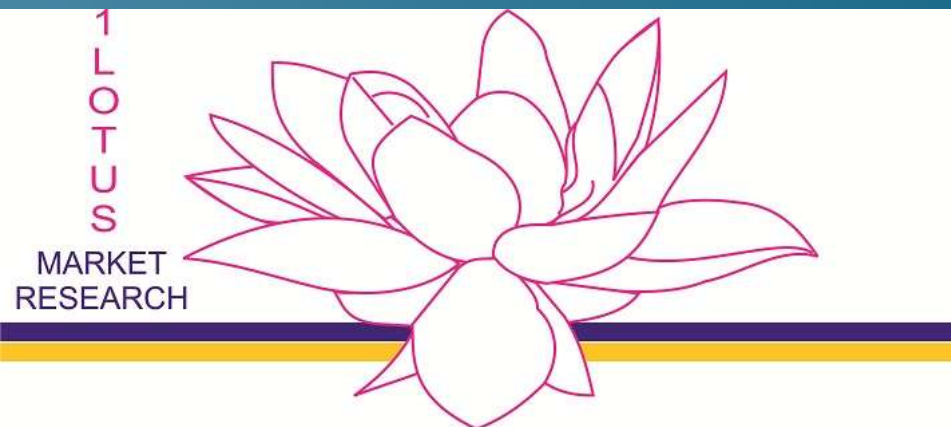




Advertising Research

1LOTUS MARKETING RESEARCH SERVICES

About Us

- ◎ 1Lotus Market Research is an independent market research fieldwork agency assisting Market Research Companies, Market Research Fieldwork partners, Advisories, Consulting Firms, Outsourcing Firms and Clients.
- ◎ We are a team of experienced market research professionals - practitioners of high degree of innovation, actionable solutions in tactical and strategic market research fieldwork at Asia Pacific and Middle East countries



Advertising Research

- ⦿ What makes consumers choose, buy and invest in some products/services and not others?
- ⦿ Why do consumers prefer some brands over others?
- ⦿ What makes them do so? what are the perceptions of targeted consumers? Which are the motivators and barriers responsible?
- ⦿ Why do designs fail? What is design failure ? How does this play a role?
- ⦿ Do print ads, hoarding ads, online ads and TV commercials actually influence consumer's behavior pattern?

In an effort to know about answers to these questions, advertising research and strategies comes in picture.



Advertising Research | contd.

- ⦿ At current scenario (and in the past), various diverse research methodologies, tools and strategies - psychological, social, and cultural – helped advertisers understand consumers behavior, pattern, perceptions, assess and Heuristic methods to the effectiveness of advertising messages directed to them.
- ⦿ As the words suggest, Advertising Research is a type of research that is conducted in order to develop the efficiency of advertising, advertising campaigns and involves various of research techniques. This type of research can focus on different issues concerning advertising such as its general basic terms, issues and how consumers perceive information from advertisements.



Advertising Research | contd.

- ◎ Various types of research conducted in an advertising campaign are always tailor made to serve the requirements of those who produce the ads as well as the interests of the clients whose products (or concepts or services) are to be promoted.



Market Research @ 1Lotus

Quantitative Research

- Quantitative research is all about collecting people's opinions in a structured way so that we can produce hard facts, numbers and statistics.

Qualitative Research

- Qualitative research is used to gain insight into people's perceptions, attitudes, behaviors, concerns, motivations, dissatisfaction, aspirations, culture or lifestyles

Online Research

- Online research are ways in which we can collect data via the internet. In online research, people are exposed to online surveys, online focus groups and bulletins.

Usability Testing/User Experience

- Usability testing is a technique for ensuring that the intended/targeted users of a system can carry out the intended tasks efficiently, effectively and satisfactorily on the targeted proto-type



Quantitative Research

Face to Face Interviews
(F2F); Personal Interviews

Self Competition Interview

Quantitative Research

Central location tests (CLT) /
Hall tests

Computer aided telephonic
interviews (CATI)



Qualitative Research

One to One Interviews
(In-depth interviews)
(telephone, face-to-face, in-
facility/in-Clinic)

Focus Group Discussions
Gang Surveys

Qualitative Research

Observational & Ethnographic
interviews

Projective Techniques



Online Research

Web Based Survey

Online Focus Groups

Online Research

Online Bulletin Boards

Online Community
managements



Usability Testing

User Experiences

Types of proto-types

Usability Testing

Applications

User-centered design



Advertising Research @ 1Lotus

Recall Studies

advertising product testing
(pre- and post- testing,
concept tests)

Types of
Advertising Research Studies

Consumer satisfaction, Media
Habits, Usage and attitudes

Syndicated studies



Markets Covered | India

India

- ◎ **Metros:** Mumbai, Delhi, Kolkata, Bangalore, Chennai, Hyderabad
- ◎ **Mini-metros:** Ahmedabad, Lucknow, Pune, Jaipur, Indore, Bhopal, Chandigarh, Coimbatore, Kochi



Markets Covered | International

Asia Pacific :

- ◉ Singapore
- ◉ Hong Kong
- ◉ Taiwan
- ◉ Malaysia
- ◉ Thailand
- ◉ Indonesia
- ◉ Philippines
- ◉ Vietnam
- ◉ Japan
- ◉ Australia

Middle East:

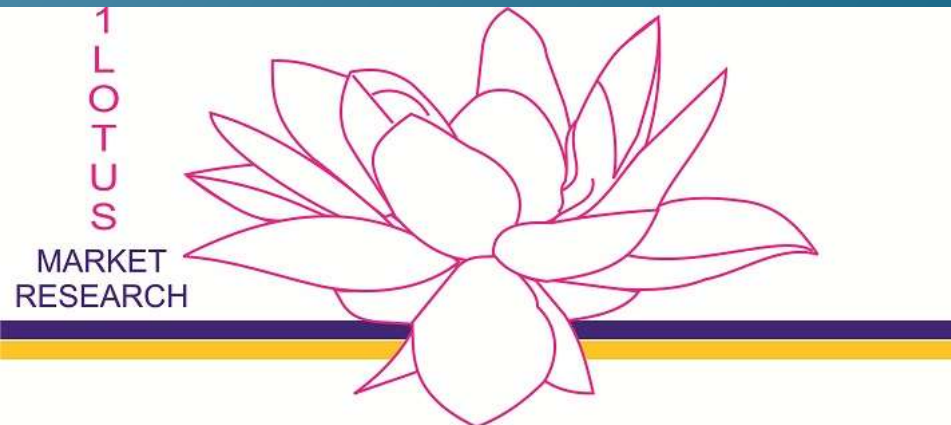
- ◉ United Arab Emirates (UAE)
- ◉ Kingdom of Saudi Arabia (KSA)
- ◉ Kuwait
- ◉ Qatar
- ◉ Bahrain
- ◉ Oman
- ◉ Egypt
- ◉ Yemen
- ◉ Turkey
- ◉ Israel



Thank You so much for your time

For more details, please visit –

<https://www.1lotusresearch.com>



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