

Project:

Market Study

Research Type:

Hybrid (Quantitative & Qualitative)

Sector:

Strategy Consultancy

Region: EMEA

(Germany, Switzerland, UK, Spain, Italy, Portugal, the Nordic countries, France, the Benelux countries, and Russia)

Client:

Carol McAvoy
Vice President
Broderick & Company,
California, USA.

Business Challenge

Broderick & Company, a market strategy consultancy, conducted an in-depth survey of senior executives within major global companies. Business Advantage was commissioned to assist with the outreach to European companies.



This project involved recruiting and interviewing senior executives in six industries, including companies in Germany, Switzerland, UK, Spain, Italy, Portugal, the Nordic countries, France, the Benelux countries, and Russia.

Carol McAvoy, Vice President commented:

"This was the first time we had undertaken a research project of this magnitude in Europe, and we were looking for a compatible market research company with the ability to engage with senior executives in multiple European languages."

Methodology

Senior personnel such as CEOs are a notoriously difficult target audience to reach and Business Advantage's multilingual team of interviewers had to be both persistent and professional with their approach. There were also translation difficulties to be overcome as some of the terminology was highly specialised and complicated to translate.

Carol said:

"Using Business Advantage offered us a team of seasoned professionals who could speak with potential respondents in the languages in which they were most comfortable."

"Getting hold of high level contacts within these giant companies made this project a complex one and it often took many calls to reach them. BA was also able to supplement our pool of potential interviewees with numerous new contacts."

Broderick & Company was provided with daily updates in spreadsheet format plus a weekly telephone project update.



Broderick & Company is a market strategy consulting firm that provides market research, thought leadership, marketing and business development services for professional services firms.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global technology and business services sectors.

Why choose Business Advantage?

Carol said:

"After Business Advantage was recommended by Autodesk, Managing Director Chris Turner stopped by to meet us when he was in the San Francisco area. We were impressed by the service BA could offer, their client list, their experience and the quality of their team. They have a well qualified team of high-level professionals, with multilingual language skills, and due to their location they can easily cover the whole of Europe."



What impact did the result have on your business?

Carol commented:

"Business Advantage did a very good job in helping us to acquire the European data we needed in order to produce our international report."

For further information on this case study please contact:

Nicola Mansfield
Director
Market Analysis, Research and
Competitor Intelligence

Business Advantage
Pel House
35 Station Square
Petts Wood
Kent
BR5 1LZ
United Kingdom

Email:
nicola.mansfield@business-
advantage.com

Tel:
+44 (0)1689 873636

Web:
www.business-advantage.com

Final Comment from Carol McAvoy

"The service received from Business Advantage was excellent.

Great work on a tough assignment!

We would certainly use Business Advantage in the future for both European and US projects."