



Consumer Research

Evaluating the impact of marketing activity on consumer attitudes and behaviour

THE PROJECT REQUIREMENT

- To provide evidence of the added value benefit of the new Kodak Pictures processing service

THE RESEARCH

A key challenge of this project was ensuring that the survey effectively measured key commercial reasons for service uptake

- Exit interviews conducted among customers of designated stores
- Telephone follow-up interviews among users of new processing service

THE OUTCOME

- Findings clearly showed that the majority of customers were willing to trade-up to Kodak Pictures
- The processing service was rolled out across all account stores

OTHER CONSUMER RESEARCH PROJECT CLIENTS

- British Airways
- Shell
- Starbucks



Kodak



“Presentations are highly focused, giving us the key results rather than 100’s of charts which aren’t relevant”

Martin Rowland
Research Manager
Kodak