



## **CASE STUDIES**

### **CASE (Council of Advancement of Support of Education)**

#### **Project Goal**

The Council for Advancement and Support of Education (CASE) conducted market research to identify the most relevant needs, perceptions and experiences of current, perspective and lapsed members.

#### **Our Approach**

A total of 19 focus groups and 3 one on one interviews were conducted with members current and lapsed as well as perspective members. Participants were included from the U.S as well as Europe utilizing in person formats as well as web conferencing. BCG developed the study parameters, managed a research budget, trained internal staff in the recruiting of participants, conducted groups/interviews and authored a summary of the research findings.

#### **Accomplishments**

- The project served as a foundation for ongoing quantitative research which confirmed and verified the qualitative findings.
- The research results were used by the CASE management team and business units to enhance members' services and experiences.
- The findings from the research were shared with the board of directors and helped to shape the 5 year strategic plan.
- The project came in below budget by 20%.

## **THE MEDIA NETWORK**

#### **Project Goal**

The Media Network contracted with BCG to conduct interviews in rural areas of MD to better understand attitudes and practices concerning HIV testing.

## **Our Approach**

A total of 8 focus groups were held in non-traditional settings such a church, community center and a local college. The groups were made up of males and female residents. BCG elicited information on the current perception of HIV testing, resident's knowledge of testing locations and the reasons for not being tested.

## **Accomplishments**

- The research garnered insight into the types of beliefs and resistance that contribute to the high cases of HIV in the area.
- The research provided direction into the types of communication messages that could be used to reach those that live in rural areas of Southern MD.
- The research identified targeted areas and locations that would best support communication messages on this topic.

## **RTC RELATIONSHIP MARKETING**

### **Project Goal**

To develop relevant communication messages that would be included in the creation of a smoking cessation public relations campaign, which would also include the creation of a mural.

### **Our Approach**

BCG contributed to the creation of 5 unique positioning statements that would be further developed in focus groups with smokers. BCG recruited for 6 focus groups and tested each positioning statement for it authenticity and relevancy with male and female smokers. After the completion of interviews a revised composite positioning statement was presented based on findings. An executive summary was also presented with comprehensive findings.

### **Accomplishments**

- There was a clear winner amongst the positioning statements that appealed to both male and female smokers.
- The research indicated additional marketing outreach tactics for the public relation company that would be better received than the planned mural.
- RTC was able to successfully develop a relevant and engaging campaign.

## **VERISPAN**

### **Project Goal**

To conduct exploratory and usability research for a new website for a major pharmaceutical company, specializing in women's health care products.

## **Our Approach**

A total 16 individual interviews were conducted on site at the website development company. Interviews consisted of testing website navigation and ease of use. After each day of interviews BCG constructed a summary of website enhancements and recommendations and conveyed them to the development team. BCG reacted swiftly and when possible re-tested changes made to the website.

## **Accomplishments**

- The site tested high for possible revisits
- The site achieved higher direct to consumer response rates than previous direct mail efforts.
- Clients were pleased with their first usability study and expectations were surpassed.