Marketing Research: “A Key to the Innovation Process”.

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Today’s Agenda

- Research: An Overview
- Research: Key Trends
- A History of Research and Innovation
- Research @ Work
- Questions & Answers
- Adjourn
“We don’t grow unless we take risks. Any successful company is riddled with failures”.

--James E. Burke, Advertising Hall of Fame
Illumination

1984
Research: An Overview

TYPES
- Primary: an original study filling a void
- Secondary: research already completed/reported/available for your use

METHODS
- Qualitative: Focus Group
- Quantitative: Survey
Research: Key Trends

1. The rise of MOBILE research
2. Listening on SOCIAL MEDIA
3. Gathering Insights at the SPEED of your business
A History of Research and Innovation

1920’s

A car for every purse and purpose.

-Alfred P. Sloan
A History of Research and Innovation

1980’s

[Image of the Apple logo]
A History of Research and Innovation

2000’s

“Amazon.com went from an online bookseller to the Walmart of the internet by doing market research.”
Research Can BE Innovation
Research @ Work
Smucker’s

CHALLENGE:
Breakfast and Millennials

METHOD:
At Home Interviews and Surveys (740 participants)

SO WHAT?:
Suggested refinements to products, packaging, distribution channels and communication messaging/.channels.
Grange Insurance

CHALLENGE:
Want in ‘considered set’ with Millennials

METHODS:
Secondary Research and Focus Groups

‘SO WHAT?’:
Suggested mobile application design and functionality
Looking Beyond Traditional Methods
Research is Connection

Cleveland Clinic
Thank You.

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