



A 360-DEGREE APPROACH



Market research and consulting

# A 360 - degree marketing approach

Citizens, spontaneous consumers... your customers are changing. What about market studies following the same pace as your customers' changes? What about turning to a 360-degree approach to anticipate consumer habits and new motivations? Knowing that a customer is neither qualitative nor quantitative, we offer a wide range of services.

The challenge is now to combine tools and methods to anticipate all aspects of consumer needs better. Our 360-degree marketing approach provides interactive tools and creative methods, from focus groups on buying motivations to field surveys on brand perception, from benchmark to geomarketing analysis.



Choosing a 360-degree approach offers you new perspectives beyond the methodology of the study. As innovative, as relevant as it may be, a market study is only a tool. We are indeed a market research company, but the goal of our business is not to provide market research. As experts in different sectors, men and women with practical experience, we think that our ultimate goal is to capitalize on the results of our studies to imagine today marketing solutions that will be efficient for your clients tomorrow.

This is how we consider our business. We take a fresh look at market research to conceive operational solutions.



# Creative

## research mixes

For the launching of a product, to reposition a product range, for a brand awareness testing or to optimise a distribution network, we design innovative mixes by relying on rigorous and performing tools:

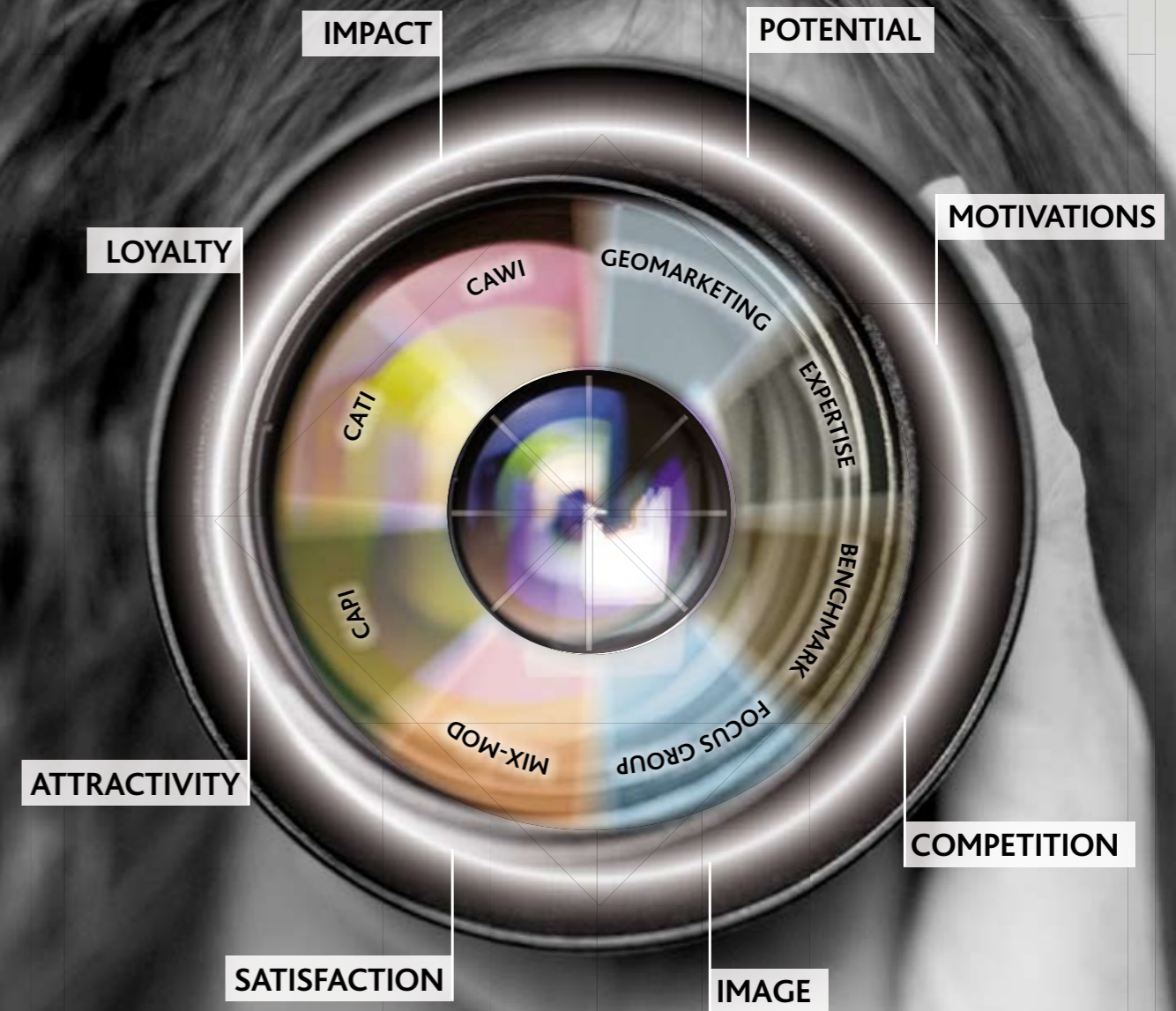
- CATI,
- CAPI with visual project  
*(to visualise concepts to be tested)*,
- CAWI,
- Mix-mod,
- Focus group,
- Creative project group,
- Geomarketing...

Since 1986 we have had that original look on market research, combined with a demand for high quality and creativity, being constantly attentive to customer satisfaction.

Our analyses, propositions and suggestions remain adapted to the geographical area of your brand and to the constraints of your company.

Our members share everyday with our clients the same strong values and a common view around a 360-degree approach of studies. They gather around business skills (geomarketing, statistics, quantitative analysis, qualitative analysis, sociology of consumption) and around specialized sector-based skills (retailing, property, consumer goods, banking, insurance, town planning...).

Between offering dreams and being efficient, we will always choose pragmatism to make our strategic recommendations come true.



## Retailing

Conquering, gaining customer loyalty, developing, setting up a new store... are part of the daily language of our team. Those corporate goals lead our recommendations to suggest pragmatic tools of analysis and action:

- | Study to assess commercial potential,
- | Strategic study of a retail outlet,
- | Satisfaction poll,
- | Customer dissatisfaction survey,
- | Consumer panel,
- | Concept store testing,
- | Attractiveness appraisal and brand awareness testing.

### REFERENCES:

Retail parks, shopping centres, large-scale food store, large-scale do-it-yourself store, large-scale specialized store (personal and household goods, hygiene, health and beauty products, culture and leisure products...), discount retailing.

**Dissatisfaction:** Knowing the level of satisfaction of your customers is essential. Understanding the reasons why other customers are not regular is the beginning of a real progress approach. The dissatisfaction study pack will provide you with new development levers.





**Optimization:** Suburbanization and the acceleration of commuting have changed the link between customers and their agency. With Geo-attractivity we offer you a tool to reposition geographically your agencies in connection with new living spaces.

## Banking, insurance, healthcare

As multi-channel strategies and new social rhythms are revolutionizing the traditional concepts of customer relationship management and service, we imagine with you how to adapt your offers, prepare your future network or differentiate yourself through a high level quality approach for your customers:

- | Optimisation of network,
- | Concept testing,
- | Satisfaction poll,
- | Observatory of multi-channelling demand,
- | Typological analysis of customers.

### REFERENCES:

Bank and insurance companies, mutual insurance companies, hospitals, health care establishments.

## Property & housing

Taking into account key factors such as the time needed for selling stock, the market absorption capacity, the relevance of a project considering residents' commuting time on a specific area, market tensions, we prepare together your development by providing decision-making support using tools that are both innovative and close to the market.

**Potentials:** Which product typology can be adapted to a particular urban area? Which housing can be suggested? What are the risks to see projects run by competitors taking into account town planning in the area?  
Using the Project-Immo method, we provide answers to questions that challenge the profitability of your projects.

- | Market watch,
- | Property analysis on a specific area,
- | Setting-up of building projects or retail parks,
- | Potential analysis, scoring and business perspectives,
- | Tenant satisfaction survey,
- | Observatory for commuting time,
- | Strategic and operational consulting.

### REFERENCES:

Property developers, local authorities, public departments for social housing, commercial town planning...





## Fast-moving consumer goods

Launching a new product, a new merchandising concept, repositioning a range, testing a new packaging... will remain key steps in your business model. We provide methodological solutions that undertake the challenge of being both demanding and operational. Our fine knowledge of mass-market retailing guarantees realistic recommendations.

- | Shopper traffic study,
- | Acceptability study,
- | Pre-test and follow-up test,
- | Analysis of buying motivations,
- | Perception of a range,
- | Assessment of buying and re-buying intentions,
- | Study of the scale of price values and the acceptable price range.

### REFERENCES:

Food-processing industry, dairy products, meat products, beverages (cider, Champagne), sea products, delicatessen, writing (pens), press, phytosanitary products



**Testing:** Given that product testing can not be limited to a qualitative assessment from a focus group, our studies combine the assessment of buying intentions of a new product within its selling context and measurement of re-buying intentions.  
**Thanks to the PGC Testing method, your pre-tests become more specific. Your sales forecasts become more relevant.**



## Our four commitments

### PARTNERSHIP

Being constantly present at your side, building a relationship based on dialogue and consultation, as well as on knowledge and trust.

### RELIABILITY

Respecting the agreed methods, having a permanent quality approach, controlling the results and the follow-up of our services to ensure your durable satisfaction.

### INNOVATION

Renewing methodologies to surprise you, creating innovative actions, searching original solutions to discover new perspectives of development.

### OPERATIONAL SOLUTIONS

Offering pragmatic thoughts and realistic recommendations so that our interventions can be followed by long-term effective solutions and achievements directly linked to your market or your geographical target area.

We are part of the 64 members of SYNTEC Etudes Marketing et Opinion, the professional association that represents Market Research firms in France.







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