



Galileo

LUXURY OFFERING

Tailored Methods

Galileo has unmatched expertise in the field of market research and brand consulting for luxury brands and has designed tailored research approaches for many luxury companies including Harry Winston, Rolex, Audemars Piguet, Lexus, Leading Hotels of the World, Platinum Guild, Four Seasons Hotels and Resorts, Intermix and more.

While many leaders in the luxury space increasingly recognize the crucial business edge provided by incisive, in-depth tailored customer research, we observe many other luxury companies still settling for tracking data and generic affluence customer surveys and market reports. Within the context of current economic uncertainty and ever increasing challenges for the luxury marketer, in-depth brand and customer knowledge has become a critical necessity.

At Galileo we have developed potent, effective research methodologies and tools to help more luxury clients appreciate the profound value that market research can bring to customer understanding and business growth.

YOUR BUSINESS NEEDS

WHAT DEFINES THE ULTIMATE IN-STORE EXPERIENCE FOR THE AFFLUENT AND SUPER-AFFLUENT?

Explore the strengths and weaknesses of your retail environment, including how to optimize your merchandizing mix, the “flow” through which

consumers shop in your space, and how to make your windows and displays work harder. Additionally, investigate the psychological mindset of your consumers and how well your sales staff are able to decode their signals and attend to their needs.

HOW INTIMATELY DO YOU KNOW YOUR CUSTOMERS?

You see them in-store, but how well do you know their lives, beliefs, priorities, attitudes, fears, desires? How well do you understand the psychology of their luxury decision-making? One of our key areas of focus at Galileo is decoding the “subconscious drivers” (the underlying beliefs, and desires of consumers) and their “conscious rationales” (the stories consumers tell themselves and others to justify and explain their luxury purchase decisions).

WHAT LIES AT THE CORE OF YOUR BRAND AND HOW WELL IS THIS BRAND ESSENCE BEING DISSEMINATED TO CONSUMERS?

How do brand loyalists vs. lapsed customers vs. competitive customers articulate your brand essence? How do these views of your brand diverge? What drives brand passion for loyalists and brand indifference or antipathy for others? What opportunities exist to enhance and evolve your brand essence and positioning as well as the essential elements of your brand experience?

DO YOU HAVE THE OPTIMAL DESIGN DIRECTION AND PRICING STRATEGY IN PLACE?

Help mitigate risk by getting feedback from your customers to make enhancements and optimizations.

HOW SUCCESSFULLY IS YOUR COMMUNICATION STRATEGY BRINGING YOUR BRAND POSITIONING TO LIFE?

How do brand loyalists vs. competitive customers connect with your communications in terms of message, tone, imagery, spokespeople and media vehicles utilized? What level of aspiration are you creating with your communications? Do your communications identify you as a leader and innovator or follower and me-too? What opportunities exist to optimize your brand communications?

WHAT IS THE IDEAL ROLE FOR SOCIAL MEDIA WITHIN YOUR MEDIA STRATEGY?

How are the Affluent and Super Affluent interacting with social media in your space? What message will the use of social media send to potential customers about your brand – is it entirely positive value or are there dangers and watch outs? Identify how to harness the power of social media in a vibrant, provocative way that is meaningful for your brand.

WHERE DOES YOUR BRAND LIVE WITHIN THE COMPETITIVE LANDSCAPE?

Explore perceptions of your brand relative to those of your key competitors. What are the justifying narratives customers employ to purchase competitive brands vs. your brand? What is the competition doing well, where are they falling behind? How can you own and dominate the category? What white space opportunities exist?

OUR OFFERINGS & METHODOLOGIES

We have devised methodologies that work well individually or can be combined as a more in-depth approach. These include:

VIRTUAL CONSUMER EXPOSÉ

An unmediated look into the Affluent consumer lifestyle through mobile technologies that allow participants to record video via a user-friendly app. Videos enable us to capture real-time experience (both emotional and rational) with an immediacy and intimacy that cannot be captured in focus groups. This video content brings key insights to life in an engaging, impactful format for easy dissemination across with a larger team or department.

PSYCHIMMERSION FOCUS GROUPS

Qualitative focus groups allow us to delve into the psychological complexity of Affluent consumer decision-making. We do not take consumers' rationales at face value, but rather create tailored discussion flows designed to unpack the tensions between individuals' underlying beliefs and the cultural alibis they generate.

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 first-hand 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 Affluent 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 tastemakers and experts, enabling us to channel insights about a broad consumer group via a single interview.

QUANTITATIVE EXPLORATION

Quant studies explore consumer attitudes and behaviors, test appeal of an idea or product options, and measure key data such as spending habits. We often use qualitative and quantitative research in tandem to give clients a multi-dimensional understanding of their consumers. These studies can be done on a smaller scale for a quick directional read or on a larger scale that allows for more intensive, in-depth questioning.

ON-CALL CONSUMER PANEL

Galileo can create a panel of your target consumers that would allow you to tap into the same group of consumers overtime at different stages of idea

development or implementation. This allows for multiple touch points throughout the year with a very quick turn-around time.

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

Infuse your process with strategic firepower at any stage. We can immerse ourselves in your brand, including a re-analysis of any existing data, 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 beyond the mundane 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 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 your store environment and retail staff are perceived by your consumer. The focus can also be on competitive brands to understand how shoppers perceive the options available to them and how your brand fits within that context.

MERCHANDIZING "REHAB"

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

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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