



You deserve an allied and internal specialist to consolidate the technical and intelligence resources to best answer YOUR questions.

M2i consolidates research ideas and techniques and its mission is to **manage and provide** optimal marketing research when accompanying organizations in brand, product or category management, or when developing new products and initiatives.

Founded and lead by **Alain Ferron**, his **20+ years** in marketing research using a wide array of methodologies for many product categories is the expertise at your disposal. The experience acquired as a study director and as a group vice-president at international research organizations **warrants optimal management of your studies.**

M2i offers a vast knowledge of today's techniques, methodologies and talents in the marketing research industry. Furthermore, our experience allows us to provide **the best value possible** for your research dollars.

Process

Too often study results fail to provide optimal answers. Five essential steps are required to purge the "So, what now?" syndrome and provide actionable results:

- ⦿ **Listen, understand** and **plan** your research needs
- ⦿ **Design unbiased** and **relevant** study methodologies
- ⦿ **Select** one or multiple suppliers with the fitting technical expertise
- ⦿ **Analyse and interpret** the data for market intelligence
- ⦿ **Integration** and **recommendations** for strategic planning and business decisions



A differentiated research management offer

M2i is:

- ⊙ Flexible et **independent**
 - ⊙ Proven ability to work with established agencies and suppliers
 - ⊙ Capacity to identify agencies and appropriate resources
- ⊙ **Best value** for your research dollar
 - ⊙ No infrastructure to amortize, no extravagant fixed costs
 - ⊙ Network of resources for data collection and data processing
 - ⊙ Optimise data and studies internally available
- ⊙ **Experienced research consultant, hits the ground running**
- ⊙ Using the **best external resources** available in a **fully transparent** way
 - ⊙ The best talents available
 - ⊙ Innovative methodologies as required by the business case
- ⊙ Expert analysis of the data to meet your business needs
- ⊙ **External, fresh and objective view of your business**

Commitment

M2i promises:

- ⊙ Using **appropriate methodologies, optimal analyses and interpretation** for your business needs:
 - ⊙ Standard methodologies with economies of scale
 - ⊙ Out-of-the-box or innovative techniques for specific market intelligence needs
- ⊙ **Full transparency** on
 - ⊙ External resources and techniques used
 - ⊙ NO commissions, nor mark-up on the costs for external resources



Preliminary offer : research audit and research needs*

- ⦿ Review of past research studies and future research needs. The **deliverable: a detailed review and research plan.**
 - ⦿ Review of marketing research studies conducted
 - ⦿ Interviews with market research internal users on research needs, current business issues
 - ⦿ Preliminary study designs including research budget for each

Leading edge methodologies

Sometimes common methodologies will not provide the market insights required by management. We then must consider other methodologies to address the “So, what now?” syndrome.

- ⦿ Here are some examples of research methodologies used to provide insightful marketing insight intelligence:
 - ⦿ **Eye-Tracking** to actually understand what is seen and processed on a packaging or an advert
 - ⦿ Brand Experience **Monitoring on traditional and social media** to really see what the consumers are writing and the impact of WOM.
 - ⦿ **Multivariate Content Analysis** of large amount of text and commentary to identify concepts impacting attitude and behaviour of consumers.
 - ⦿ **Ethnographic or in situ** approaches because consumers need to be in context to express true emotions and witness actual interactions with your product or representatives.
 - ⦿ **Discret Choice Modelling** as life is a perpetual compromise: only some attributes and characteristics will yield perceived additional value, which ones?

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*** The cost for the preliminary offer will vary based on the number of interviews.**

