



Examples of Research Clientele

- Medical

Gundersen Lutheran Medical Center

Over 70 focus groups were conducted over a three-month period of time to determine the overall reality of the culture of the organization, and its fulfillment of the stated mission, vision, and values, as part of our program of *“Marketing From Within”*. Separate focus groups were conducted among executive team members, physicians, managers, supervisors, and employees. The result was a clear understanding by the executive leadership of the organization’s strengths, weaknesses, opportunities and threats, as well as recommendations on training processes and procedures for creating respectful communication and common work ethic vertically and horizontally throughout the organization.

- Service Organization

Franciscan Spirituality Center

15 different focus groups were conducted among users, opinion leaders, and non-users of the Franciscan Spirituality Center in order to better understand the organization’s level of brand equity among these different groups. Additionally, specific challenges and needs each of these groups were examined in detail, as well as discourse on current and potential future programming. Ultimately, recommendations were made with regard to adding, changing, maintaining or eliminating programming at the Center. Additionally, due in part to the very formation of these groups, business networks were formed to further advocate for the Spirituality Center.



- Construction

Peter Nelson Construction

Several levels of research were conducted on behalf of this firm. They included:

- Competitive Research
- Focus Group Research
- One-On-One Executive Interviews
- Secondary Research

The result of our research was a significant re-branding and new identity for this firm, begun in 1890, which had since lapsed into anonymity. Our research indicated that new construction was more of a statement a company makes about itself and its place in the business community, as well as a matter of significant pride. To that end, and using as its foundation the fact that the firm was the oldest construction company in the area, the thematic of “Making History Since 1890” was created, with historical perspectives and overviews as a bridge to the latest construction techniques and practices.

- Senior Center

Rochester Senior Center

The objective of the research involved determining the future direction for the Rochester Senior Center in terms of physical facility, business networking, programming, services, and offerings as it relates to the now-retiring Baby Boomer Generation.

Research involved

- Secondary research on the Baby Boomer Generation
- One-On-One Executive Interviews
- Mailed surveys and internet surveys to 11,800 adults ages 45 and older in Olmsted County
- Primary demographic research on Olmsted County
- Observation Research
- Competitive Research

This 6-month project resulted in the formulation of recommendations based on population projections, the aforementioned data analysis, and the level of services planned to provide to retiring adults. Our recommendations indicated the need for a \$12 million building project, with specific recommendations as to physical facility offerings, programming, and outreach services, as well as an overview of the capital campaign and its staging. Significant re-branding and re-positioning of the organization, with recommendations for a new identity, were part of the overall design.



- Manufacturing

Northern Micrographics

The objective of this project was to provide a significant branding of this company, whose efforts are in creating exact duplicate copies of archival books that are in significant disrepair. Our research involved

- Executive Interviews
- One-On-One Interviews
- Competitive Research and Analysis
- Observation Research

Our research indicated a host of competing organizations all competing for the same “brand” niche, namely, that of high technical competency. We recommended a contrarian approach, based on the responses we received from our research and based on our observations and competitive analysis. The result was a re-design and re-positioning of the company as, first, mission driven to save the volumes of knowledge being ravaged by time, and secondly, as a company that uses the most advanced technology to accomplish this mission. An identity re-design was accomplished utilizing a rendition of a cave drawing from the Caves at Lescaux, France, and design elements that struck a highly positive chord with archivists and librarians nation-wide.

Other Noteworthy Projects

- Tru-Value Hardware Stores
- Ray Hutson Chevrolet Nissan of La Crosse
- Premier Preferred Pre-Owned Vehicles
- Red Feather Snowshoes
- Wisconsin Propane Gas Association