



# YouthInsight

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## Business Problem

This client undertakes a wide range of sampling activities with their FMCG products, but lacked a detailed understanding of the effectiveness of this marketing activity.

## Research Problem

How does the client measure the effectiveness of their product trials?

## Target Audience

University students across Australia.

## Outcomes

- Compared with the control sample, those who received the trial showed significant uplift in brand awareness, positivity, product purchase and future purchase intentions.
- This data allowed the client to calculate ROI of the trial program, which will inform future product sampling campaigns.



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## Telling the story of Gen Y & Gen Z



Access to more than 900,000 12-29 year olds through email, phone and social media.



Dedicated in-house Youth Panel with more than 95,000 high quality respondents



Ability to gain unrivalled insight into their lives, behaviour and attitudes.

## Business Problem

As the rates of vehicle ownership decline, along with the number of young people obtaining their licence, this insurer is under pressure to develop new products and services that generate income.

## Research Problem

How can we assist the insurer in the development of a youth engagement program focused on deals and discounts?

## Target Audience

14 – 17 year-olds across Australia, nationally representative sample.

## Outcomes

- The insurer was provided with a clear hierarchy of brands in terms of youth shopping habits, along with the clear demographic skews of each.
- Detailed feedback, both quantitative and qualitative, was delivered on the concepts that had been developed, with clear guidance on which concept was likely to be most successful.



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## Business Problem

In the face of increasing competition from the online travel sector, this client needed to evolve the brand to remain relevant in 2017.

## Research Problem

What are the strengths and weaknesses of the client's brand and how can they best evolve it to meet the needs of young travellers?

## Target Audience

18 – 26 year-olds who have travelled overseas in the past 12 months.

## Outcomes

- The client was provided with a clear understanding of the path to purchase for young travellers and the impact their low knowledge and budget has on their process and expectations.
- Through this process we identified the brand attributes that can be leveraged to position the client as the best option for young travellers, while at the same time exploiting the weaknesses in online competitors.



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## Business Problem

As a tech startup developing an app, this client needed to reassure investors it is on track to deliver a successful product.

## Research Problem

How can the client obtain actionable user feedback and improve upon their app?

## Target Audience

Younger university students (20 – 24 year-olds), older students (24 – 29 year-olds), international students, full-time working males (24 – 30 year-olds) and mothers (30 – 40 year-olds).

## Outcomes

- An iterative approach using focus groups allowed the development team to rewrite the app and develop new builds between phases, ensuring we maximised the feedback obtained through the research.
- From a strategy perspective, the client obtained a better understanding of which target audiences connected with the app concept and why.
- From an app development perspective, the hands-on nature of the focus groups provided the development team with recommendations for how to improve the user experience and develop new apps features.



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## Business Problem

The client has fierce competition from rival universities and faces the challenge of producing sufficiently powerful advertising to gain an advantage.

## Research Problem

How strongly does their proposed video advertisement (in storyboard form at the time of testing) resonate with its target audience, and to what degree does the ad influence likelihood to enrol?

## Target Audience

Year 12 students and any others who are considering attending university in the next few years.

## Outcomes

- The ad was well-received by students; however, it was unable to shift fundamental perceptions, and likelihood to enrol remained steady before and after seeing the ad.



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## Business Problem

This organisation was looking to remain the leading accountancy accreditation in the face of ongoing competition within the industry.

## Research Problem

How do we evolve the organisation's student engagement program and position it as the preferred accreditation of both students and employers?

## Target Audience

Australian and New Zealand university students within business, finance or STEM faculties.

## Outcomes

- We arrived at a clear definition of "job ready" from an employer and student perspective, which informed that student development program in terms of meeting employer needs, attracting students, program structure and content, and positioning and marketing.
- Identification of topic areas where there is a fit with the brand and areas in which the brand would need to stretch to provide relevance.
- Understanding of the competitor landscape in the graduate training/development sector along with identification of the strengths, weaknesses, opportunities and threats for the organisation's program within this environment.



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## Business Problem

Through its focus on innovation and new technology, this Government department was working towards increasing the number of young people who start their own businesses.

## Research Problem

How does this department develop their online start-up website to meet the needs of young people?

## Target Audience

University students interested in (or in the process of) starting a business, as well as young, unemployed people (<24 years old) who receive financial support from the Government.

## Outcomes

- Each phase of the research provided clear guidance on how the site could be improved in terms of content and information provided, tone and language of content, navigation and accessibility, and layout and readability.
- As the research was fed back to the development team and changes implemented, each updated version of the site received increasingly positive feedback and motivated participants to make their business ideas a reality.
- Through the reiterations, the site took on a tone and design that connected with the audience and was identified as being quite different to that of a typical government website.



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## Business Problem

Within the highly competitive consumer banking sector, this bank needed to prioritise how it used its limited marketing resources to most effectively grow the business.

## Research Problem

How well does the bank resonate with a younger audience and what is the potential for targeting this audience as part of a longer term strategy focused on customer lifetime value?

## Target Audience

Young people aged 17 – 26 across Australia.

## Outcomes

- Segmentation of the youth market based upon their financial literacy, category engagement and attitudes to small vs. large banks.
- SWOT analysis of segments to identify which presents the best marketing opportunity and brand alignment with this bank.
- Recommendations on how to pitch the brand to receptive youth segments, based on the product features and brand behaviours that are most appealing to potential customers.



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# Case Study Mobile Provider

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## Business Problem

This mobile provider was looking to increase its market share within a highly competitive category under continual price pressure.

## Research Problem

Can we provide input to the mobile provider's comms strategy for customer acquisition?

## Target Audience

Pre-paid mobile users aged 16 – 30 across Australia.

## Outcomes

- YouthInsight was able to design the survey, conduct fieldwork and have raw data results back to the provider within seven days.
- The survey results confirmed the marketing team's strategy and allowed them to bring hard data to discussions with other parts of the business regarding their strategy.

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## Business Problem

This tech client needed to maximise sales of a specific laptop, which was about to launch in Australia at the time of the campaign.

## Research Problem

Which creative execution supplied by the client was most appealing to an Australian youth audience?

## Target Audience

18 – 34 year-olds willing to spend more than \$900 on a laptop.

## Outcomes

- YouthInsight was able to design and field a creative evaluation survey in record time, with results available within five days of briefing.
- The survey results provided a clear winner in terms of which creative more successfully created positive brand associations and drove consideration, which informed the client's final decision.



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