

MMR STRATEGY GROUP

Marketing & Management Research

MMR is the Expert for Your Consumer Products and Services Business

- **Test** new concepts, products, and services.
- **Track** consumer attitudes, habits, and purchase behavior in your category.
- **Segment** your current and lapsed customers.
- **Optimize pricing** for your products and services.
- **Rate** your brand versus key competitors.

Marketers today face tradeoffs and choices in allocating management attention, advertising dollars, product development efforts, sales force time, and other key resources. MMR studies identify opportunities and leverage points where resources will create growth.

Want to Grow the Consumer Base for Your Consumer Product or Service?

MMR™ research and consulting services help consumer marketers develop strategies to attract new customers and retain current customers.

MMR studies rely on data gathered from customers, along with our firm's decades of experience in marketing and consumer products. We help consumer marketers listen to the consumer and understand the customer experience to set strategy and make decisions relating to products, services and brands.



Attracting Consumers by Improving the Customer Experience for Your Products and Services


Growing Your Customer Base with Research-Based Consulting from MMR

MMR studies help describe your customers, improve your products and services, and grow your brands and businesses. Our projects bring the voice of the consumer, the prospect, and the marketplace to consumer product and service companies.

MMR studies gather reliable data from relevant consumers and prospects. That data, combined with our expertise in consumer marketing and strategy, helps identify leverage points where resources can be best invested to attract or retain customers, launch or improve products, and grow brands or businesses.

MMR Services for Consumer Marketers

MMR studies help consumer marketers identify opportunities, solve problems, and set strategy. We deliver not just data, but growth. Our capabilities include:



Testing New Concepts, Items, Services


New items face intense competition for retailer shelf space, sales force time, and consumer spending. Our capabilities in evaluating and testing new concepts, products, and services include:

Early Stage Testing

- » Online concept screening and testing
- » In-depth interviews with customers, prospects, and channel partners
- » Conjoint studies

Later Stage Testing


- » Taste and in-home use tests
- » TURF analysis
- » Sales forecasting



Segmenting the Market


MMR segmentation studies identify leverage points, including groups of consumers that are highest potential as well as the positioning and actions that can best reach those consumers. MMR uses techniques such as segmentation frames, cluster analysis, and factor analysis to develop:

- » Segmentation frameworks
- » Size of key segments
- » Brand maps
- » Profiles and positioning statements for key segments



Measuring Attitudes, Habits, and Purchase Behavior

MMR has extensive experience with tracking studies and attitude and usage studies. Our research measures consumer attitudes, purchase behavior, usage patterns and brand imagery.



Setting Prices

MMR pricing studies help clients set the best pricing for a new or existing product or service. Our studies use a variety of techniques from economics and consumer psychology to find the best pricing, including Demand Curve Analysis, Van Westendorp Analysis, and Conjoint Analysis.

MMR Consumer Packaged Goods Research

MMR studies focus in five key areas:

Testing New Concepts, Items, Services

- » Which new idea should we launch?
- » What changes should we make in our current products and services?
- » What taste profile should this food item have?
- » Which new services and products are worth developing?

Measuring Attitudes, Habits, and Purchase Behavior

- » Who is our consumer? What are their attitudes and purchase behavior?
- » What attributes are most important in making purchase decisions?
- » How have consumers changed over time?
- » How do loyal and infrequent customers differ?
- » How can we increase frequency and attract new customers?

Optimizing Prices

- » What is the best price for this product or service?
- » How will a price change impact our sales?
- » Which price initiatives and promotions can increase trial and frequency?

Segmenting Current and Prospective Customers

- » Who are our frequent, infrequent, lapsed, and prospective customers?
- » Who are the best targets for our products and services?
- » What is the best positioning for our target?

Rating Brand Image

- » What is our brand image overall and versus key competitors?
- » What are consumers' purchase process and decision criterion?
- » Where should we use our limited resources to improve the brand image?

The MMR Difference

MMR brings a results-focused perspective to your business with our interdisciplinary approach. MMR's team has unique experience as line managers, brand managers, consultants, marketers, and researchers at great marketing and brand management companies.

MMR clients work with a company principal who is personally involved in their studies. This principal leads a team of associates with direct expertise in the client's industry and in research methods.

More than a Research Firm

MMR is a research-based consulting firm. We offer data-gathering capabilities and strategy expertise. We provide the information you need to make good decisions, and transform that information into successful strategy.

Providing Insight, Not Just Data

MMR helps our clients make better business decisions. We use quantitative and qualitative data to support client decisions relating to how to attract and retain customers.

Wide Range of Data Gathering Methods

MMR uses a wide range of methods for data gathering, including customer exit interviews, online studies, in-depth interviews, focus groups, telephone interviews, and tasting panels.

Advanced Analytical Methods

MMR studies provide a wide range of analytical methods, from cross-tabs and modeling, to advanced statistical methods.

Focused on the Customer Experience

MMR focuses on managing and improving the customer experience. We apply our experience in marketing and in consumer goods and services to help our clients acquire customers, improve products, and grow businesses.



Want to learn how MMR can help you grow your consumer product or service?

Contact MMR at (818) 464-2400 or info@mmrstrategy.com.



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