

A's | Research

CASE STUDIES



Call on 4A's Research if you are doing research for new business, looking to support a recommendation to a client, or simply trying to stay up to date on techniques and trends in advertising and the agency business.

Available only to 4A's member agencies, Research is here to serve as your secondary research partner. 4A's Research comprises a staff of information specialists and an extensive collection of reference sources: directories, trade journals, current studies and statistical reports, and dozens of online databases.

4A's membership grants you unlimited access to our vast collection of secondary research data on advertising and marketing. You can call upon our information specialists to provide you with targeted information and you can utilize the plethora of resources that we offer on our website.

Please keep in mind that secondary research involves locating information already collected or published by others. It may not answer all your specific questions and you may need to conduct additional primary research.

Advantages of Using 4A's Research

Since everything we do is for advertising and marketing communications agencies, Research has a special understanding of the marketing perspectives you need.

Research will work with you as a partner. We listen to the details of your situation and help to formulate your request. Your research project is customized to address your unique needs.

Research has expertise in researching specific marketing concepts and strategies that may not be easily found elsewhere. Research knows exactly where to find the best answers to your questions.

Your annual membership dues include unlimited access to Research.

How to Use 4A's Research

Contact us by [email](#) or via our [online request submission form](#). You'll hear from us promptly to clarify the parameters of your project and schedule it. If you would like to



Speak with someone on the phone, please mention that when you write to us, and we will give you a call.

The following guidelines will help us help you in the most effective way.

- Give Research sufficient time to handle your projects. While we make every effort to accommodate urgent requests, there is a rush charge for next-day service.
- 4A's Research prefers to deal directly with the person who needs the information. We may have questions that only the end user can answer, and sometimes an extensive discussion reveals an entirely different slant to the request that would not have come to light without that direct communication.
- In order to help us serve you better, we may have clarifying questions for you, such as questions about the scope of content you need, what research you have already done on your own, and the time frame for when you need the information in your hands. Major projects are generally completed in two or three days. Other than quick reference questions, next-day service will incur a nominal rush charge, for which we'll need payment before beginning the research.

Consider 4A's Research an extension of your agency—your secondary research partner. We hope to include your agency among those who make optimum use of the service. Contact us by [email](#) or via our [online request submission form](#).

ADVERTISING CONCEPT CASE STUDIES

Case #1 Marketing touch points and consumer happiness

A member agency needed a better understanding of **marketing touchpoints and consumer happiness**, including the impact of happiness on brand affinity and purchase propensity.

4A's Research used strategic and creative search strategies to find brand case studies describing **marketing encounters that created happy consumers** in various industries, resulting in an increase in the brands' sales.

In addition, the search strategy uncovered case studies and reports **showing positive touch points having the greatest consumer impact**, including TV advertising, word of mouth advertising and viral marketing. The **use of social media influencers** to build more personal consumer connections was also found to increase consumer happiness.

The member was also provided with case studies on the use of multi-sensory and experiential marketing campaigns that used happiness themes, showing that **brands associated with happiness led to greater loyalty and profitable relationships with consumers**.

Sources used: advertising case study databases and collections, advertising trade publications

Case #2 Use of mascots in campaigns

A member agency contacted 4A's Research when they needed **best practices** and examples of **brands recasting brand mascots**, as well as the impact **changing a brand mascot has on brand effectiveness**.

By providing **classic and recent campaign examples and ad effectiveness research**, 4A's Research provided information that helped the member develop a strategy. An industry news publication wrote about the mascot change in a new campaign from the brand, highlighting the **agency's successful work for their client**.

Sources used: advertising databases, trade publications, consumer insight platforms



B2B CASE STUDIES

Case #1 Small business owners

A member agency's client was looking to target a new audience base: **small business owners**. The member contacted 4A's Research for insight into this audience: demographics, psychographics, media habits, purchasing decision journey, and more.

4A's Research provided the requested profile information and **the agency was able to impress their client**.

Sources used: audience insights platform, government resources

Case #2 Value of B2B marketing

One of our members' clients questioned the **value of advertising to a B2B audience** and the agency wanted information to help support their efforts. They asked for **best practices for marketing** to this target, as well as information on the target's purchasing decision-making process.

4A's Research provided reports and surveys detailing how **B2B decision makers prefer to be marketed to**, the benefits of advertising to this audience, a B2B annual marketing mix report, and **B2B marketing spending benchmarks**.

Sources used: consultants' studies, B2B-focused databases, industry surveys



CONSUMER CASE STUDIES

Case #1 Health-conscious Gen X & Millennial consumers

A member agency with a consumer service client tapped into 4A's Research to gain a deep **understanding of health-minded individuals as well as Gen X & older Millennials** broadly. The agency needed to develop customer journey maps and a campaign strategy for the client.

Through collaborative discussions with the member agency, 4A's Research provided deep data on each consumer group that included **attitudes & behaviors around health & nutrition, food shopping habits, lifestyles, media habits and barriers to making healthy decisions.**

Source used: trend articles, food trade journals and reports, audience insights platform

Case #2 Deep understanding of niche consumer groups

An independent agency with a large government client collaborated with 4A's Research to gain a **deep understanding of specific consumer groups:** including, but not limited to, mid-career working adults seeking a life reset; blue-collar rural consumers; and LGBTQ+ college students.

After in-depth discussions with the strategists at the agency, 4A's Research provided rich data on these groups, including **media habits, personal and lifestyle interests, psychographics, life plans for the next six months, life priorities, charitable donation habits, and more.**

Source used: audience insights platform



HEALTHCARE CASE STUDIES

Case #1 Inclusivity and marketing to disabled consumers

4A's Research was contacted by a member agency with a client that develops products for children with disabilities, with a focus on mobility. The agency wanted to understand the **demographics, mindset, lifestyle, and spending habits** of this audience.

The results included **case studies of marketing trends** that demonstrated a thorough understanding and sensitivity to **what motivates the disabled audience's purchasing behaviors**.

Sources Used: full-text databases, trade association and trade publications

Case #2 Best practices for hospital/healthcare positioning

A member agency contacted 4A's Research with a request to provide information on **hospital/healthcare positioning and the positioning process in general**. 4A's Research reached out to the member to gain more context and information for the request and found out that the agency's client was looking to move very quickly - within two months of the date of the request.

4A's Research provided the member with case studies from other hospitals detailing the **multitude of steps in the process and the typical timelines for launches, rebranding, and repositioning for hospitals** so the member was prepared with detailed support when discussing the plan with the client.

Sources used: best practices and case studies from healthcare and marketing industry publications

MEDIA CASE STUDIES

Case #1: Supporting members at media agencies

An employee at a large media agency transitioned into a new role within the agency. Needing aid in **staying on top of current media and measurement trends as they evolve**, the member reached out to 4A's Research for **recent news and agency implementation and usage**.

4A's Research quickly brought the member up to speed on current trends and through an ongoing dialogue has become a valued resource for the member and their team when it comes to **maintaining awareness of what's new and notable in media measurement on a regular basis**.

Sources used: advertising, marketing, and technology industry trade publications and trend reports

Case #2 Podcasts and B2B brands

A member had a new business opportunity with a global B2B brand prospect interested in **producing podcasts and launching a podcast series for the brand**.

The agency needed information on why a podcast would be **beneficial for this prospective client**, and to **understand awareness lift, engagement and support on how podcasts could benefit the prospect's business**. 4A's Research gave the agency examples and **case studies of branded podcasts, along with best practices**.

Sources used: advertising and trade journals