advertisers. The information was also employed to help increase distribution of the channel. Additionally, the robust consumer insights generated by the study enabled the channel to better manage their marketing expenditures, and to create marketing programs to improve brand image, sales, and ultimately, profits.