

What If You Could Ask Just One Question?

February 2011 newsletter

What if you could get an answer to a critical question, one that has important consequences to your business, but you don't have the time or the resources to execute a strategic market research project? You might be thinking that any quick solution would sacrifice quality and produce data that is, at best, directional in nature.

Our solution is to use an Omnibus survey employing a proprietary panel composed of a representative sample of all U.S. consumers. This type of survey is constructed of questions collected from multiple clients, charging each client only for the questions they ask and providing each question's response data only to the company that paid for it.

Omnibus surveys have been around for decades, but now that they have migrated online, we are able to produce quality data in less time and at a very reasonable cost.

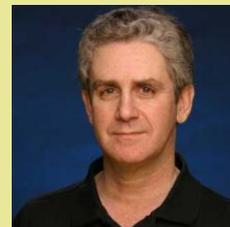
While it may seem that getting answers to only one question could not possibly produce enough insight to make a critical decision, think about how useful the answers to the right question have been for your decision-making in the past. With an Omnibus survey there is also a kicker:

Since panel members have previously opted-in, and have already answered a large battery of demographic questions, these questions need not be asked again. You get the demographic data appended to your survey questions as a bonus, allowing you to understand not only what all

This is a monthly newsletter from Prell Organization.

Prell Organization is a marketing research firm that uses qualitative and quantitative methods to help our clients and their agencies see their brands more clearly.

Brand Clarity is a process by which consumers reveal the essence of a brand to make sure that the products and services being offered are closely aligned to their needs.



consumers are thinking, but which groups are thinking what.

There are at least a half dozen vendors who offer Omnibus survey panels, and we don't want to promote any specific third-party vendor here, but suffice to say, this variety gives researchers a wide selection of methodologies, sample sizes, costs and schedules from which to choose.

There are many applications for this methodology:

- **The Fuzzy Front End.** Early in the product development cycle we often know very little about the how consumers feel about a product concept. Asking one question, with the accompanying demographic data, can jump start this process allowing the development team to make a huge first step.
- **Targeting for Focus Groups.** Sometimes, when we are asked to recruit for focus groups, we must guess which demographic groups should be targeted based on assumptions about consumer preferences. Using a Omnibus panel, we can refine the demographic targets, quantify usage or preference categories and screen out groups that won't be productive.
- **Segmentation.** Segmentation studies can be very complicated, take a long time to complete and be very expensive. While this is not a substitute for such methodology, one or two Omnibus questions can allow you to quickly segment your market by usage categories, such as Loyalists, Trier-rejecters, Competitive Users, etc.
- **Diagnostic.** In fast moving markets, brands emerge and die with alarming speed. You cannot afford to be tracking every month or every quarter to see if the perception of your brand or your product category is changing in ways that would require you react in real time. A low-cost

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one-question survey is a perfect solution to make such a diagnosis.

- **Disaster-Check.** You're now at the back end, just about ready to launch that new service, distribute that new product, communicate that new message, but you're just not sure if you have it right. Here's an opportunity to make sure you are not walking into a disaster and to give your team the ability to move forward confidently.

The bottom line is this: There's no excuse for not knowing what is going on in your market when you can find out in about a week at a fraction of the cost of a typical survey.