

# Hansa MARKET ASSESSMENT

Deep Experience in Answering Marketing's Key Questions

Marketers in most any firm need seasoned experience to answer their critical questions:

- Is there demand for my product or service?
- How large is the market?
- Where am I strong or weak relative to competitors?
- What are my customer and prospect segments? What do they want and need?
- What price can I charge for my products and services?
- Are my ads and communications having an impact?

Optimizing topline performance means accurately understanding the competitive landscape and how best to position the company and its offerings. Segmenting customers, discerning not only what their goals are but how to connect with them through the brand experience, messaging and marketing activities, is the critical precursor.

Hansa's approach to market assessment and segmentation provides a unique view of the drivers of market behavior, key customer segments and their fundamental needs, and the head and heart elements that have the power to deepen the brand relationship.

Whether the objective is as foundational as market sizing or message refinement or as complex as developing a customer-centric segmentation or communications strategy, Hansa's experience and innovative approaches to market and customer assessment can change the game.

Hansa's broad experience investigating markets and evaluating customer requirements includes:

- Market sizing and needs validation for a leading global business technology provider
- Market sizing and competitive analysis for a global consulting organization
- Market drivers analysis for a leading U.S.-based medical practice
- A global market segmentation for a leading provider of office printing technology
- Segmentation spanning developed and developing markets for training and professional development
- Global segmentation development and analysis for a leading PC provider
- Segmentation and product concept matching for a leading U.S. insurance company
- Segmentation development and analysis for a medical device manufacturer
- Message map validation and refinement for a leading microprocessor company
- Ad testing and refinement for a leading professional services organization
- Positioning and white space analysis for a global technology company

Among Hansa's market assessment capabilities are:

- Latent class segmentation
- Market sizing employing state-of-the art modeling techniques
- Pricing analysis using conjoint and Van Westendorp methodologies
- Qualitative research to find new market opportunities
- Segment needs research

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*

