



directiveanalytics

Guiding Strategic Marketing Decisions

Directive Analytics has extensive International experience with various study designs

International Experience

- In Home Usage Tests (IHUT)
- In-person Product Taste Tests
- Awareness and Usage Studies
- Brand Health Tracking Studies
- Advertising Tracking
- Omnibus Research
- Product Testing
- Naming Studies
- Messaging Studies
- Attitudinal-Based Segmentation
- Occasion-Based Segmentation
- Product Optimization
- Category Exploration
- Attitudes and Usage Studies

The global economy necessitates a global perspective.

Our clients (based both in the U.S. and abroad) are increasingly asked to think outside the borders of their own country and think globally. Working in this (potentially) unfamiliar territory, they are challenged to make smart, informed decisions, and deliver consumer insights to their organizations quickly, cost effectively, and most importantly, flawlessly.

However, International market research can be a minefield to marketers and market research professionals alike. Timing, translation, localization, cultural differences and sensitivity, social and business etiquette, and methodological concerns are only some of the elements that can surprise the uninitiated and throw an International project off track.

As trusted partners to our clients, Directive Analytics is often engaged to help gather global insights and execute International research—often spanning multiple countries in a single study. We bring a diverse range of International expertise and experience to the table to help guide our clients in the best way to answer their research questions, while navigating the complexities of International research. Whether the goal is to understand a “new” market through exploratory category level research, bring a new product to market, introduce an existing product to a new market, change the package, test ad copy, or optimize a product, we have the experience to help.

We recommend the most appropriate methodology to gather the insights our clients need, in the most cost effective fashion possible from a broad set of methodologies—from online to street intercept, face-to-face, door-to-door, telephone, central location, etc., we will use the data collection method most suited to the market, project, and research objective.

We have developed relationships with trusted partners for translation, localization, and recruitment, to execute hundreds of International projects in the past 5 years.

At Directive Analytics, quality is our top priority. We have a well thought-out and vetted approach to International research that ensures we provide the highest quality results to our clients. We maintain control over the design and analysis of each project while carefully selecting trusted local experts to help facilitate the fielding and data collection process. This ensures our quality orientation and processes are followed while leveraging the local knowledge and expertise essential to executing any research project outside of the U.S.

“Sometimes it seems as if they [Directive Analytics] can pull off miracles. No matter how tight the timeline or how difficult an audience, they always come through. Their ability to deliver both tactical and strategic marketing insight quickly and cost effectively enables us to make informed, educated decisions when we otherwise may have had to guess.”

Global Marketing Manager, Newell Rubbermaid

Directive Analytics has extensive reach and experience, with execution experience and partners around the world.

Americas and Caribbean	Europe	Middle East	Asia Pacific
<ul style="list-style-type: none"> ■ Argentina ■ Brazil ■ Canada ■ Chile ■ Colombia ■ Dominican Republic ■ Mexico ■ Puerto Rico ■ Venezuela...and more 	<ul style="list-style-type: none"> ■ France ■ Germany ■ Italy ■ Netherlands ■ Poland ■ Russia ■ Spain ■ UK...and more 	<ul style="list-style-type: none"> ■ India ■ Kuwait ■ Saudi Arabia ■ UAE 	<ul style="list-style-type: none"> ■ Australia ■ China ■ Hong Kong ■ Japan ■ Korea ■ New Zealand...and more

International Project Checklist

- RFP
- Methodological Discussion (to determine the best way to reach the target)
- Proposal

Online Projects

- Draft English questionnaire and revisions
- Approval of English questionnaire
- Review of English questionnaire by local partners
- Finalize English questionnaire
- Program English survey
- Client review & approval of English survey
- Translation into local language with back translation for accuracy
- Client approval of translation
- Local language programming
- Soft Launch and Data Check
- Fieldwork

Offline Projects (Telephone, Face-to-Face, Paper)

- Draft English questionnaire and revisions
- Approval of English questionnaire
- Review of English questionnaire by local partners
- Finalize English questionnaire
- Translation into local language with back translation for accuracy
- Client approval of translation
- CATI Programming/Document Production
- Pilot or Beta Test Interviews
- Fieldwork

Why You Should Use Directive Analytics

- We provide tailored research, analytical, and consultative solutions that adapt products to client needs and not client needs to products.
- We are agnostic in our use of different types of field options. We tailor the research design and select field options to best meet your needs and requirements.
- We are committed to senior level involvement in all work, offering you the highest caliber of service and responsiveness.
- Our senior staff has executed hundreds of International projects; they know where the pitfalls are and how to avoid them.
- We are constantly innovating and developing new techniques that leverage technology to get a deeper understanding of the consumer mindset.
- Our primary interest is in helping you meet your business objectives, which we believe will make you want to continue partnering with us in the future.

Industry Experience

- Consumer Products
- Education
- Electronics
- Financial Services
- Food Services
- Health Care/Pharmaceutical
- Hospitality/Travel
- Non-Profit
- Media (online & offline)
- Retail
- Telecommunications

For more detailed information on how we can help you with your international or other research needs, contact us at: (203) 855-8550 or info@directiveanalytics.com.



Directive Analytics, Inc.
100 Corporate Drive, Suite 202
Trumbull, CT 06611
www.directiveanalytics.com