



Innovative Research at DDW

Market Research is more crucial today than ever before in terms of separating reality from speculation. Recessions reorder the landscape. Therefore, it's essential to remain relevant and innovative in order to succeed and thrive.

Data Development Worldwide (DDW) has the necessary tools to help you maximize your success in the post recession recovery by capitalizing on your strengths and taking advantage of competitive weaknesses.

DDW prides itself on being at the forefront of the latest approaches to help address tomorrow's challenges and ensure best practice results. Offerings such as Sensor™, Virtual Environments™, and EyeScan™ along with our Mobile Technology capabilities will give you insight into consumers' thought patterns and decision processes so you can confidently drive your organization forward.

All of these approaches bring unique perspectives and are employed in such a way as to uphold the high standards of quality that have defined DDW for decades. We can help you use these new capabilities, along with proven research methodologies and practices, to understand what truly motivates consumers. The result for you is the ability to develop creative insights and recommendations that can help lead your brand through a climate of uncertainty.

DDW Sensor™

We can clearly guide product improvements based on consumers' sensory evaluations. This approach evaluates product perceptions on sensory dimensions, provides a micro-model based on sensory drivers, and gauges the effects of product enhancements.

Sensor™ incorporates sensory quantification questions in order to simulate the effects of product changes. It is adaptable for all types of product tests and identifies critical attributes and characteristics that your R&D team should consider. We provide an easy to use simulation tool to help you explore the effects of product changes and guide final recommendations for product design.

DDW Virtual Environments™

This is an immersive environment that replicates real-world shopping. We can structure this online or CLT up to an 8' x 6' environment, adding a level of realism to your research. We can replicate shelf sets, menu boards and other shopper experiences to measure how actual product interaction, selection, budget, and attitudes drive behavior. We can also test current packaging and alternate designs, the impact of new introductions, pricing, shelf arrangement, aisle/end-cap displays, signage, or other merchandising aspects.

DDW EyeScan™

Our eye-tracking holds a distinctive advantage over traditional survey data. It can provide an in-depth assessment of your graphic, brand logo, and message. This can be accomplished online whereby the respondent clicks on what they notice or within CLT environments where we can measure pupil activity in up to a totally immersive setting which mimics an actual environment (using a 16' x 8' screen).

Consumers make purchase decisions in a matter of seconds. EyeScan™ enables you to understand your offering's ability to capture and keep the consumer's attention, and helps you stand out in a cluttered competitive environment. It can also provide an understanding of how your message performs relative to the competition. We implement this in conjunction with traditional measures that provide a comprehensive assessment of how consumers are reacting.

DDW Mobile Technology

Mobile technology enables respondents to provide information as they are immersed in a situation. It provides real time results via flexible access thereby enhancing the relevance of your research. Our mobile technology designs provide researchers the opportunity to conduct simple, fast, unobtrusive, 'in the moment' research which leads to actionable data.

Some applications include:

- Point of sale/service customer satisfaction and loyalty surveys
- Event feedback – pre, during and post
- Brand and advertising trackers – where did they experience the brand and what did they think?
- Diary trackers – when did they experience the brand, event, instance?
- Employee motivation – pulse check the key drivers rather than wait for the annual results in order to identify issues and maintain motivation
- Live product concept testing – present the survey trigger in the form of a keyword and number in the shopping environment (plasma screen, on the packaging, poster, till receipt....)

All of this opportunity means that the applications of our research are limited only by the imagination of the researcher. A blending of these research tools with each other or with our other approaches increases your understanding of what consumers really think when they express themselves by determining difficult to articulate values and feelings vs. self reported opinions.

Please contact us to discuss how our approaches can help you achieve within the new landscape.

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