



Deft Research provides focused, applicable information to health product and marketing teams for more confident and productive project implementations.

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## CASE STUDY: FITTING THE PRACTICAL SCOPE

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### The Challenge

The client wanted better profiles of their current customers and of the types of prospects who weren't responding to client offers. With this information they knew they could more effectively and efficiently target specific customer groups with specifically chosen messages and imagery. They also believed knowing about the low-response population would be a step toward solving a long-standing problem – **their business was locked in a small local area, but they needed to succeed elsewhere too.**

### Approach

The client told us up front, they didn't have much to spend. But rather than end the conversation, Deft asked the client what they could spend. After the project budget was established, Deft went to work with the client, our own people and resources and developed **a solution that fit the practical scope of the project.**

### Results

Here's what the client now has:

- A profile of consumers who don't purchase the client's product. The insights gained suggested that the answer was building brand trust and image. The results steered away from trying to appeal with a new product design or set of features.
- An understanding that the consumers most likely to purchase the client's product fall into 6 separate and identifiable groups.
- A way of accurately reaching each group with a different direct mail piece and other promotions.
- Profiles of each group were created that the client used to select specific imagery and messages. For example, one group is likely to travel on an almost annual basis to foreign countries – a picture of a couple in front of a castle with a message about world-wide service was selected. Another group lives in small cities and exurbs, they like 60's music – a picture of a boomer-ish couple in front of a rambling house in a well wooded expanse with a message about independence was chosen.
- Several new ideas for advertising: for example they know which groups watch NASCAR, and which are more likely go to professional sports events. They also know which types of magazines they read and what radio they listen to.