

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.

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

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

“Clearworks developed a tailored research strategy to achieve deep customer insights that were vital to our positioning and message development, and subsequently helped us to create powerful, customer-focused collateral.”

Mark Culpepper

Vice President, Marketing, SunEdison