



# Galileo

**AGENCY OFFERING**

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*Tailored Methods*

*Specifically designed for ad agencies seeking efficient and cost effective research solutions to advance their pitch preparations for new clients*

**W**ith an insider perspective (all Galileo team members have prestigious NY ad agency backgrounds), Galileo is launching a new research framework that will provide cost and time efficient ways for ad agencies to conduct quality research for new business pitches. Galileo's 'Jump Start Pitch Initiative' can help super charge your team's understanding of a new category or consumer, or help optimize (and sell-in) your team's creative campaigns.

Galileo has specifically designed this research toolbox to help agencies address their most critical pitch needs.

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## **YOUR BUSINESS NEEDS**

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### **COMMUNICATION/CREATIVE OPTIMIZATION**

Vet and optimize ideas for new communications prior to the pitch meeting. Identify which ideas have the greatest potential to meet the client's strategic objectives while also driving relevance, appeal and awareness among their customers.

### **PSYCHOLOGICAL INSIGHT RESEARCH**

Uncover insights to better understand your core consumer and their motivations, including a rich portrait of their beliefs, attitudes, fears and desires,

and how your product or service may fit into their lifestyle. Go beyond the "justifying narratives," i.e. the stories consumers readily tell themselves and others to justify their decisions, and explore the deeper, underlying beliefs (the "subconscious drivers") that truly guide behavior.

### **POSITIONING RESEARCH**

Is the current positioning clearly communicating the spirit and essence of the brand to consumers? Build a case to evolve the brand positioning to better

meet consumers' needs and expectations, and stand out from the competition.

**BRAND MEANING AND USAGE INVENTORY**

To better understand where the brand fits in the competitive landscape, explore current perceptions of the brand (including the emotional and

rational reasons consumers select it) and gain an understanding of how these perceptions compare to those of its key competitors.

**TIMING**

Most projects will be completed in a 7-10 day window from kick-off to analysis.

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**OUR OFFERINGS & METHODOLOGIES**

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The 'Jump Start Initiative' condenses typical research methods to create a streamlined process. We have devised methodologies that work well individually or can be combined as a more in-depth approach. These methodologies include:

**VIRTUAL CONSUMER EXPOSÉ**

Gain an unmediated look into your consumer's lifestyle through user-friendly mobile technologies that allow participants to record video content conveniently. Videos enable us to capture real-time experiences (both emotional and rational) with an immediacy and intimacy that often cannot be captured in focus groups. The video submissions can be incorporated into your presentation bringing key insights to life and offering vivid, authentic portraits of the consumer.

**PSYCHIMMERSION FOCUS GROUPS**

Qualitative focus groups allow us to delve into the psychological complexity of consumer decision making where we do not take consumers' rational at face value but rather create tailored discussion flows designed to unpack the tensions between

individuals' underlying beliefs and the cultural alibis they generate. Focus groups are ideal for insight generation, positioning research, and communications evaluation and optimization.

**FRIENDSHIP SALONS**

Identify a key customer, invite them and five of their closest friends who share a similar demographic profile to spend an evening talking about your brand or category. This methodology takes advantage of the candor and honesty shared during a night out amongst friends and also cuts costs associated with traditional focus group facilities. These conversations are often fun and playful, but also remarkably unfiltered and insightful.

**FULL DISCLOSURE ETHNOGRAPHIES**

Explore your consumer's world firsthand by speaking with them at home or wherever they may interact with your brand. The output will be an authentic and psychologically rich portrait of consumers' lifestyles, habits, attitudes and values, including their deeper emotional truths within a real world, organic context.

**SPECIALIST SEARCHLIGHT INTERVIEWS**

Gather insights from experts who have experience with your customer or within your category as well as those outside your business's core focus to expand the knowledge base feeding your insights. This methodology allows us to harness the expertise of others and to enables us to channel insights they have about a range of different consumers via a single interview.

**QUANTITATIVE EXPLORATION**

Quant studies can be conducted to explore consumer attitudes and behaviors, test the appeal of an idea, or product options, and measure key data such as spending habits. These studies can be done on a smaller scale for a quick directional read or on a larger scale that allows for a more intensive, in-depth questioning.

**BRAND BLUEPRINT WORKSHOP**

A strategy and planning session moderated by Galileo that is designed to harness the experience and brainpower of key company stakeholders to explore the brand's current positioning and unmet needs of the consumer in order to identify distinct whitespace for the brand's evolution. Galileo will synthesize the workshop's output and, if necessary, develop positioning statements for testing and further refinement in qualitative research.

**STRATEGIC CONSULTING**

If the agency needs additional strategic firepower, Galileo offers re-analysis and integration of existing data, and development of concepts and branding platforms to help you arrive at fresh thinking and creative problem solving. Sessions are designed to

harness the collective knowledge of the group and to then catapult your thinking beyond the obvious to focused, actionable and strategic recommendations.

**ACTIVATION WORKSHOP**

These sessions take research results to the next level, ensuring that research findings lead to actionable, meaningful implementation across your organization. We can identify both short and long-term goals based on the strategic direction and needs that research uncovers.

**MYSTERY SHOP-ALONGS**

We'll take consumers on a mystery shopping exercise for an unfiltered view of how a brand's store environment and retail staff are perceived. We also focus on competitive brands to understand how shoppers perceive the options available to them and how your brand might fit within that context.

**MERCHANDIZING "REHAB"**

An "after-hours" party for the core consumer on store premises can be more than just a fun night out shopping; this is actually a dynamic way to explore what consumers think of the in-store experience (design, merchandizing, etc.), the brand itself, and ways to enhance the perceptions of both.

**ONLINE TOOLBOX**

Many of the methodologies above can be implemented online with our toolbox of web-based techniques including real-time online focus groups, multi-day bulletin boards, web content evaluation, mobile app tools, or social media engagement (via sites like Facebook or Pinterest).



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## CONTACT

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