Case Studies:

Unveiling Insights, Strategies, and Success Stories

Explore real-world examples of how businesses have successfully implemented innovative solutions, showcasing the strategies that drove their success.

Resinnov
Delivering Research with Innovation

Introduction to Case Studies

Diverse Expertise

We've honed our expertise in navigating complex audiences, applying diverse methodologies and data-driven insights to deliver impactful results.

Tailored Solutions

Each case study offers insights into the unique challenges, approaches, and outcomes of our projects, highlighting our adaptability and strategic focus.

Industry Spanning Insights

From oil & lubricants to healthcare and FMCG, our diverse case studies demonstrate the breadth of our expertise and the impact of our research across industries.

Why Clients Choose Us: Their Words, Not Ours

Thank you to you and the entire team that is pulling this day off for the Reckitt team. It truly is an honor to work with you all and you provide such a great partnership! Between your communication, expertise or coming forth with knowledge about the region we are conducting the studies in and providing top quality logistics and participants for us and our clients... you did it all!

reckitt

Hi Team,

I was in the first group for the in-home. Everything went so smoothly. As a company to show up with a united front of professionalism. There is no difference in the level of quality region to region.

I am buzzing with excitement because this was my first ever in-home after 15 years of consumer research and insights. As the Gen Zs say "top tier" experience.

The transportation is also amazing and very comfortable we are on our way to our next visit and my heart is full!

Thank you for the partnership!

reckitt

ExxonMobil

We went through your report and are very pleased! You all did a wonderful job and we are very clear on the learning. Thank you so much for all your fabulous work and your amazing partnership throughout this project! We've been blown away by you and will most definitely look forward to partnering with you in the future.

Thanks, team! I was on Zoom for the first interview and everything went so smoothly. Even I was able to capture so much from being online- the moderator and interpretation were excellent. Thanks for your hard work and dedication. It is a pleasure to partner with all of you!

PHILIPS

List of Contents

Segment 1: Oil & Lubricant

Target Audience: B2B professionals, roadside mechanics, DIY stores

Segment 2: Brand Perception & Awareness

Target Audience: Working professionals, B2B audience, ITDMs, BDMs, consumers

Segment 3: Healthcare

Target Audience: Medical professionals, technicians, patients

Segment 4: FMCG

Target Audience: Consuers, teenagers and their parents

Segment 1: Oil & Lubricant

This segment delves into the world of oil and lubricant, focusing on key industry insights, strategic considerations, and real-world success stories.

Case Study 1: Exxon Mobil Channel-SAT Qualitative Deep-Dive

1

Objective

The objective of this case study was to gain insight into the buying journey of oil and lubricants for Exxon Mobil from suppliers, wholesalers, and distributors.

2

Methodology

A mixed-methods approach was used, including qualitative in-depth interviews (N45 per market) and offline face-to-face quantitative surveys (N300 per market).

3

Markets

The case study was conducted in four key markets: **India, Indonesia, China, and Mexico.**

4

Key Findings

Our research identified several key challenges for Mobil among workshop influencers, which may hinder the brand's growth in these markets. For example, in CVL, face-to-face interactions and OEM & truck driver recommendations are important, while in PVL & MCO, OEM recommendations and brand references are preferred.

5

Deliverables

Resinnov provided end-to-end deliverables, including data gathering, recruitment, incentives, local language moderation, English transcriptions, and a final report with in-depth content and data analysis.

ExxonMobil

Case Study 2: DIY/DIFM Insights

Objective:

Interviewing owners/managers of PVL/CVL/MCO workshops in order to understand lubricant demands, needs, expectation from a DIY/DIFM store.

Methodology:

Offline F2F Quantitiave Surveys (N300 per market)

Markets:

India, China, Thailand, USA, Mexico, Chile.

Key Findings:

Customers' demands when they visit any DIY/DIFM store. they do look for oil/lubricant suggestions from sales person, hence thier proper training on features, techincal aspects of each engine oil is important in order to increase demand amond customers.

Deliverables:

N300 F2F intevriews on tablet/laptop with store owners/managers

Case Study 3: Understanding Castrol's brand awareness and marketing ideas

1

Objective

To improve overall market presence of Castrol oil in Vietnam, improve marketing strategies and understand various marketing channels for oil and lubricants.

2

Methodology

Face-to-Face IDI, with a sim translator. The market is **Vietnam**.

3

Key Findings

Revealing top selling Castrol products, how customers perceive Castrol as a brand, what competitor brands are doing differently and which is the most popular product/brand among car owners for their oil/lubricant needs.

4

Deliverables

Recruitment, Incentives, Moderation, sim translation, English transcripts and moderator notes for each IDI.

Case Study 4: Study on Mobil engine oil for PHEV and Hybrid cars

1

Objective

A primary research study with PHEV/EREV/hybrid car owners to understand the market landscape, owner profiles, and key segments.
his will help identify priority groups based on maintenance attitudes and uncover opportunities for better targeting and service.

2

Methodology

Ethnography followed by IDI: In-home interviews with respondents, observing behavioral aspects and decision making for PHEV/Hybrid cars engine oil.
FGD on location: Group discussions at a venue with PHEV/Hybrid car owners and discuss their overall experience in terms of engine oil.

3

Markets

The case study was conducted in two key Asian markets: **India and China**.

4

Key Findings

Our research identified several purchase motivators for engine oil specific to PHEV/EREV/Hybrid cars. Longer engine life, less frequent engine oil change, better fuel efficiency are some of the claims which could act as key motivators to push them to buy a Hybrid-Specific Engine Oil

5

Deliverables

Resinnov provided end-to-end deliverables, including data gathering, recruitment, incentives, local language moderation, English transcriptions, venue for FGDs, organizing the study at respondent's place, client travel in city for project, and a final report with in-depth content and data analysis.

ExxonMobil

Segment 2: Brand Perception & Awareness

This section explores how we utilize data and research to understand consumer sentiment, track brand performance, and uncover valuable insights for informed decision-making.

Case Study 1: Coursera Career Advancer

This case study focused on understanding the motivations, needs, and buying behaviors of career-minded learners in India. Qualitative research methods, including in-depth interviews and focus groups, were employed to gain insights into the target audience.

1

Objective

To understand career motivations, learning needs, and buying behavior of advancers in **India**.

2

Methodology

N15 IDIs and N3 FGDs

3

Key Findings

Identified three learner profiles: Early professionals, mid-experienced, seasoned professionals

4

Deliverables

Designing and executing end-to-end project from DG writing, through recruitment & moderation and final data content analysis in report format

The study identified three distinct learner profiles based on their experience level: early professionals, mid-experienced, and seasoned professionals. These insights revealed different career motivations and buying patterns, providing valuable data for Coursera to optimize their platform for Indian learners.

coursera

Case Study 2: Google Delight Memorability Study

1

Objective

Understand what makes Google experiences enjoyable and memorable. Specifically, the study focused on customers' experience and understanding of the Google Delight or Doodle feature.

2

Methodology

An Online Board Discussion (ODB) was conducted for three consecutive days with 80 participants from **India, USA, and Brazil**. Participants engaged in a series of discussions and activities designed to explore their experiences with Google Delight.

3

Key Findings

The study revealed that multisensory experiences, such as those incorporating visual, auditory, and interactive elements, have the highest recall among participants. Relatability and delightfulness of a doodle were also found to be influenced by its message and localized appeal.

4

Deliverables

The study involved recruiting participants and providing ongoing support throughout the three-day board discussion. Moderation, content analysis, and a final report were delivered to the client, detailing key findings and suggestions.

Google

Case Study 3: Caltex StarCard exploratory Study

This case study focused on understanding the StarCard users/former users/potential users/competitor users – their processes, their challenges, what they want and what they don't want in a fleet card across 5 Asian markets: **Philippines, Thailand, Vietnam, Indonesia and Malaysia**.

1

Objective

To understand how is the fleet card brand chosen, what keeps customers engaged over time and drives loyalty to a fleet card and to validate and prioritize an alternative CVP for the StarCard program

2

Methodology

Total N150 face-to-face IDIs (N30 in each market)

3

Key Findings

Limitation of station network of Caltex, expected credit line impacts fleet card manager's cash flow management, Features to manage and monitor fleet card are resonant and many more such key findings

4

Deliverables

Designing and executing end-to-end project, from recruitment, incentives, moderation In local language, sim translation and final report submission.

The study identified importance of multiple gaps in current Starcard program and how to fill these gaps through better bonding and relationships with direct staff of fuel company, online platforms to learn about fuel usage and provide more useful solutions for business planning and monitoring.

CALTEX

Segment 3: Healthcare

Case studies focused on the needs and perspectives of medical professionals and patients. We will explore how insights from primary research can suggest strategies and solutions for improving healthcare outcomes and enhancing patient satisfaction.

Case Study 1: Non-Invasive Ventilation

1

Objective

A study conducted with physicians and Chronic Obstructive Pulmonary Disease (COPD) patients aimed to understand the usage, benefits and drawbacks of oxygen therapies, as well as the market demand for non-invasive ventilation therapy for home use.

2

Methodology

The study employed 30 in-depth interviews (IDIs) through an online platform in each target market: **USA, Brazil, Mexico, India, and China.**

3

Key Findings

The research uncovered a strong demand for non-invasive ventilators that are user-friendly and suitable for non-critical cases, contributing to reduced healthcare costs for both patients and hospitals.

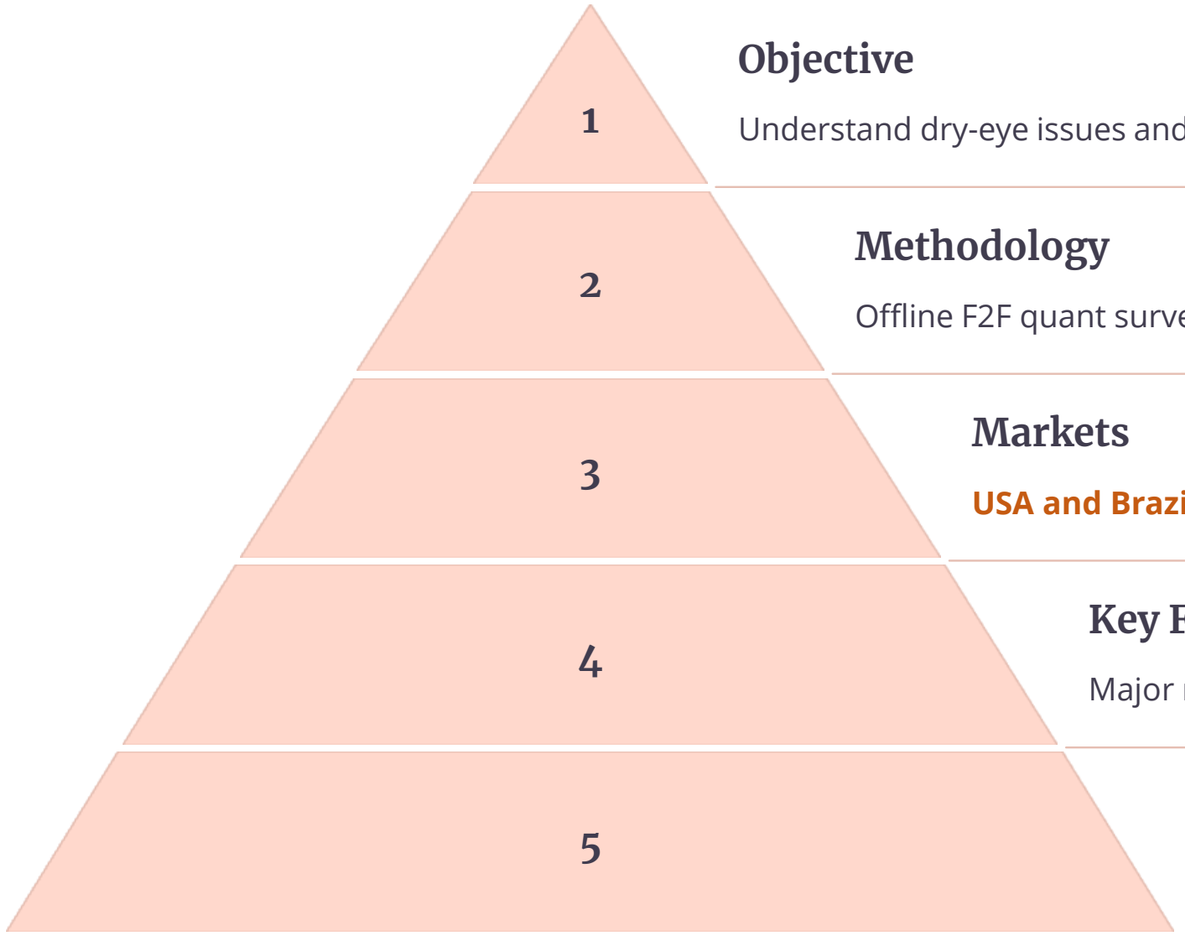
4

Deliverables

The study encompassed participant recruitment, incentives, moderation, English transcriptions, and a final report with content analysis per market, providing valuable insights for the client's development of their next ventilator device.

PHILIPS

Case Study 2: Dry-Eye Issues and Remedies



Objective

Understand dry-eye issues and remedies.

Methodology

Offline F2F quant surveys with N50 ophthalmologists & optometrists.

Markets

USA and Brazil.

Key Findings

Major reasons of dry eye and how patients deal with it.

Deliverables

Recruitment of doctors, their incentives, conducted F2F surveys.

This case study investigated dry-eye issues and remedies. Offline surveys were conducted with 50 ophthalmologists and optometrists in the USA and Brazil. The research focused on the reasons for dry eye, patient coping mechanisms, and the challenges of current treatment solutions.

ACUVUE
BRAND CONTACT LENSES

Case Study 3:

1

Objective

Reckitt launched a specialized formula in **Thailand** and the region for C-section babies, supporting microbiome development, immunity, and digestive health. Client plan to observe these mothers in their natural environment and explore the details of their experience

2

Methodology

In-home ethnography with 5 mothers, having undergone c-section delivery and have 0-12 months old babies.

3

Key Findings

The research uncovered a strong demand for various nutrition needs for c-sec babies, what mothers think of it and how are they managing current nutrition needs.

4

Deliverables

The study encompassed participant recruitment, incentives, Thai moderation, Sim translation for client, video recordings of in-home experiences, client transportation, English transcriptions, and a final report with content analysis.

Segment 4: FMCG (Fast Moving Consumer Goods)

Final segment dives into the realm of FMCG, exploring the world of consumer-packaged goods, analyzing trends, and pinpointing key insights for successful product launches and marketing strategies.

Case Study 1: Coca-Cola Trends & Marketing Development Research

1

Objective

Understand teenager trends in each market

2

Methodology

Online board discussion through Recollective platform

3

Findings

Understood importance of marketing ideas

4

Deliverables

Recruitment, incentives, 3-day board, report

Coca-Cola embarked on a research project to understand the preferences of teenagers in **China, Indonesia, and Philippines**. This involved a three-day online discussion board where teenagers participated in moderated discussions.

The research identified trends that resonate with teenagers and understanding their perceptions of Coca-Cola. Key findings provided valuable insights for guiding Coca-Cola's marketing campaigns.

Case Study 2: Sanitary Pad CLT

1

Objective

Adult Care Differentiation for Females experiencing moderate to heavy Pee Leaks.

2

Methodology

CLT (Central Location Test) in Shanghai, involving N35 females trying the client's product.

3

Market

China

4

Key Findings

Understanding user challenges with the product and areas for improvement.

The study was conducted in Shanghai, China, with N35 female participants experiencing light to moderate pee leaks. They were invited to a venue where they tried the client's product for several hours while participating in regular activities at a shopping mall. Afterward, they shared their experiences and participated in a detailed study, providing insights into the product's usability and potential for improvement.

The deliverables included shipping the client's products from the USA to Shanghai, hiring a venue, recruiting and screening participants, providing incentives, and recording their overall experience through a quantitative survey.

**Client name confidential

Let's Get Started !

Let's discuss your research needs and build a tailored strategy for success. Reach out to us today to learn more about our services.

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