



STRAYLIGHT BRAND INSIGHT GUIDE

RESEARCH

<p>A</p> <p>CAMPAIGN</p> <p>Did the campaign work efficient?</p>	<p>B</p> <p>OFFER</p> <p>What is the response on our product or service?</p>	<p>C</p> <p>DESIGN</p> <p>Is the design good enough?</p>	<p>D</p> <p>BRAND</p> <p>Strength and weaknesses. Image, benefits, etc.?</p>	<p>E</p> <p>TOUCHPOINT</p> <p>What was the customer experience?</p>	<p>F</p> <p>IDEA CONCEPTS</p> <p>How is the idea concept perceived?</p>	<p>G</p> <p>ADVERTISEMENTS</p> <p>Will our ads and commercials work?</p>	<p>H</p> <p>SOCIAL MEDIA</p> <p>What does people say?</p>	<p>H</p> <p>CHOICE</p> <p>How will people choose and act?</p>	<p>I</p> <p>SEGMENTATION</p> <p>How should we segment the market?</p>
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★
BASIC

★★
PRO

★★★
EXPERT

SURVEYS

When you need fast, reliable and quantified insights or KPI's.

WORKS GOOD FOR

A B C D E F G H I

EYE TRACKING

When you need to understand attention. Without attention there will be no action. Always test situations where visual attention is a driver for success.

WORKS GREAT FOR

A B C D E F G H I

IMPLICIT ASSOCIATION TEST

When you need high level understanding of action and behaviour. To truly understand how people will decide and act you need to tap in to the sub conscious.

WORKS FANTASTIC FOR

A B C D E F G H I

FOCUS GROUPS

When you want to understand opinions and actions in depth and have ideas on what to do.

WORKS GOOD FOR

A B C D E F G H I

FACIAL CODING

When you need to understand emotions created. Emotions drive actions. Test if emotional markers are created.

WORKS GREAT FOR

A B C D E F G H I

CON JOINT CHOICE SIMULATION

When you need to understand which actions leads to better business. Use powerful simulations to understand how to change people choices.

WORKS FANTASTIC FOR

A B C D E F G H I

AI TEXT ANALYSIS

When you want a better method to understand what people think, say and do. Computers and algorithms can extract insights from text sources. Input may be Facebook, Twitter or communities.

WORKS GREAT FOR

A B C D E F G H I

NPS PROGRAM

When you need to manage you customer interface. Implement a NPS program to get control of all touch points that creates the customer relation.

WORKS FANTASTIC FOR

A B C D E F G H I