

2017 Summer Synergy Marketing Projects

Submission deadline is **June 15**



Your Mission is to conduct market research to help you better understand how to sell a product or idea.

Background **what is market research?**

It is the process of gathering, analyzing, and interpreting information about a market, a product, or a service offered for sale. It tells us about our customers – their purchasing habits, where they live, their income, what they want to buy, how often they buy it, etc. As marketers, this helps us to: 1) Make advertising that appeals to them and motivates them to purchase our product; and 2) Design products that our customers actually want to buy!

market research involves 2 types of data

Primary Research This is research you compile yourself. It involves direct contact with your customers to find out about their preferences. This is the most accurate form of market research because it allows you to ask customers very specific questions about your business. It can include telephone surveys, in-person interviews, Facebook polls, field tests, a mailed questionnaire, a focus group – just about any method that allows your customers to respond to your questions!

Secondary Research This is research that has already been done and is compiled for you, often by government agencies, trade associations or businesses within the industry. The downside of secondary market research is that it is not customized to your needs, so it may not be as useful as primary market research.

For your marketing project, please use PRIMARY RESEARCH to survey your chosen audience. You may do some secondary research if it helps you get to know your audience better.

now for an example...

Step 1: Identify the problem Larry is a show supplies distributor. He wants to know *what products he should order for his booth* so that he can supply his customers without having leftover products at the end of the show season.

Step 2: Survey the customer Larry decides to use two methods to survey potential customers.

1) Print Questionnaire – Larry makes a brief questionnaire to hand out to 10 people at a show. His questions include:

Which of the following products do you use at least once a week? Kleen Sheen Show Coat Fungus Fighter Doc Brannen's Un-Dress

In a typical weekend during show season, how much do you spend on show supplies Less than \$30 \$30 - \$60 \$60 - \$90 All I've got

How willing are you to try a new product if the one you normally use is sold out? Extremely willing Moderately Willing Slightly willing No way!

2) Facebook poll – Larry wants to broaden his audience so he does a series of three Facebook polls with the same questions and compiles the data.

Step 3: Formulate a plan Larry finds that 8 out of 10 people surveyed use Kleen Sheen weekly, only 3 out of 10 spend more than \$60, and no one was willing to try a product they don't normally use. Based on this, he decides to stock his truck with Kleen Sheen, low budget items such as combs that were in customers' spending range, and extras of the items they regularly buy so they don't shop at his competitor's booth if he runs out.

Tip for a successful project

START EARLY. You will not be able to complete your marketing research successfully if you start the night before it is due.

Marking Criteria for all projects

10% Creativity of overall idea	20% Alignment with purpose
30% Accuracy/quality of statistics and survey gathering	40% Effectiveness/completeness

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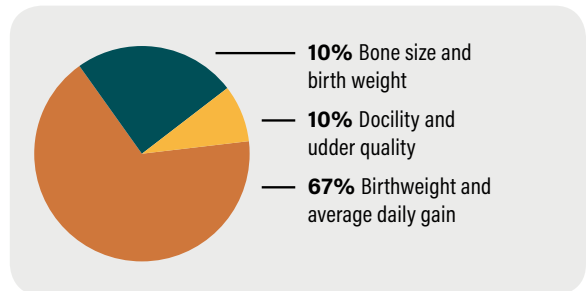


Junior Project **Design market research based around an existing product or practice.**

Purpose Choose an existing product or practice. Create a poll or survey that helps you identify a consumer preference and summarize your findings in a one page (or less) typed report. You should include a graphic to help illustrate your findings.

- While you are encouraged to choose a product or service that involves agriculture in some way, it is not a requirement. Pick a topic that you are interested in!
- Examples of products you may choose to survey could include: a squeeze chute (*Are ranchers more likely to buy a Morand or a Hi-Hog chute?*), a Red Angus bull (*What are the top 2 traits that Red Angus bull buyers use to select their bull?*), a food product (*What is the most a shopper will pay for their favorite can of spaghetti sauce?*), etc.
- Examples of practices you might choose to survey could include: a dehorning method (*How many ranchers prefer paste vs. other dehorning methods?*), vehicle use (*How many years do farmers typically drive their vehicles before getting a new one?*), etc.
- You should survey at least 5 people to create your report. However, remember the more people you can survey, the more accurate your findings will be!
- You can use any method to survey your sample audience – A printed questionnaire, a verbal interview (write down your questions and their answers), a www.surveymonkey.com survey, a Facebook poll, or any combination of these.

Top 2 traits looked for by Red Angus Bull buyers



Format Submit an 8.5" x 11" typed report on your findings. The report must include the following details:

- Your chosen topic
- A summary of your audience (Who you surveyed, eg. 45 - 50 year old ranchers living in Central Alberta with less than 50 cows). The more detail you can provide on the people you surveyed, the better!
- A copy of your survey questions (minimum 5)
- A summary of your findings in graph/chart form
- **Submit files as a JPG or PDF (any other format will not be accepted and therefore not evaluated). Submissions must be received electronically by midnight on June 15th, 2017 to synergy@oldsregionalexhibition.com**
- Due to the number of submissions, please DO NOT submit multiple times or request receipt. Once all submissions are reviewed on June 16th, ORE staff will contact you should your project be missing or unreadable.

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Intermediate Project Conduct market research that identifies a demographic.

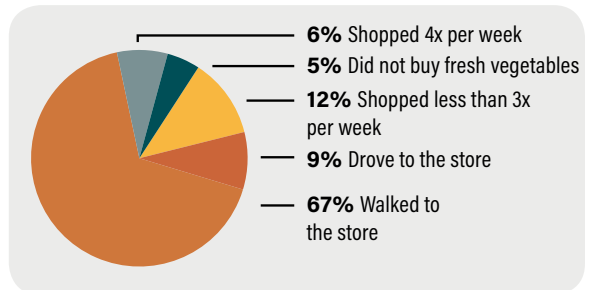
Purpose Choose an existing product or service. Create a poll or survey that helps you identify the demographic that uses that product or practice. Summarize your findings in a one page (or more) typed report and include graphics to help illustrate your findings. Based on your findings, suggest whether you think the product or service is doing a good job of reaching their audience – or whether you think they should change their approach.

- While you are encouraged to choose a product or service that involves agriculture in some way, it is not a requirement. Pick a topic that you are interested in!
- You want to include a well-rounded picture of the people in your survey group. Information that you will want to include age, gender, education, employment, and income. To get a deeper understanding of your audience, you may also want to include hobbies, how they spend their free time, family size, *anything that makes you understand their habits* etc. Ask questions that directly relate to the product they are using.
- Some examples of products you may choose to study may include Andis clippers (*sample question: How many cattle do you clip in one month? one year?*), Reusable shopping bags (*sample question: How often do you go shopping? What do you buy most?*), etc.
- Examples of services you might choose to survey could include: the Verified Beef Production Plus website (*sample question: How concerned are you, on a scale of 1-10, about consumer perception of beef production?*), crop insurance (*sample question: How often do you make a claim?*), etc.
- You should survey at least 10 people to create your report. However, remember the more people you can survey, the more accurate your findings will be! Without a large number of people in your sample pool, you will not be able to identify patterns that are useful to you!
- You can use any method to survey your sample audience – A printed questionnaire, a verbal interview (write down your questions and their answers), a www.surveymonkey.com survey, a facebook poll, Google analytics, any combination of these, or ANY means of contacting the audience that you choose. You should use TWO methods to get a well-rounded picture of your audience.

Format Submit an 8.5" x 11" (one page or more) typed report on your findings. The report must include the following details:

- Your chosen product or service
- A DETAILED summary of your audience. The more detail you can provide on the people you surveyed, the better!
- A copy of your survey questions (minimum 5)
- A summary of your findings in graph/chart form
- Your suggestion on how best to advertise to this market
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Reusable Shopping Bag User Demographics



Noticing a pattern & making a recommendation

Users of reusable shopping bags often walked to the store and only 12% said they did not buy fresh vegetables with each trip. They went shopping more often and bought smaller amounts each time. A good way to advertise to these shoppers, who seemed to be more health conscious, would be to advertise on the bus benches that they are walking by, or on the internet, as they probably avoid using print.

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JULY 10-14
2017

Senior Project Complete market research that investigates an 'urban conception' of agriculture.

Purpose To investigate beliefs and ideas about agriculture through market research. Create a poll or survey that engages a diverse demographic on an agricultural topic of your choosing. Compile your findings into an advertising 'lab report'! Based on your findings, suggest a way you think primary producers could address to the audience you have surveyed. Graphs and charts are crucial to presenting your topic and at least one should be included in your report.

- Choose a topic that encourages debate. As urban consumers become more concerned with their food sources, they are more passionate about its safety, animal welfare, etc. Topics that may prove of interest include: Genetically modified organisms, Hormones and antibiotics, Sustainable land management, Cloning, Climate Change, etc. You may alternately want to address the gap between producers and consumers with topics like How much do Consumers trust Farmers? Are Farmers interested in Consumer Perspectives? etc.
- Select a research goal and make a hypothesis on what you think you will find when you survey your sample group. Craft the questions in your survey to address the research goal you want to investigate (*Research Goal: A restaurant wants to determine how often their customers get take-out vs. eating in... They ask 'How often do you get food to carry-out?' 3 - 4 times/week 1 - 2 times/week 1 - 2 times/month?*)
- You want to include a well-rounded picture of the people in your survey group. Information that you will want to include age, gender, education, employment, and income. To get a deeper understanding of your audience, you may also want to include hobbies, how they spend their free time, family size, *anything that makes you understand their habits* etc.
- You should survey at least 20 people to create your report. However, remember the more people you can survey, the more accurate your findings will be!
- You can use any method to survey your sample audience – A printed questionnaire, a verbal interview (write down your questions and their answers), a www.surveymonkey.com survey, a facebook poll, Google analytics, any combination of these, or ANY means of contacting the audience that you choose. You should use TWO methods to get a well-rounded picture of your audience.
- At the conclusion of your survey, write a summary that includes whether you think your initial hypothesis was correct. Make a recommendation on how best to reach the audience of your poll (Where to advertise, What approach to use, What tone).

Format Submit an 8.5" x 11" (two pages or more) typed report on your findings. The report must include the following details:

- Research introduction, which includes your hypothesis and identifies key areas of study (Research Objectives)
- Your methodology – A summary of your research methods and a copy of your survey questions (minimum of 5)
- A DETAILED summary of your audience. The more detail you can provide on the people you surveyed, the better! This should include consumer behavior as it relates to your chosen topic.
- A summary of your findings with accompanying graph/chart to illustrate your survey results
- Your recommendation, based on the priorities of your audience, to educate/work with urban consumers on your chosen topic
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Further Reading on market research

[Alberta Government Market Research Overview](#) (Click link to open on your computer)

[Pizza Hut Pilot Survey Results](#) (Click link to open on your computer) *A sample of an actual market research paper. It is not indicative of the scale of your project (your project should fit the content you have), but might give you ideas!