

**Project:**

Market Study  
Usage & Attitude

**Research Type:**

Quantitative

**Regions:**

EMEA and North America

**Sector:**

Printing/Digital Fine Art

**Client:**

Suzanne Tylka  
Hewlett Packard

**Business Challenge**

HP needed to identify a very specific niche user audience: artists and print production people who used large format printers to produce digital fine art. The research took place over five months, was cross-cultural and multi-lingual as HP wanted to find these people in five different markets across Europe and in the US.



**Methodology**

The target audience was not an easy one to find and involved a substantial amount of creative, intelligent and determined desk research in order to locate over 400 desired participants. Once potential interviewees had been identified, Business Advantage research analysts gave in-depth briefings to its multi-lingual interviewing team.

HP desired particularly detailed information, so Business Advantage ensured the interviewers understood the market thoroughly before beginning in order that they could engage with the interviewees to a degree sufficient to ensure interviewees were comfortable with the particularly long (30 – 50 minute) interviews.

**Why choose Business Advantage?**

Business Advantage already had experience of working with HP and knowledge of the printer market. This meant Business Advantage could understand the project needs speedily and work intelligently towards solving the business issue.

HP also chose Business Advantage because it was able to handle all of the markets and languages from its UK office, thus ensuring a consistent quality across the research.

HP was confident in Business Advantage's research advice: It was Business Advantage that advised that a telephone survey would produce more useful results than an on-line survey and that also had the quality of staff to carry out long and detailed surveys successfully. Business Advantage was also chosen for its flexibility: for instance it advised that the study be suspended temporarily over the summer holiday period and had the resources to manage this. The company also advised on and developed the script and questionnaire that proved so effective. HP also felt, from prior experience of the company that Business Advantage's approach was very professional and felt confident about the quality of data that would be produced.



*HP is a technology solutions provider to consumers, businesses and institutions globally.*



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

### Why choose Business Advantage? (*continued*)



In addition, HP appreciated the significant amount of detailed data analysis Business Advantage provided as part and parcel of the research results, which meant that HP saved considerable time in-house which may otherwise have been spent in cutting the data further.

### What Impact did the result have on your business?

As this research was focused on a niche market, the results are still in the process of impacting directly on the business. What HP found most interesting was that the results showed surprises in terms of which particular countries were actually leading the market's development. This finding alone will be very useful to use as leverage in its marketing strategy.

### Suzanne Tylka, comments:

*"Business Advantage did a great job in terms of keeping on track with the research and keeping me informed. The big time difference was never an issue: I always knew what was going on and I'd really like to complement the team members, Sue Hannay and David Eaton on their work."*

**For further information on this case study please contact:**

**Sue Hannay**  
*Director*  
Research Services  
Business Advantage  
Pel House  
35 Station Square  
Petts Wood  
Kent, BR5 1LZ  
United Kingdom

**Email:**  
sue.hannay@business-  
advantage.com

**Tel:** +44 (0)1689 873636

**Web:**  
www.business-advantage.com

