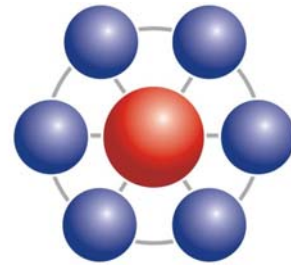


SRD GROUP



'Your brand, your position.'

**We call our advanced system
"Consumer GPS"**

Strategic Resource Development Group

Focused on performance improvement in Customer Experience and Customer Relationship Management

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what's that got to do with your local market?) Instead we focus on giving you a living breathing set of GPS co-ordinates for your brand.

Next we used advanced analytics to pinpoint your location and that of your competitors.

Having established the map, we then use further advanced analytics (correspondence analysis, perceptual mapping for example) to accurately map the position of your brand and your competitor brands within this relevant consumer map.

The advantages of the approach are:

1. **Genuinely customised research for your brand in your market.** Trust us - things that are of defining importance in one country can be largely irrelevant in the next: which is why we are not happy with standardised models. Sorry.
2. **Confidence and Depth of insight.** Brand positioning models come from all over the place. Sometimes agencies invent them, or researchers use their experience to develop a good hypothesis for how things tick in your market. By getting consumers to tell their story in their own words we get more confidence because we're listening to the people who matter: we know that were assembling your GPS Co-ordinates based on hard evidence. The other thing with the approach is that those consumer stories always - repeat: always - give us more insights.
3. **Proven system.** Our system has produced positioning maps that, when used and analysed give our clients dramatic understandings. Very often in FMCG for example, research systems show only nuanced differences between one customer segment and the next - our system consistently deliver chunkier, more meaningful differences based on our consumer segmentations and brand positioning system. This is research that leads to specific action at a strategic and tactical level.

Our experience.

Our experience in brand positioning and category studies goes back to 1993 – back before internet. Brand research and management was certainly easier then. But where the big research companies use brand research systems that were developed back then, our system has taken account of the changing way consumers see their world, and the way we can analyse their insights.

In recent years we have worked on studies including:

- Business – industrial, professional services.
- Educational sector – education providers in a crowded market.
- FMCG – youth brands, beverages, confectionery, fresh produce – both locally and for global studies.
- Finance – including banking and investment, retail and business to business.
- Duncan Stuart also continues to consult with the world's largest market research provider (Nielsen) helping develop with their excellent global R&D team advances in brand positioning and consumer research.

We work directly with clients as well as with client/agency partnerships.