

*... engaging your markets  
directly at the point-of-sale.*

**mbor**  
market beat research

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Know your customers better than your competitors do!



- Who is Market Beat Research
- **Retail Brand Performance**
- Consumer Behaviour Research
- **Advertising Effectiveness Research**
- Media & Audiences @ POS
- **Corporate Services**
- Research methodology
- **What can we do for you?**



experience market research online!

Market Beat Research (MBR) provides primary market research. Our principle clients include the **media, national advertisers and the Top-250 retail brands** in Australia.

MBR covers all capital in Australian and New Zealand and the major metropolitan areas, including **Sydney, Melbourne, Brisbane, Adelaide, Perth Auckland and Wellington.**

We conduct **regular tracking studies in shopping centres**, airports, public venues, transport and managed events around Australia – indoors and out!

Our business model is simple and transparent. We provide **quality research in a flexible and cost-effective** manner. So you can afford to track your markets on a regular basis and stay put.

Through MBR you can keep in touch with **more than 70% of the active consumer population in Australia.** MBR offers face-to-face and online tracking studies, observation and focus groups. We cover the in- and out-of-home markets directly at the point-of-promotion (POP) and the point-of-sales (POS).

- All online – all electronic
- Continuous tracking studies
- Online, CAPI, Focus groups
- Multimedia prompts
- Database & audit trails
- Cost-effective & flexible

# retail brand performance

*How prominent is your brand within its category?*



## Brand Tracker **A**ustralia

- Category consumption
- Category top-of-mind awareness
- Brand attributes & value drivers
- Brand attitude & value perception
- Brand buying intent & consumption

<sup>M</sup> Refer to MBR methodology for further details.



## consumer behaviour research

*How well do you know your customers?*

### Retail Tracker **A**ustralia

- Purchase intent & POS behaviour
- Buying decisions & consumption
- Preferred retail outlets & day-parts
- Customer experience & satisfaction
- Demographics, lifestyles & interests

<sup>M</sup> Refer to MBR methodology for further details.

- Socio-demographics
- Lifestyles
- Teens, Neo's
- Sink's / Dink's
- Families & Friends
- Active & Sports



## advertising effectiveness research

*Did your last campaign meet ROI objectives?*



### Campaign Tracker **A**ustralia

- Creative appeal
- Media mix performance
- Copy testing, depth & recall
- Campaign impact (qualitative)
- Campaign results & ROI

<sup>M</sup> Refer to MBR methodology for further details.

- Pre/post campaign
- Exposure/control
- Appeal of creative
- Location ratings
- Audience measurement
- Category ranking

## media & audiences @ POS

*Which media deliver at POS?*

### Media Tracker **A**ustralia

- Media awareness by channel
- Media attitude & prominence
- POS conversions by media
- Media effectiveness by POS
- Media & channel ROI

<sup>M</sup> Refer to MBR methodology for further details.



- FTA & Cable TV Stations
- Regional & Nation Radio
- Cinema Networks
- Outdoor & Mall media
- Public Transport & Events
- Print & Magazines
- Online & Cross media



## corporate services

*Taking your team to new heights.*

**Complementary services**, including custom reports, training, team coaching, special research projects, leasing & rental of electronic audience measurement equipment (EAM) and more;

**We produce** independent custom reports for your senior executives, shareholders and clients;

**We provide training** to your marketing and research teams to give them the skills they need to perform;

**We coach your team** in the field to help them pick up the necessary skills quickly and right on the job;

or, **you can hire our field team and equipment** to conduct your research projects under your own management.

- . we coach
- . we train
- . we assist
- . ... or, you can
- . hire our team & equipment

## research methodology

*Reach more than 70% of the active consumer population in Australia.*

**The CAPI methodology** with its wireless tablet-PCs is most efficient for targeted research at specific locations and times. Measure your market impact directly at the point-of-promotion (POP) or point-of-sales (POS). Include shopping centres, airports, public venues, transport and managed events, whether outdoor or in.

- . CAPI / face-to-face
- . Online / self-completion
- . Permission database
- . Depth interviews
- . Focus groups



## research methodology

*..including MGBs, teens, neos, sinks & dinks, executives & affluent, friends & family, pensioners, and more.*

Tap the minds of **500,000 online buyers from 7 capital cities** in Australia. This online / self-completion methodology is based on the national permission database with panellists from across the nation.

**Use depth-interviews and focus groups** to explore what consumers think about your brand; what they say about your service quality and which attributes of your marketing mix they value the most.

- . CAPI / face-to-face
- . Online / self-completion
- . Permission database
- . Depth interviews
- . Focus groups



- written quotation in 24 hrs
- project turnaround < 1 week
- you control the brief & questions
- we deliver online!
- ... complete with
- database & audit trails



you call the shots.

*How can we help you?*

**You control the brief and the questions!**

Simply email us your requirements.

You will receive a complete **quotation within 24 hours**, for the total project from brief to report:

We will..

- finalise the online questionnaire;
- plan & executing the survey;
- report the results online, right to your browser.

**Call us today with your specific research requirements!**



- Out-of-home markets
- Shopping centres
- Airports
- Public transport
- Managed events



we work with you - all the way.

*MBR, your partner for online research.*

With MBR you will retain the full **electronic database, complete raw data and audit trails** for further analysis (M.I.S.);

You provide the creatives for the audio-visual prompts; we organise the site access for the surveys;

Typical turn-around time for the entire project is **3-5 days from brief to report**. You and your team will be able to access the results online on the **MBR** research portal.

call us on 02 / 8212 4039

or visit us at

✓ [www.marketbeat.com.au](http://www.marketbeat.com.au)