



Focused Growth

- Identify emerging consumer media trends and ways to capitalize
- Benchmark your market and mind share
- Profile and target new customer segments
- Identify messaging/mediums that motivate target segments
- Map how decisions are made and capitalize on gaps and opportunities
- Create a Measurement Program for tracking improvements
- Test and validate the best product ideas/concepts
- Create product/service enhancements to **WOW** customers
- Energize your marketing, PR and advertising initiatives
- Provide your franchisees with market research data

iiMarketView 360°

iiIdeation™ / iiInnovations Test™

iiRelationship Mapping™

Case in Point

One of the largest carry-out franchise pizza chains in the U.S. wanted to analyze and track the appeal of their core pizza offering in select U.S. markets. Intellitrends designed an on-going annual Tracking Program to benchmark and track behaviors of unique consumer segments relative to pizza and other fast food options.

This six year quarterly and annual program has provided insight regarding changing behaviors, media habits, the pizza decision process and brand perceptions to reveal strategic refinements for product development, operational processes, marketing & advertising initiatives and new product options.



"The expertise and responsiveness of the Intellitrends team is truly impressive. The in-depth research and practical recommendations they provided have enabled us to better serve our customers and identify opportunities for growth."