

2010 Project Review



2010 was another record year for Marketing Innovation Ltd. Here are a selection of the many research projects which were undertaken.



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Research and strategy.



International Travel - Peru Trademark



Choosing a new trademark to promote business and tourism around the world was the challenge from Prom Peru, the Ministry for Tourism. London was selected alongside 20 other countries to take part in this research. Working in collaboration with International Market Research Services, Marketing Innovation Ltd consulted with business influencers and Government offices and carried out four focus groups with long haul travellers.

Agriculture - Barometer Study



A continuation of the highly successful pan-European tracking project undertaken with Wheat and Oilseed rape farmers in 2009. Monthly telephone interviews were made to large scale cereal producers to measure the economic impact of continuing climate change in the UK and report on the measures taken by UK farmers to counter crop resistances.

Nottingham City Council



2010 City Centre Users survey

A city-wide perceptions survey established opinions from 500 shoppers and users of the city centre amenities to report on how they rated the centre and the key issues that affected the user's experience. The survey shed light on what people looked in the Centre and on the potential need for improvements in retail choice.

Central Bedfordshire



Countryside Access & Rights of Way

1000 telephone interviews and 400 face-to-face interviews were conducted in Central Bedfordshire to consult local people on their use of local public footpaths and bridleways. The surveys established from users and non users how well they rated the amenities. The findings informed the development of an Outdoor Access Improvement Plan.

UK Biogas - Anaerobic Digestion Study

UK

The survey established public and business opinions on a new product based on domestic anaerobic digestion. The survey exposed the benefits of the product to samples of consumers and businesses to obtain their opinions through 150 face to face interviews and focus groups.

Biogas

New Service Branding - Solicitors Practice

Deliberative focus groups were conducted amongst injury claimants and non-claimants to consider new branding for a well known regional solicitors practice. The research was commissioned to test new design concepts developed by the advertising agency for the launch a new personal injury business.

Harborough Museum

The consultation sought the opinions of users and non-users of Harborough Museum to measure awareness for the museum refurbishment and the Hallaton Treasure. 500 street interviews were carried out over four weeks including 160 with people who had visited the museum.



International Research Services - Online study

180 small animal vets were recruited and took part in two international studies of veterinary practice. Online surveys captured current data from vets on the drugs they had prescribed to treat cats dogs with osteoarthritis and other diseases, to inform on current practice.



Leicestershire County Council - Budget workshops

Three workshops were facilitated for Leicestershire County Council's 2011/12 Budget spending round. Constituency members were invited to venues in the county to share their views during deliberative discussions on spending priorities. This followed similar work in 2008.



NHS - Public Consultations

Dentistry and Bowel Cancer

Two surveys were carried out the first being a regional dentistry survey to find out how easy it was for the public to see and get treatment from NHS dentists under the new NHS contract. For Leicestershire & Rutland we assessed public awareness for bowel cancer and bowel cancer screening. This involved focus groups with people who used GP practices located in areas with high levels of deprivation.



Leicestershire County and Rutland

Researching the way forward

Marketing Innovation Ltd is one of the Midlands leading marketing consultancies. Now in its 27th year we have established a reputation for professionalism, exceptional client service in qualitative and quantitative research. We demonstrate proven experience in industrial and consumer markets and have a strong record in public services.

We offer public and private clients in the UK and elsewhere a comprehensive research package fully tailored to client needs/budget. This provides for a wide range of tools including marketing and customer advice, a high capacity telephone research centre, with CIM qualified practitioners experienced in every aspect of research to help you along the way.



Our services include:

- Survey Planning & Questionnaire Design
- Sampling & Data Analysis
- Interpretation & Survey Reports
- Customer Satisfaction & Mystery shopping
- Attitude & Opinion Surveys
- Customer Insight Studies
- Brand Tracking & Preference Testing
- Street Interviews & Hall Tests
- In-Depth Interviews
- Focus Groups
- Mystery Shopper
- CATI/Telephone Interviews
- Online Polls & Web Research



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