ALPLA
QUALITATIVE TESTING OF B2C PRODUCTS
COUNTRY: BE

ALPLA

Context & Requirements

- **Context**: ALPLA wants to test different cap models and find out consumer preferences

- **Question**: Which models do consumers prefer, and why?

- **Objectives**: Test various closure models, some in the prototyping phase, and identify the variables influencing consumer preferences. Evaluate the perception of each model

Solutions

- Develop a reliable test protocol and a customized analysis grid to meet ALPLA's needs
- Conduct a B2C test with 60 consumers using prototypes
- Analyze their preferences in terms of ergonomics, comfort, and perceived quality

Results

- Ranking of prototypes in order of preference
- Identification of variables influencing consumer choice
- Highlight the problems presented by certain models
- Presentation of insights in exhaustive form (positive points, areas for improvement) to guide engineering development

ARCUS
B2B MARKET RESEARCH
COUNTRIES: BN, FR, DE
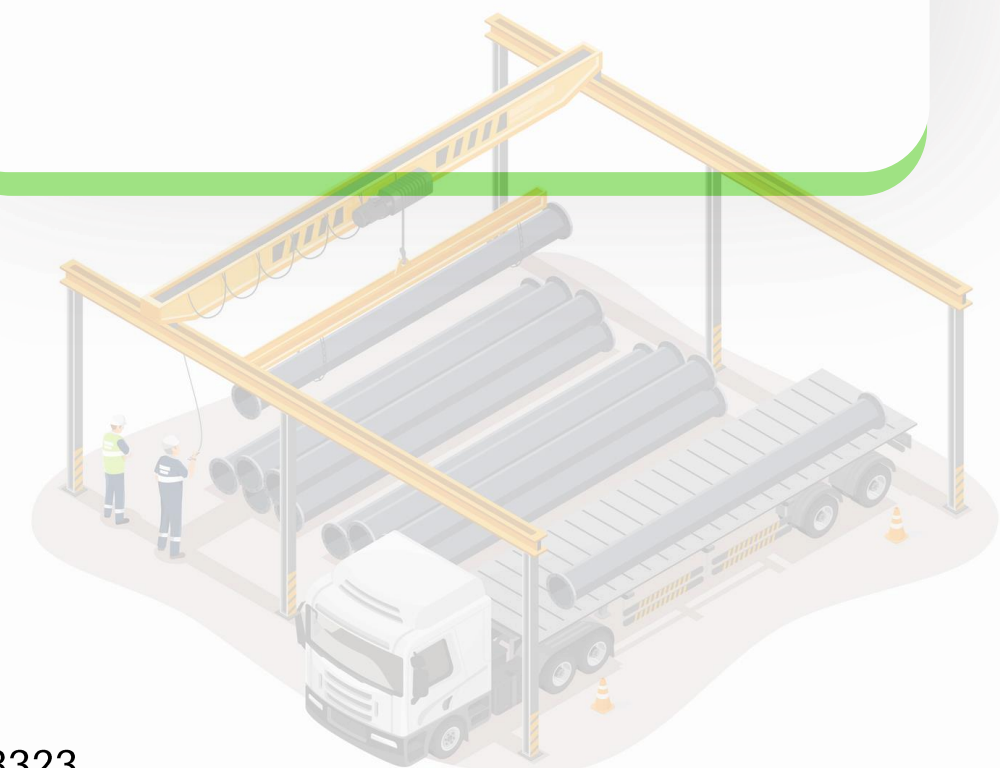
Arcus

Context & Requirements

- **Context**: Arcus specializes in stainless steel tubular products and would like to survey its customers about new service ideas

- **Question**: How is the brand positioned and what are the market opportunities based on customer needs?

- **Objectives**: analyze brand performance, understand market needs and identify business opportunities represented by the development of new services

Solutions

- Conduct a quantitative B2B survey of Arcus' top 300 customers in Belgium, France and Germany
- Measure brand awareness, positioning, and perception in these three countries, while analyzing the current scenario for improvements

Results

- Nearly 70% of the customer base surveyed. Exceptional response rate thanks to a mixed CAWI+CATI approach
- Analysis of the current brand situation in terms of awareness, market positioning, and customer perception
- Testing of sales strategies based on customer needs and habits to ensure brand growth and adaptability

KOMATSU
BRAND AWARENESS AND IMAGE STUDY
COUNTRIES: BE/DE

KOMATSU

Results

- Measurement of brand awareness and comparison with competitors
- Measure employer brand perception along various axes
- Test several proposals for strengthening the employer strategy
- Measured key indicators to quantify the impact of marketing department actions
- Formulation of strategic recommendations based on the data collected

Solutions

- Create a customized survey with the customer
- Select respondents living around Komatsu production centers
- Launch a survey of 800 people in 2 countries (BE+DE)
- Assess awareness, perceptions, and associations with the Komatsu brand

Context & Requirements

- **Context:** Komatsu is struggling to recruit the staff it needs for its centers in Belgium and Germany. A branding exercise is underway in BE+DE for which an ad hoc awareness study is required

- **Question:** How can the employer brand in Europe be strengthened?

- **Objectives**: understand the expectations of local talent around production sites

IntoTheMinds

PAM SAINT-GOBAIN
B2B BRAND IMAGE RESEARCH
SECTOR: CONSTRUCTION
COUNTRIES: EU, UK

Context & Requirements

- **Context:** Customers' and prospects' perception of the brand differs from its objectives, impacting its market position

- **Question:** How do customers and prospects perceive the brand regarding awareness, image, and purchase drivers?

- **Objectives:** Understand customer expectations and loyalty levers to strengthen the brand position and increase market share

Solutions

- Conduct a quantitative survey of 500 PAM Saint-Gobain customers and prospects in 15 countries

- Measure key factors influencing customer choice and loyalty, specific expectations, brand perceptions

- Compare results with those of major competitors

Results

- Analysis of PAM Saint-Gobain brand awareness trends by market segment and product category

- Analysis of competitors' strengths and weaknesses to rethink strategy and positioning

- Recommendations on actions to strengthen PAM Saint-Gobain's positioning in each market