



RESEARCH

Developing a plan is critical in any marketing campaign. Where do we start first when executing a creative idea? Research is the answer. We have to find out what your competitors are doing in the market today and come up with reasons why that their strategy is working or maybe it is not working. We start out with the product itself. How well is the outcome of each product. Do the products meet the needs of the consumer? Do they benefit from the product over maybe your competitors? Will the product itself sustain the environment it is surrounded by? These are key questions that need to be digested and answered correctly with more than just thought, but research.

More than enough times people will find themselves into situations where they feel like there competitors are always going to be stronger than them and they have no way out from underneath. Let me let you in on a little secrete. No matter what size of a company they are or what they are doing there is always a small loop hole where we can find something they are doing wrong and still execute a marketing campaign where it will benefit you and your company. Research is the most powerful tool we can use in formulating a creative plan. You can have the best design in the world but if it isn't executed correctly then sure enough the design will not mean anything. You can bet on that.