

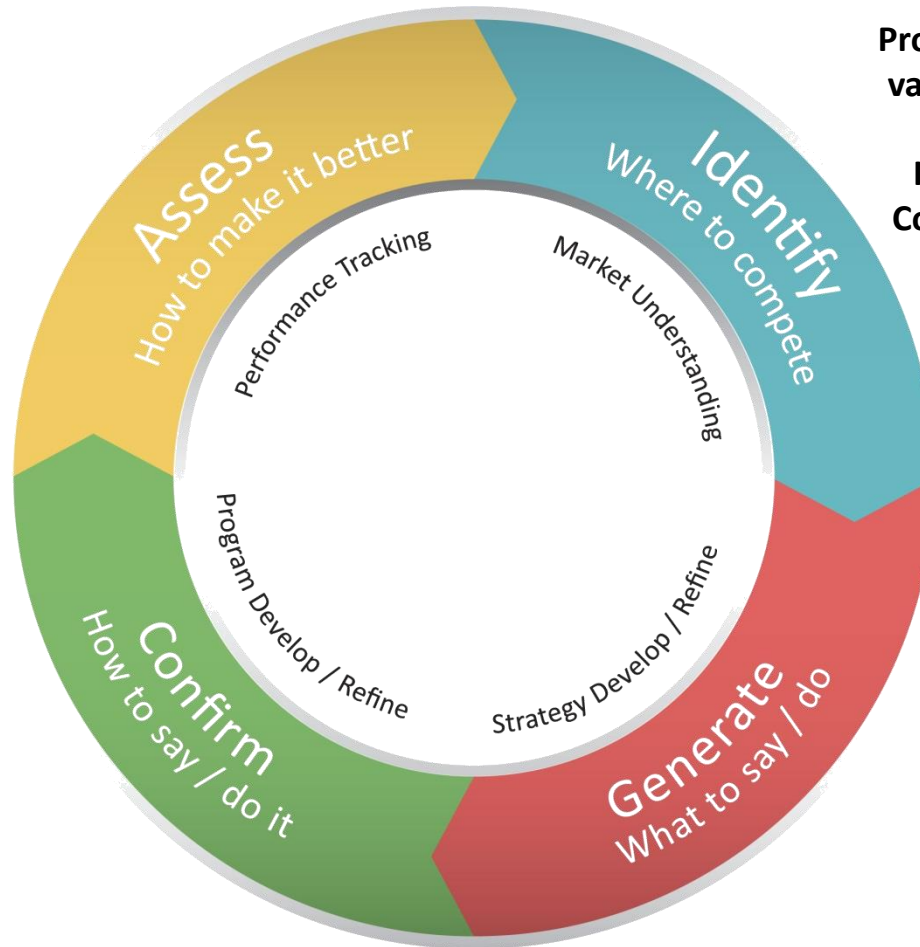


SKLAR WILTON
& ASSOCIATES

SW&A Decision Wheel

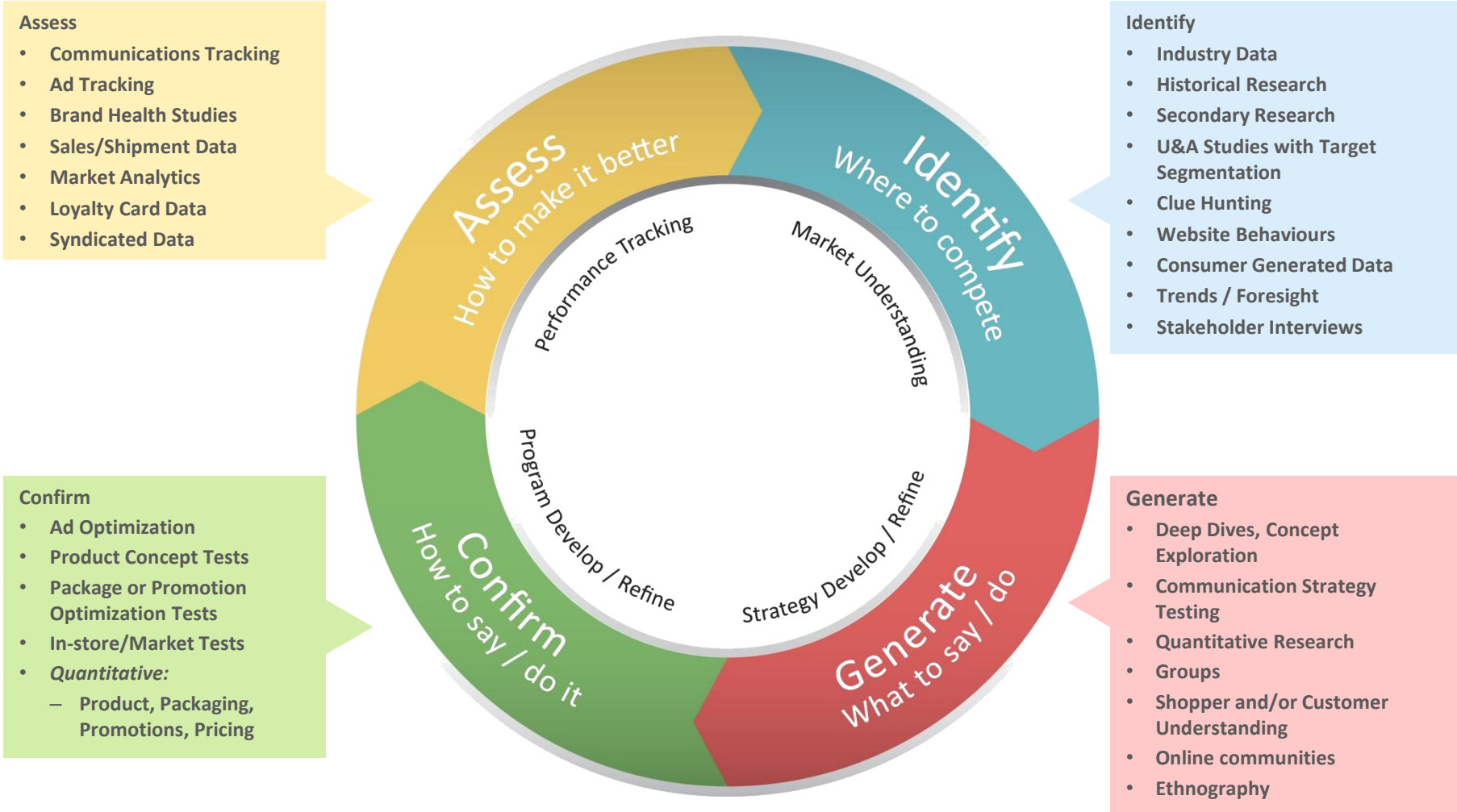
Driving Tough Decisions

The type of research you need depends on the type of decisions you need to make



Progress through the various components of the wheel to **Identify, Generate, Confirm, and Assess** your research decisions

Research Decision Wheel and Toolkit



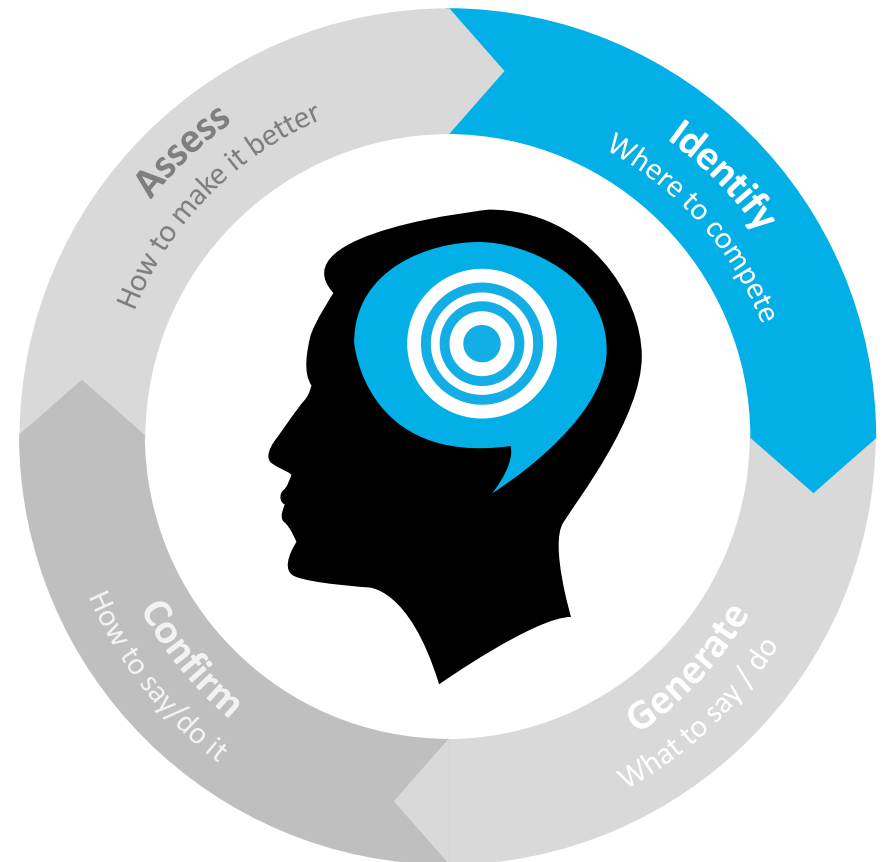
Identify: Market Understanding

Where to compete?

We develop an understanding of the market, the strengths and weaknesses of our brands and competitive brands, and uncover white space opportunities for growth. Ideas are born here!

Typical Tools Used at this Stage:

- Industry Data
- Historical research
- Secondary research
- U+A studies with Target Segmentation
- Clue Hunting
- Website Behaviours
- Consumer Generated Media
- Trends / Foresight
- Stakeholder Interviews



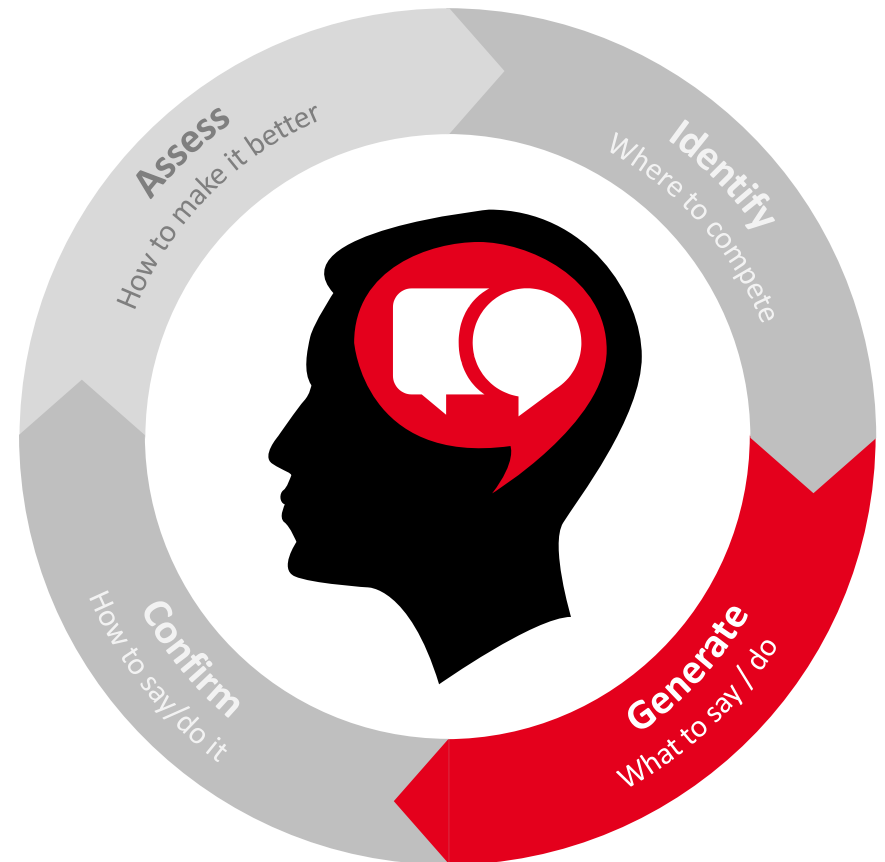
Generate: Strategy Development/Refinement

What to say/do?

Once we've uncovered the opportunity to pursue, we need to develop a strategy for leveraging that opportunity. At this stage, we evaluate various strategies on the way to optimizing the one that we will bring to life.

Typical Tools Used at this Stage:

- Deep Dive Qual, Concept Exploration
- Communication Strategy Testing
- Shopper and/or Customer Understanding
- Online communities
- Quantitative Research
- Groups
- Ethnography

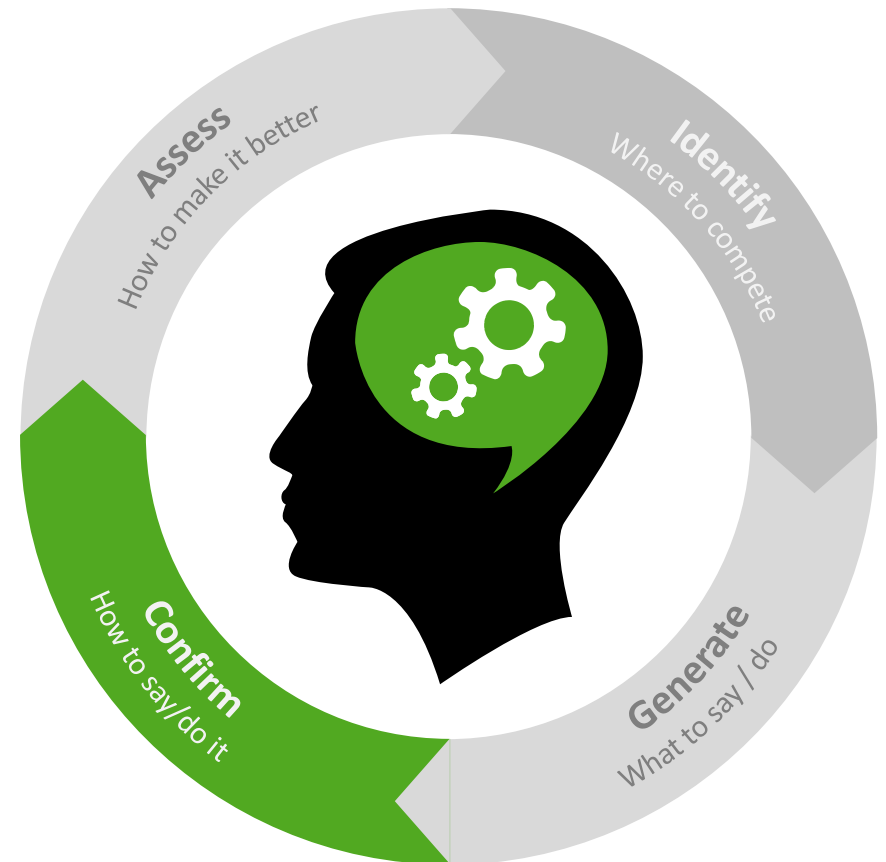


Confirm: Program Development/Refinement

How to say/do it?

This is where the strategy comes to life via marketing programs ranging from new products, new claims to advertising, promotions, pricing, etc.

During this phase we are optimizing 'how' we bring our idea and strategy to life so that we put our best foot forward when we launch.



Typical Tools Used at this Stage:

- Ad Optimization
- Product Concept Tests
- Package or Promotion Optimization Tests
- In-store/Market Tests
- Quantitative: Product, Packaging, Promotions, Pricing

Assess: Performance Measurement/Tracking

How to make it better?

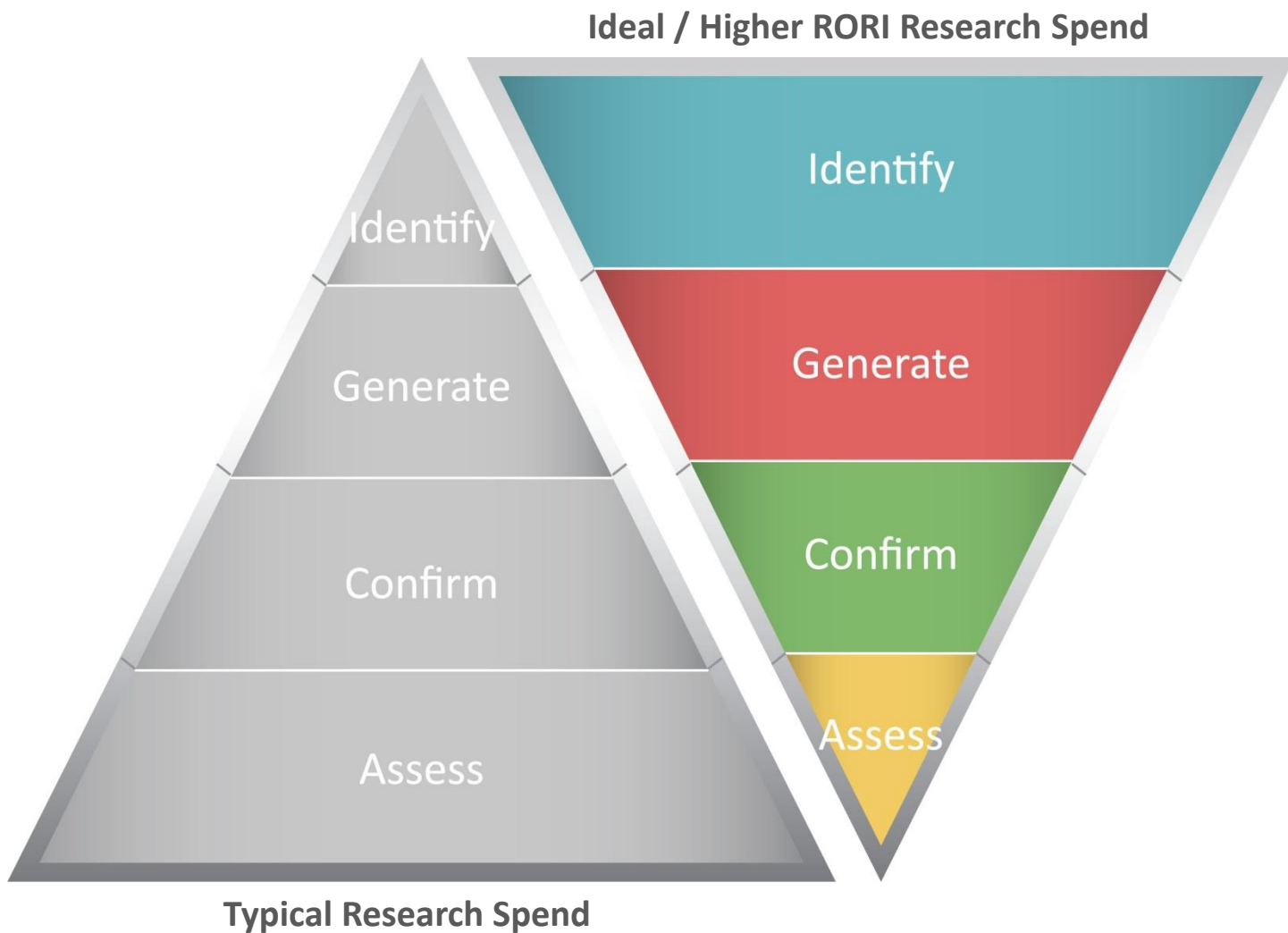
Once our program or product has launched, we need to measure its effectiveness in the marketplace. Research conducted at this stage is designed to objectively assess impact and identify optimization opportunities. We often revisit the Ideation, Generation and/or Confirmation stages if we need to fine-tune or course correct.



Typical Tools Used at this Stage:

- Ad Tracking
- Brand Health Studies
- Sales/Shipment Data
- Communications Tracking
- Market Analytics
- Loyalty Card Data
- Syndicated Data

Flipping the Pyramid



**We solve tough business challenges to
unlock growth and build stronger brands.**

Linkedin.com/SklarWilton
Twitter.com/SklarWilton
Facebook.com/SklarWilton
www.sklarwilton.com
info@sklarwilton.com

(416) 488-6422

2200 Yonge Street, Suite 400
Toronto, Ontario Canada
M4S 2C6

