



Focused Growth

- Identify supporting trends impacting alternative energy
- Identify and benchmark adopting consumer segments
- Map key attitudes and perceptions influencing the decision process
- Identify messages, key motivators that impact positive behaviors
- Map the role of key influencers (media, government associations, industry)
- Identify key messaging/mediums influencing alternative energy behaviors
- Test and prioritize ideas and associated products and services
- Focus market messaging and PR/Advertising efforts for Return On Investment
- Identify alternative energy needs/desires by region

iiGreenTrak™

Case in Point

A new entrant in the national renewable energy arena wanted to gain insight from homeowners on their awareness, attitudes and willingness to adopt renewable energy systems. Using Intellitrends' *GreenTrak™* Omnibus, insight was gained regarding alternative energy as a viable source, willingness to invest in alternate energy technologies, and the dynamics accelerating adoption of renewable energy attitudes. Using this strategic insight, marketing materials, including targeted print ads, an interactive web-site and supporting PR initiatives, were deployed to advance, educate and inform, laying the foundation for prospecting and sales.



"We were very impressed with the quick turn around time and the quality of the results. Everyone at Intellitrends was delightful to work with. We were also impressed with the input on question suggestions and the time everyone took with us to make it a beneficial project."