

Northshore Entrepreneur - Focus Research

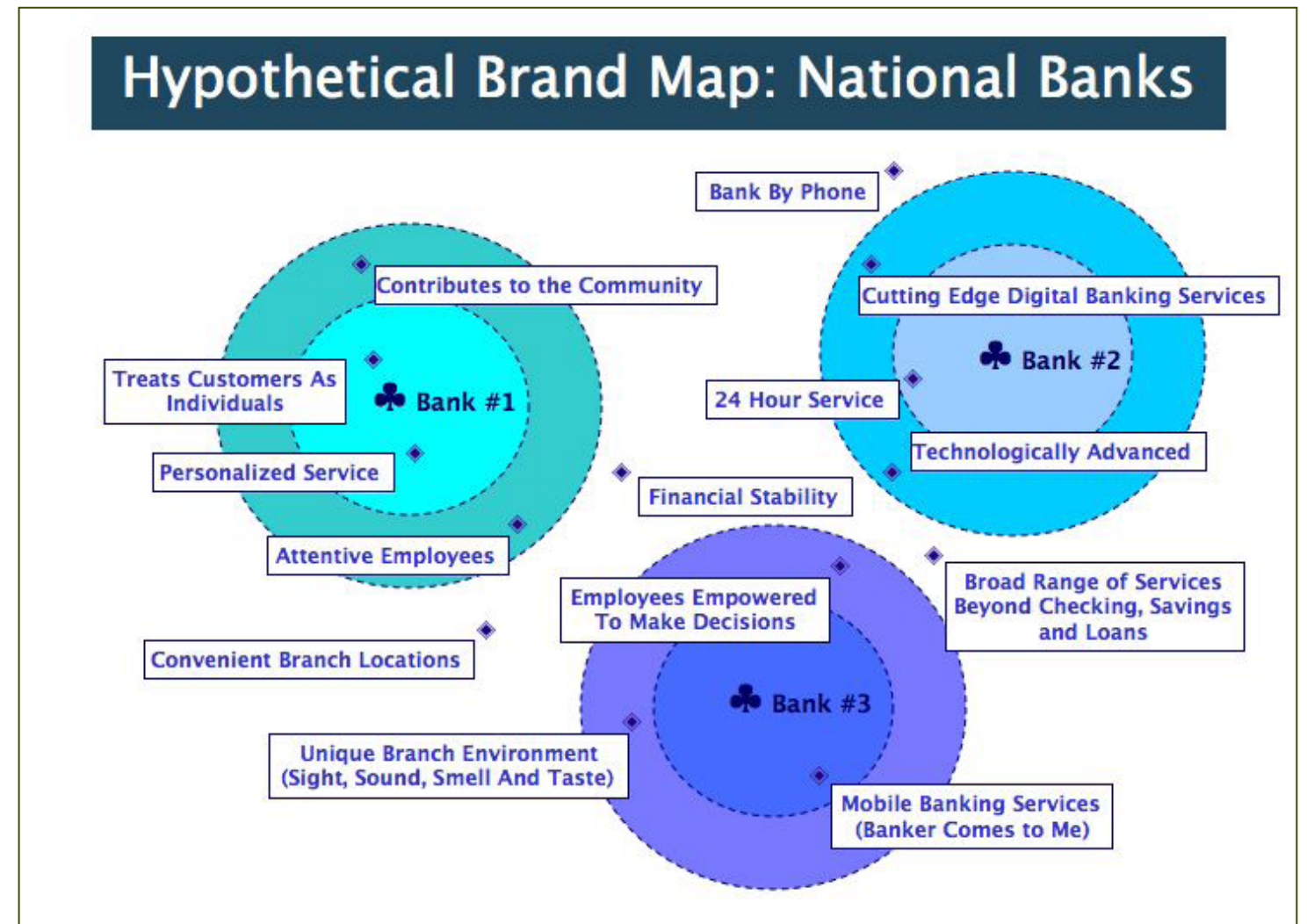
Research (*surveys of all kinds*) and Ethnographic Research.

Our staff at Focus Research is key to our success. Kathy Baggett has 15 years of research analyst experience at a national level. Our project manager Robin Wallace has an Anthropology degree from LSU and a Masters in Sociology from UNO. Miriam Macais came to a career in research from a Political Science background and a Masters degree in International Relations from the University of Chicago. Nunez adds: "Our staff is academically deeper, more credentialed and more experienced than virtually any other marketing research firm in the gulf south. It is rather ironic that we are better known among marketing firms in the major national markets than with companies in our own backyard."

New Orleans has not traditionally been known for marketing research. There are a number of theories on the matter. One popular belief is that because the state and the city were so isolated from the consumer marketing taking place in the rest of the country up through the 80s, homegrown brand developers just didn't feel the need for using the same research tools that Madison Avenue and Rush Street were developing. Marketers in New Orleans simply haven't been trained using research... so they don't think to ask or expect it. Nunez adds her own view: "It amazes me that so many companies will commit to multi-million dollar product launches; but are reluctant to conduct research that will provide for better, more informed decisions. This is true across America and especially true in Louisiana. The cost of research is a proverbial drop in the bucket as compared to the cost of launching a product or a large-scale advertising campaign. We can predict if the effort will be out-of-the-park or merely a long foul ball."

There are so many new and exciting tools within our industry today.

"In ethnographic research, the key is not just what the target consumers say they intend to do, it is much more how they actually choose to take action. This is perhaps our most innovative



ETHNOGRAPHIC RESEARCH HAS BECOME A RECENT INDUSTRY BUZZ TERM AND HIP APPROACH TO REVIEWING DATA. FRI EXCELS IN PROVIDING CLIENTS WITH A VARIETY OF ANALYTICAL TOOLS AND FREQUENTLY SUPPLIES REPORTS IN VIDEO FORMATS RATHER THAN MERELY PRINTED COPIES.

and dynamic research tool at this time. These approaches allow us to study human behavior "in context" and provides a richly detailed and holistic perspective on consumer experiences. Our work was recently used by a nationally recognized public health organization to determine how to effectively communicate with youth on tobacco use."

"Our work in the pharmaceutical and medical device industry requires that we interview physicians of many specialties and backgrounds. Face to face focus groups were traditionally expensive and logistically difficult. Online interviews and focus groups have proven to be very efficient and successful."

"My favorite petroleum industry project resulted in the launch of the market's most successful premium gasoline brand. Focus Research was involved in everything from product positioning surveys to advertising copy testing and we did so on two continents.

"We have a strong background in brand extension work that involves

conjoint analysis for evaluating product attributes and establishing price elasticity models. It is the various user segments (*architects, stockholders, facilities managers, allied health personnel*) that adds spice to these projects. Our clients certainly appreciate our statistical modeling capabilities which can predict consumer behavior, estimate market size and forecast sales."

"We have to work hard to keep Focus Research on the cutting edge," explains Nunez. "This year, we are attending seminars in Barcelona and the U.K. Last year, we attended seminars in Vancouver and Washington D.C. A local ad agency sponsored an incredible seminar on Account Planning discipline in New Orleans last year. Our region is now emerging as an important resource for research."

Nunez's work thrives upon new ideas, new products and innovation. When asked about the entrepreneurial spirit found on the north shore, she advised: "We have a wealth of talent and

ideas in our local business leaders. I have enjoyed the interpersonal relationships that we get to build with local clients. You just get to spend more time with them and get to know them better than on long distance projects. I foresee working more and more often with local business leaders. Many of the ideas and companies being started here have a national or even global potential. We are thrilled to have an opportunity to contribute to that process."

It takes two to tango Kirsty. We're thrilled that you're here as well. 🌿

Jim Currie is a career marketing nerd who just happens to enjoy a good research brief before breakfast and a nice white paper at bedtime. Why should the Nielsen's have all the fun? To wit: if a product manager uses an Attitude-Awareness-Usage study as a barometer of brand equity, is it really the attitude that determines the brand's altitude? (Hint: I'm going with the usage part!)

Jim can be reached for suggestions, sermon notes & commentary at jcurrie@pamlab.com.