



洞察
Insight



Did you know...?

CTR – Leading China in
marketing information and
business insight

Specializing in China market research™

Expertise-Syndicated Research



Consumer Panel – TNS Worldpanel

- Through market tracking, consumer insight and retailer knowledge, we provide actionable insights to help our clients to evaluate brand performance, understand core and potential consumers, build stronger relationships with retailers, and define the right pricing and promotion strategies.
- With more than 30 years of expertise in consumer research panels, we constantly create and upgrade the consumer panels with increased level of insights, recognizing that our clients are constantly looking for new methodologies, new added value tools and new deliverables to help them understand their consumers better and the FMCG marketplace.
- Over 500 clients around the world trust TNS Worldpanel information, relying on our large and growing consumer panels.

Media Intelligence

- We offer our clients a full range of monitoring and analysis, including advertising expenditure monitoring, advertising creation monitoring, news monitoring, and product placement evaluation services across all media, including new media.
- Our media experts seek out strategic information, highlight all key data and place it into a relevant perspective. The information is detected and distilled into meaningful and actionable insights for immediate decision-making.
- Our strategic intelligence helps advertising agencies, advertisers and media properties to create an effective media plan, further enhance media strategy and maximize their return on advertising investments.
- Our comprehensive ad creative database provides clients with a source of new ideas and inspirations in a quick, accurate and reliable way



Media & Consumption Behavior

- Following the requirement of media receiver and consumer, and providing media improvement reference and marketing decision-making advice.
- Evaluation the media advertising value to help the client obtain the more efficiency strategy, and continue to be the “trading reference” of China advertising activity.

Expertise- Customized Research

FMCG(CPG)

- We provide consultancy, advice and research solutions on key issues on brand equity, purchasing behavior, market growth opportunities, which help our clients to identify future influential consumers to drive growth.
- Our customized research solutions deliver added value to clients in greater understanding of target consumer preferences, the development of new products, optimizing advertising and media expenditure, enhancing retail channel distribution, defining new market segments or consolidating their position in the marketplace.



Healthcare

- Our Healthcare specialists deliver insights across stakeholders—including physicians, patients and consumers—to help clients anticipate and impact customer behavior, so they can optimize sales, brand, treatment and communications performance
- Providing a range of customized research services throughout the product lifecycle to help modify marketing tools support development, guide communications, positioning and message strategies, track brand performance, make research on patents & doctors behavior, evaluate promotional efforts and optimize sale force effectiveness.



Media Strategy

- Over 12 years expertise in media research, CTR helps traditional media owners to interpret the media trends and seek growth opportunities based on continuous consecutive audience measurement database
- We help our clients to conduct qualitative and quantities satisfaction and commitment studies, which enable them to gain better understand of targeted audience and provide actionable evaluation plans for producers as well as the management teams.
- Our Satellite Channel Competitiveness study enables media owner to leverage on their strength to develop effective advertising and programming strategies
- We also help our clients to maximize the chance to succeed of a new TV series or program launch.



Expertise- Customized Research

Finance

- We understand the issues facing China financial services sector - commoditization and the need for brand differentiation, competitive pressure, the impact of technology, increased regulatory pressure and empowerment of consumers.
- We offer our clients finance research and marketing insights in areas such as retail channel optimization, product development, brand positioning, pricing, communications, segmentation and customer satisfaction.
- CTR Finance offers our clients a range of global branded insight services and solutions.



Telecom & IT

- CTR delegated telecom experts deliver specialist market insights based on their thorough understanding and experiences of the specific market or characteristics and trends of the industry
- Using customized brand and advertising tracking; customer commitment and satisfaction studies and syndicated market intelligence research, we help our clients to modify their marketing strategy and improve their products and services in their decision-making process.



Automotive

- Whether our clients are developing new products, optimizing advertising and media expenditures, defining new market segments or consolidating their position in the marketplace, our complete portfolio of expert customized and syndicated automotive research solutions delivers added value.
- Living and breathing automotive, our experts know and understand China's markets, strategic business challenges and decision implications of the industry.
- Our automotive industry research portfolio caters for all our clients' market information needs throughout the product life cycle, including:



New Media

- CTR new media experts deliver specialist market insights based on their thorough understanding and experiences of the specific market or characteristics and trends of the industry
- We integrate our syndicated services and customized business solutions in new media evaluation, which enable our clients to gain deeper understanding of their target audience, consumption behaviors, lifestyle, market potential, pricing structure, aiming to support their decisions for further growth and improve their business and marketing strategies



Business Solution- Segmentation & Positioning

NeedScope™ – Motivational Research

NeedScope is the world's leading motivational research system that has helped clients in over 2,000 cases across 70 countries with a full range of market sectors including consumer goods, automotive, finance, IT/telecom and healthcare. It's based on advanced psychological theories, segmenting consumer emotional needs by projective approaches. It builds more powerful brands by systematically integrating emotion into behaviour, uncovers competitive market structures, and explores new market opportunities. It helps you to build strong sustainable brands.

NeedScope is one of our key business solutions. It unlocks universal and timeless human emotions in a way traditional research cannot. No matter in brand planning or new product development, NeedScope offers you most effective and unique analysis.

Optima™ – Usage and Attitude

Optima offers the ultimate usage & attitude solution, combining state-of-the-art brand planning with effective data collection. It offers unparalleled in-depth market understanding based on a validated mathematical model.

By modeling consumer behaviour, Optima is not only a brand portfolio management tool, but also an ideal tool for identifying new market opportunities so you can find the right sector more effectively, target the right consumers in the right way.

FutureView™ – Identifies future shapers

FutureView is a simple bolt-on model which enables you with powerful ability to explore the target brand and category market opportunities and prospect via sophisticated research with "Future Shapers". It is the best choice in market foresight understanding and particularly valuable in new product development research.

FutureView identifies the Future Shapers, the leading New Consumers who will drive the change in market and future business growth. With FutureView we can help you to find them, reach them and engage them.

Business Solution-Brand & Advertising

AdEncoder© – One-Stop Advertising Solution

AdEncoder offers you with one-stop advertising solution from copy creation; media mix selection, execution to post effectiveness evaluation. By combining media plan, advertising expenditure and consumer feedbacks, AdEncoder provides a full picture of your advertising campaign. It can also be successfully applied in tracking research.

AdEncoder contains a suite of research tools which can be tailored to measure and evaluate your advertising-related performance. As of 2007, we have an extensive database of over 1,700 video ads and 120 print ads, all continuously tracked cases, offering powerful benchmarking benefits.

AdEval™ – Advertising Evaluation

AdEval is an advertising pre-testing system which can be tailored in each stage of the advertising development process, whether at the strategic and concept stage, animatics, or for fully developed creative work. It does unique and powerful diagnosis to show how advertising can be optimized.

AdEval recognizes that both rational and emotional elements are keys in maximizing return on advertising spending. It can also help you to develop innovative media strategies and creative elements. AdEval is also a proven system, validated globally with over 9,000 cases, enabling easy horizontal comparisons across campaigns.

BPO™ / MarketWhys™ – Brand Equity & Health Tracking

BPO (Brand Performance Optimization) / MarketWhys is a landmark model to brand management and brand health measurement. It helps you to identify the key drivers of your brand and to optimize your media mix and improve your brand value through understanding how communications affect the brand-consumer relationship, both rationally and emotionally.

We realize that there are powers in the mind and power in the market which impact consumers in buying. With this philosophy, BPO looks beyond brand awareness to measure brand power.

We focus not only on market communication to drive power in the mind, but also the power in the market – price/affordability, distribution/availability, degree of switching inertia and other sector-specific factors; sophisticated research methods like power maps and CHAID are provided for in-depth diagnosis.

AdEffect™ - Advertising Effectiveness

AdEffect is a landmark accountability solution which enables effective measurement of multi-media marketing activity. It helps marketers who are looking to the synergistic effects of their multi-media campaigns to maximize the impact of their marketing communications spending.

AdEffect incorporates an evaluation of both creative and media performance - by revealing relationships between traditional campaign assessment indicators and an estimated level of exposure to each medium used in a campaign.

Business Solution

Commitment Research

Conversion Model™ – Commitment Measurement

Why do some satisfied customers defect while some unsatisfied customers stay?

Conversion Model is the world-leading psychological measurement of consumer behaviour which gives you an in-depth understanding of commitment. It helps you to measure the strength of the relationship between consumers and brands, and offers actionable strategies for growing the brand.

With 3 simple questions on 4 psychological dimensions it enables you to quantify commitment and to detect opportunities and threats by consumer segmentation and conversion. It identifies and provides clear insights into how to manage brands according to the strength of the relationship.

During its 17-year history, Conversion model has accumulated a database of more than 9,000 projects in 300 product categories of more than 135,000 brands in over 100 countries, allowing us huge benchmarking capabilities.

NPD & Innovation

InnoSuite™ – New Product Development

InnoSuite is a complete suite of integrated new product development research solutions having used to test over 20,000 concepts worldwide, enabling you to improve every stage of the new product development process. We have world leading expertise in NPD area. With InnoSuite we offer a program of quantitative and qualitative research customized to your new product development processes, from initial idea generation, right through to launch.

Stakeholder Management

TRI*M™ – Stakeholder Management

TRI*M is a globally leading robust management information system in stakeholder management research. It gives your company a high-powered, tailored system, enabling you to continuously Measure, Manage and Monitor relationships with relevant stakeholder groups, be it customers, employees, suppliers, distributors, dealers or shareholders. 51 companies of the Fortune 100 had successful experience with TRI*M over the past 3 years.

A powerful extensive benchmarking TRI*M database is consisted of more than 12,000 studies from over 1,000 companies across 70+ countries. This provides validated international benchmarking for your company.

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