



Case Study – Market Assessment, Marketing Plan, Demographic Analysis

morningblue solutions

Services: Market Assessment; Demographic Analysis; Market Penetration Strategy

Situation: morningblue solutions is a creative services firm who engaged The Still to provide various analysis services for one of morningblue's clients.

The client was intent on launching a new hybrid retail product and service consumer store concept. The client had strong experience in the service side, but no experience in launching a consumer oriented retail store.

The client required guidance about the best way to craft their message as well as communicate this to consumers.

Solution: The Still approached this project knowing that the client had to both communicate this new concept, as well as differentiate themselves from single-solution competitors.

The Still first provided a Market Assessment of the two main markets – the services segment, and the products segment of the concept. These Assessments were then integrated to provide a Market Landscape of the hybrid concept.

The Still then used the target market customer qualities identified in the research to build a target demographic model. This model was then applied to media demographics to build an appropriate media timetable and budget.