
Research Tools for Actionable Consumer Insights

Our expertise includes tried-and-true methodologies for tracking, laddering interviews and online focus groups. We also like to create new methodologies using innovative data gathering technologies that make talking to consumers in real time, where they live and shop, easier and more natural.

Our go-to research platforms include Opinion-Chat for in-depth-interviews, Qualtrics for quantitative surveys, and the leading sample provider, ResearchNow, for both B2B and consumer survey samples. We do 100% of the design, analysis and reporting in house, as well as our own recruiting for qualitative research.

Brand Amplitude has special expertise in the following types of studies:



Laddering Research for Decision-Mapping

Understanding how consumers make decisions is the first step toward influencing those decisions. Our online tool for conducting and analyzing laddering interviews quantitatively identifies the hierarchy of features, benefits and values that drive brand differentiation and choice.



Exploratory Qualitative Research for Innovation and Positioning

One of the biggest challenges of qualitative research is recruiting the right respondents, cost effectively. We use online surveys to screen respondents for follow-up studies that explore the "why's" behind their answers, including online focus groups and "pop-up" communities of 40-50 members.



Customer Profiling, Need States and Segmentation

Customer segmentation is overused and under-utilized. Segmentation should be actionable, based on the behavior and attitudes of the brand's current best customers and most likely prospects. Identifying need states and occasions provides context for customer decision-making and purchase triggers.



Custom Market Trends Identification

Keeping up with changing consumer tastes and culture is critical to maintaining relevance. We have conducted custom analyses in for clients on topics as diverse as food prep, eating out, shopping and fashion, private label, 'center of the plate' proteins, convenience foods, technology and more.



Netnography and Meta-Analyses

Consumers are sharing their lives on blogs, Facebook, Twitter, Pinterest, and these platforms provide natural observatories for spotting customer behavior, unmet needs, cultural connection points and brand themes. Combining social media sources with existing research can yield powerful insights.



Concept, Packaging and Message Tests

Quantitative and qualitative feedback is essential to refining ideas for products, packaging, positioning and messaging and avoiding costly mistakes. Our tools include methods for evaluating a range of stimuli, from video and web sites to written statements.



Brand Measurement and Tracking

Brand awareness and perceptions relative to competition are the foundation for building a robust brand strategy and for evaluating progress over time. Our methods are fast and efficient, and often generate fresh insights as well as dashboard KPI's.

We customize our research approaches to meet each individual client's needs. Contact us to learn more about how Brand Amplitude can put these tools to work for you.