

Results-Oriented Market Research

Primary and Secondary Research

Clearworks can help your company with a variety of market research services, including testing new product and service concepts, analyzing market opportunities, and evaluating positioning, messaging and value propositions. We help ensure that you build the right products for the right markets with the right messages that will resonate with your customers and ultimately contribute to your success.

PRIMARY RESEARCH

Focus Groups
One-On-One Interviews
Ethnographic Studies
Customer Summits and Advisory Boards
Innovation Games Workshops

SECONDARY RESEARCH

In-Store Research
Market Analysis
Competitive Analysis
Industry and Vertical Market Studies

ADDRESSING TOUGH BUSINESS CHALLENGES

Market Research is an essential tool for answering challenging business questions. It is an effective and powerful way to get feedback direct from the market and customers to validate and support key decisions as well as uncover innovative ideas and solutions. The Clearworks team has helped many clients find answers and make compelling business decisions.

We have a track record of helping companies to identify, evaluate and test:

- Market potential for a new product or service
- Viability of a new product concept
- Segmentation strategies for a product or service
- Critical product features and functions
- Competitive landscape and differentiation
- Channel and distribution issues
- Customer value propositions, benefits, and messaging
- Shortfalls with current products or services
- Naming strategies for a product or service

“Clearworks conducted a series of new product focus groups for us. Based on that work, we hired them for another project and plan to use them until we get our series of products launched. The team’s performance and results established credibility with our top management and Clearworks is now considered a regular part of the team.”

Amy Huson
VP of Product Management, Plantronics