



Northstar 2011
Informing Your Business

Who We Are and How We Make a Difference

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 NORTHSTAR
research partners

We started: At the right time

- ✦ Northstar was founded ten years ago as a market research company with a philosophy of “solutions from the ground up to meet the client’s business needs”
- ✦ The timing was significant as changes were afoot in the world of research – the advent of digital, the growth of the empowered consumer, the need for “insight +”
- ✦ The timing was advantageous as Northstar was new “from the off” and didn’t need to “catch up”.



We Are Built The Right Way: For the Future

- ◆ **Integrated** Across the Strategic Process
- ◆ **Leveraging** foresight tools
- ◆ **Insights** from disparate data streams
- ◆ **Nimble** – Fast, Fleet footed, Flexible



Not Market Research **but** Market Intelligence



Integration: The Skills We Can Deploy



Northstar: What Market Intelligence Means For You



Strategic Recommendations

Not just insights but strategically driven IDEAS on what you need to do



Concise Deliverables

We tell the story SIMPLY and in BITE SIZE



Deeper Insight Into the WHOLE Consumer

Ethnography + means living with consumer to understand their LIVES



Value for Money

Stronger value equation
A business model for better value



Getting it Right

We operate under laboratory conditions – not afraid to experiment not afraid to test it first



An Integrated Understanding

From mixed methodology to social media an holistic approach to brand development



Insight Management

Making use of multiple data streams and identifying what is REALLY valuable



Defining the Role of Emotion

In human behavior

Northstar: What Market Intelligence Means For You

Not research but
ACTIONABLE INFORMATION

- ◆ Data that's turned into knowledge
- ◆ Knowledge that's turned into understanding
- ◆ Understanding that's turned into ideas



Blue Chip Partnerships: Our Client List





How it Works in Practice:
An Holistic Approach
Growing Brands, Products and Services

What we do: Across the Board



Exploration

Testing hypothesis early to illuminate ongoing decision making

Brand Investigation, U&A Studies, Early Stage Innovation & NPD



Deconstruction

Forensically breaking down the component parts of brands, services and customers to see how they work **Brand Strategy, Customer Targeting, Segmentation, Positioning**



Growth

Maximizing revenue by making research design reflect the real world ambition of selling more things to more people for more money

Pricing, Brand Valuation



Engagement

Optimizing the brand to customer dialogue by better understanding of consumer touch points and more varied measurement techniques

Brand / Advertising Tracking, C. Sat, Social Market Evaluation

Business Outcome Brand Tracking

◆ Active Brand Tracking

Assessing Brand Health and identifying those consumers with potential for greater engagement to help form an effective customer acquisition strategy and growth plan for the brand – identifying the right benchmarks to get the right KPIs



◆ Dynamic Pricing

Understanding price perceptions so that you can identify the price you can charge and people will pay, not the price people want to pay



◆ Revenue Driving Customer Satisfaction & Loyalty

Identifying and nurturing the brand advocates for greater ROI which will help form better a customer retention strategy

Revenue Driving Customer Satisfaction & Loyalty

- ◆ Dimensionalising to Establish Your Foundation
The First Step to Brand tracking
- ◆ Creating the 3 ROI Benefits
Brand : Saliency, Recommendation, Perceived Leadership
- ◆ Trending Satisfaction Levels
- ◆ Getting Past the NPS
The Real Drivers Beneath
- ◆ Advanced Statistical Modeling
Identifying the External AND Internal Health Profiles
- ◆ Creating Brand Advocates
Recommendation First



A Real World Approach: Your Brand and What They Say

Tracking Brands on Social Networks

We believe in an holistic approach and track brands on social media AS PART OF BRAND DEVELOPMENT

We measure the impact of events to help brands understand how and why the social web responded to market activities.

We mine social media content to uncover qualitative insights that can be use to fuel or guide product or marketing strategy.

We combine software analytics and human analysis to interpret language in the real world



Innovative Qualitative Approaches: For REAL Consumer Engagement

- ◆ Where talking to the right people is critically important
- ◆ Where today **it's behavioral economics** and tomorrow *its* brain mapping
- ◆ Where the tension between the world the consumer is building around the product and the core idea needs careful management.
- ◆ Where cultural filters matter.
- ◆ Where the conflict between what people say and what they do needs to be understood

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Why it Works in Practice: Our Business Model

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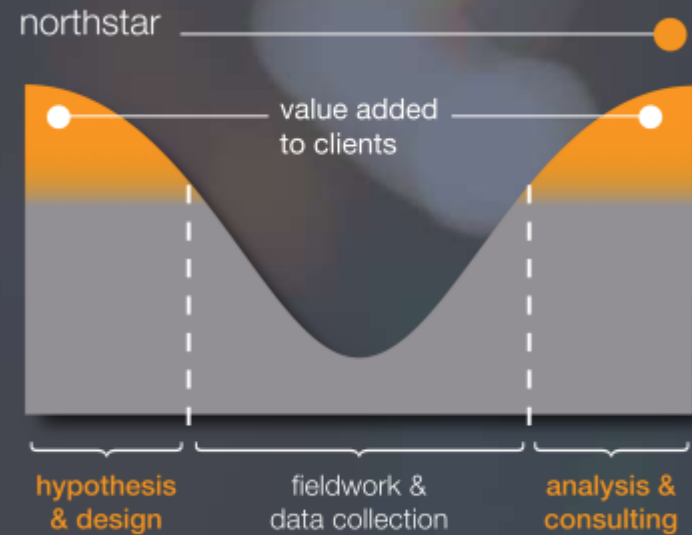
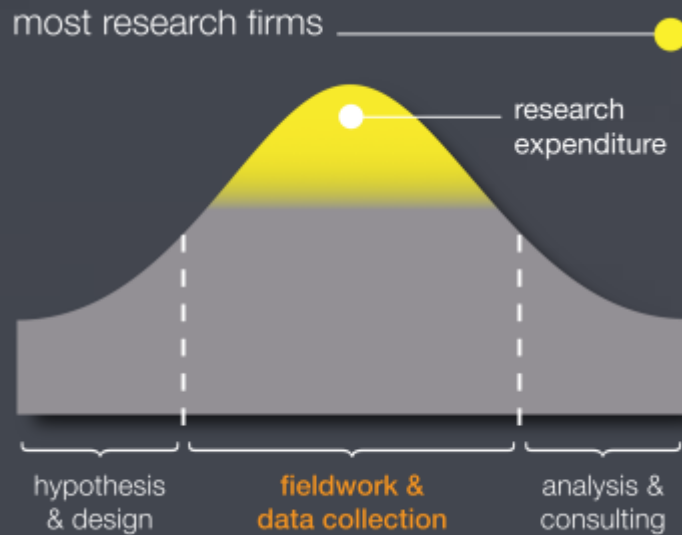
Northstar: Big Enough AND Small Enough

- ✦ Big enough to provide large scale business support for blue chip clients
 - ✦ Small enough to create customized solutions
- ↓
- ✦ An Intelligence Boutique



Investment in The Right Place: The Thinking

✦ **It's about where clients derive the most value**, as opposed to where clients spend the most...



Tailor Made NOT Off the Shelf

- ◆ We are not slaves to proprietary tools
- ◆ Northstar provides a BESPOKE Solution
- ◆ Methodological neutrality underpins our approach delivering ...
- ◆ A dedicated solution – for EVERY client



Northstar: Who can help?

✦ Any questions or need for clarification, please contact:

Ian Maynard

Business Development Director

t: +44 (0)20 7259 1751

e: imaynard@nsresearch-uk.com

