

Contextual Research and Analysis



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Introduction and Overview:

The Messagery's Contextual Research and Analysis service is designed for clients who want an external or fresh take on their market and competitors, or those who simply want to offload a strategic exercise because of time or operational constraints.

The research covers an assessment of the market in terms of size, growth or shrinkage. And it looks at the overall messaging prevalent there.

We look for the easily identifiable competitors, just as prospects would. We then look at the type of strategic messages, if any, those competitors provide and how they compare with our client's. We can also assess their size and growth and any market perceptions that exist.

The service is a desk exercise, limited to publicly available information, and deliberately performed as though by potential purchasers conducting due diligence, or initial supplier selection.

Scope of work:

The work consists of a briefing to agree the exact scope of work and therefore the detailed pricing.

This will set:

- The number of competitors to assess.

- The depth of the assessment, e.g. including or excluding financials and / or growth estimates.

- The level of analysis on competitor messaging - broad assessment or detailed analysis including differentiation.

- Whether to include the consistency or otherwise of messaging across the competitors in the marketplace.

Outcomes:

Subject to agreement at the initial briefing, the outcome of the exercise will be:

The delivery of a written report comprising:

- Market Overview

- Assessment of competitors' messaging

- estimated size, growth and 'presence' in the market (if requested).

- Conclusion.

An optional face-to-face briefing on the findings.