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Local Firms Use Market Research to Make Successful Decisions

Customer interviews were performed for a \$120,000,000 bank in Central New York to determine attitudes toward a new banking service. New insights were gained as to how this service could be promoted. Combined with an aggressive internal selling program, the promotion achieved dramatic results.

A large local retail department store had always handled its marketing in-house. However, focus groups revealed some negative consumer habits, attitudes, and preferences about this store. Research guided the decision to seek outside help and shaped an advertising campaign that updated the store's image and presence.

The nation's leading manufacturer in the reprographic products industry asked us to determine the interest in and market timing for a new piece of equipment. Based on the results, plans were scrapped and a multi-million dollar mistake was averted.

Consumer research for a Fortune 500 electrical and electronic product manufacturer was performed to determine likes and dislikes toward packaging alternatives for a new portable audio cassette player. The resulting consumer preferences aided the product design decision and reduced costly trial-and-error exposure.

A manufacturer of product identification equipment and supplies for the apparel industry felt that their market share was lagging, despite the introduction of several innovative new products. Research identified an overall confusion and lack of awareness about the company. Following a corporate identity program and an aggressive advertising campaign, awareness increased tenfold and market share grew by over 10%. Regular research conducted every other year continued to track progress, identify new directions and helped contribute to several record growth years.

Note: The above case histories are examples of primary market research conducted by Fred Riger Advertising Agency.

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