

SIA Summit November 2nd 2023

BEST PRACTICES IN MARKET RESEARCH

Sports Marketing Surveys USA



What is market research?
What types of market research do you currently do?

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Market research (or marketing research) is any set of techniques used to gather information and better understand a company's target market. Businesses use this information to design better products, improve user experience, and craft a marketing strategy that attracts quality leads and improves conversion rates.

What types of market research do you currently do?

Desk	Shipment Data	Retail / Customer Data	Consumer - Quantitative	Consumer - Qualitative	Movement/Cell phone tracking
<ul style="list-style-type: none">▪ Market size▪ Trade journals▪ Published reports	<ul style="list-style-type: none">▪ SIA Sales & Orders▪ Market size definition by category and price point	<ul style="list-style-type: none">▪ Own sales data analysis▪ Own CRM analysis and action plan▪ Syndicated retail data (SPS, NPD/Circana etc)	<ul style="list-style-type: none">▪ Customer satisfaction▪ Usage and Attitudes▪ B2B▪ Syndicated vs Custom▪ In-house vs agency▪ SIA Participation study	<ul style="list-style-type: none">▪ Focus groups▪ One-2-one▪ “Task based” groups / ethnography (Indeemo, Dscout)▪ Accompanied shopping	<ul style="list-style-type: none">▪ Customer tracking and profiling▪ Trade area analysis▪ Customer origin (drive-time, dwell time)▪ Lookalike targeting

Why does research matter?



Why does research matter?

1. Obsessing over your users is the only way to win.

“Whoever gets closer to the customer wins.” Bernadette Jiwa, Founder, The Right Company

2. Analytics gives you the 'what,' but research gives the 'why.'

Big data, user analytics, and dashboards can tell you what people do at scale, but only research can tell you what they're thinking and why they do what they do. For example, analytics can tell you that customers leave when they reach your pricing page, but only research can explain why and help you make changes.

3. Research beats assumptions.

Assumptions are often the result of guesswork, emotional reasoning, and defaulting to the Highest Paid Person's Opinion (HiPP0). By listening to your users and focusing on their customer experience you're less likely to get pulled in the wrong direction.

4. Research keeps you from planning in a vacuum.

Your team might be amazing, but you and your colleagues simply can't experience your product the way your customers do. Customers might use your product in a way that surprises you, and features that seem obvious to you might confuse them. Over-planning and refusing to test your assumptions is a waste of time, money, and effort because you will likely need to make changes once your untested plan gets put into practice.

David Darmanin, Hotjar

The market research process

1. Identify the problem or objective
 - Avoid “nice to knows”
2. Develop your research strategy
 - Do you have a hypothesis to test?
3. Gather data and information
 - What research method gets to the right data?
4. Analyze data and information
 - Dig deep
5. Present findings
 - Who's the audience?
6. Act on your findings
 - Get the team on board



Quantitative research best practices – key questions:

1. Clear definition of who I need to talk to
2. Clear understanding of how I am going to analyze the data
3. Should I use a research panel or my own lists
4. Online research panel quality – check and replace
5. Question type – is it appropriate? Do it get what you need?
6. What techniques should I use, e.g.,:
 - a) Pricing research (Van Westendorp price sensitivity model)
 - b) Preference analysis (max-diff)
 - c) Cluster analysis

Qualitative research best practices – key questions:

1. Clear definition of who I need to talk to
2. Quality recruitment – the most important issue
3. Who is the moderator?
4. How involved should our staff be?
5. What techniques should I use:
 - a) Task based ethnography (Indeemo, DScout)
 - b) Traditional focus group – observation important
 - c) Ideation – can get out of control
6. Watch out for individuals dominating!



What are your good experiences with market research?
What successes have you had?
What are your bad experiences?



Two impactful examples:

ATP Tournament Evaluations (Quantitative)

- Systematic player ratings of every aspect of the tournament (courts, locker room, travel, hotels etc)
- Consistency across all tournaments worldwide
- Management dashboard allowing staff to implement changes as soon as possible
- Event staff benchmark themselves against other tournaments
- Fostering best practice across all tournaments
- Fernando Sanchez ATP VP “the change has been massive”

Cricket bat manufacturer (Qualitative)

- Problem: loss of market share
- Research: Focus groups in a cricket environment plus accompanied shopping
- Findings: the “shelf appeal” had dropped, players weren’t picking up the bats to look at them
- Action: complete re-design of the cosmetics
- Impact: sales decline reversed

New technology?
What new technology are you using to inform your business?

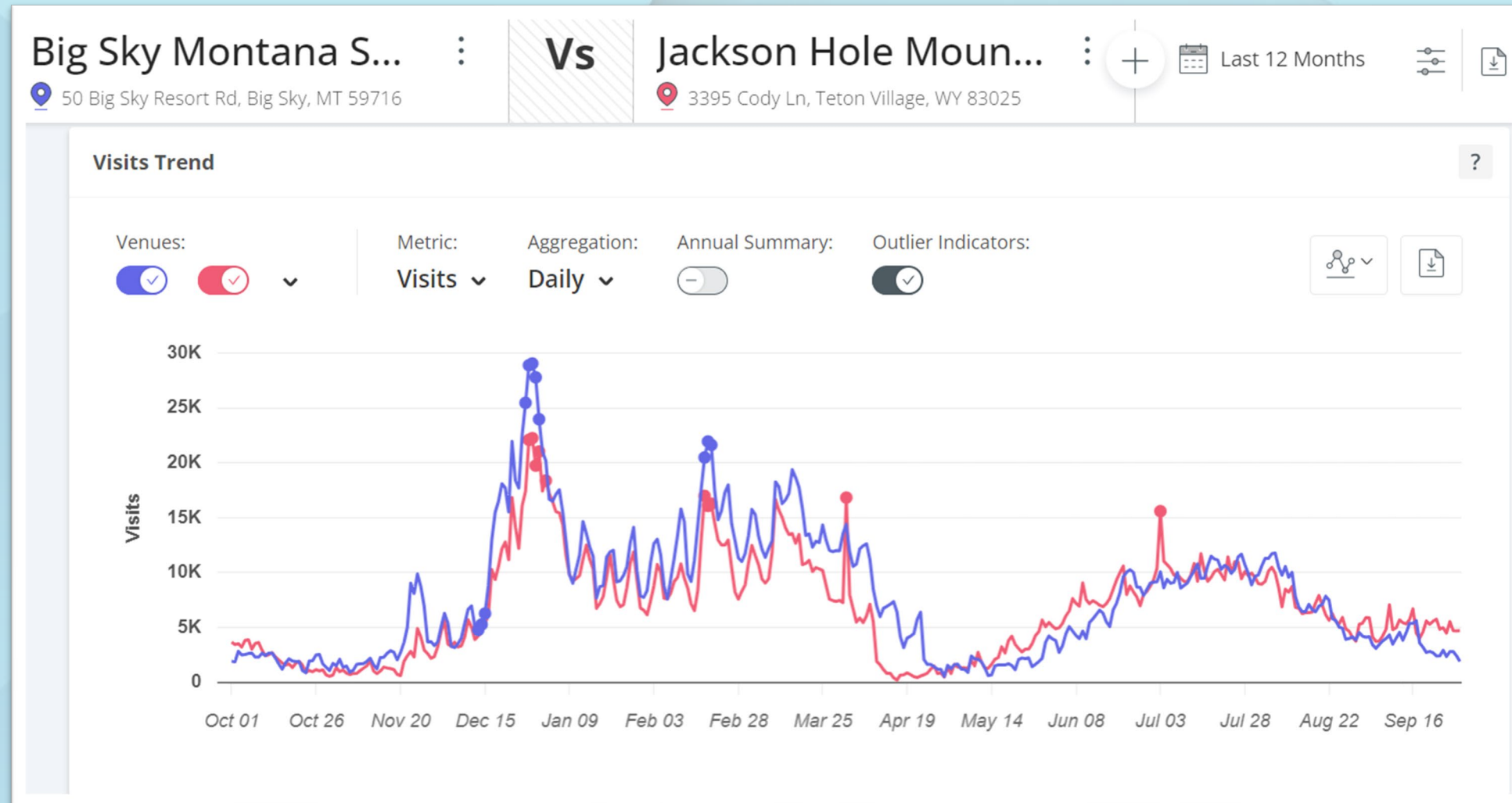
NEW: Movement Analysis:

Advantages

- Track footfall and compare to sales.
- Segment customers / potential customers.

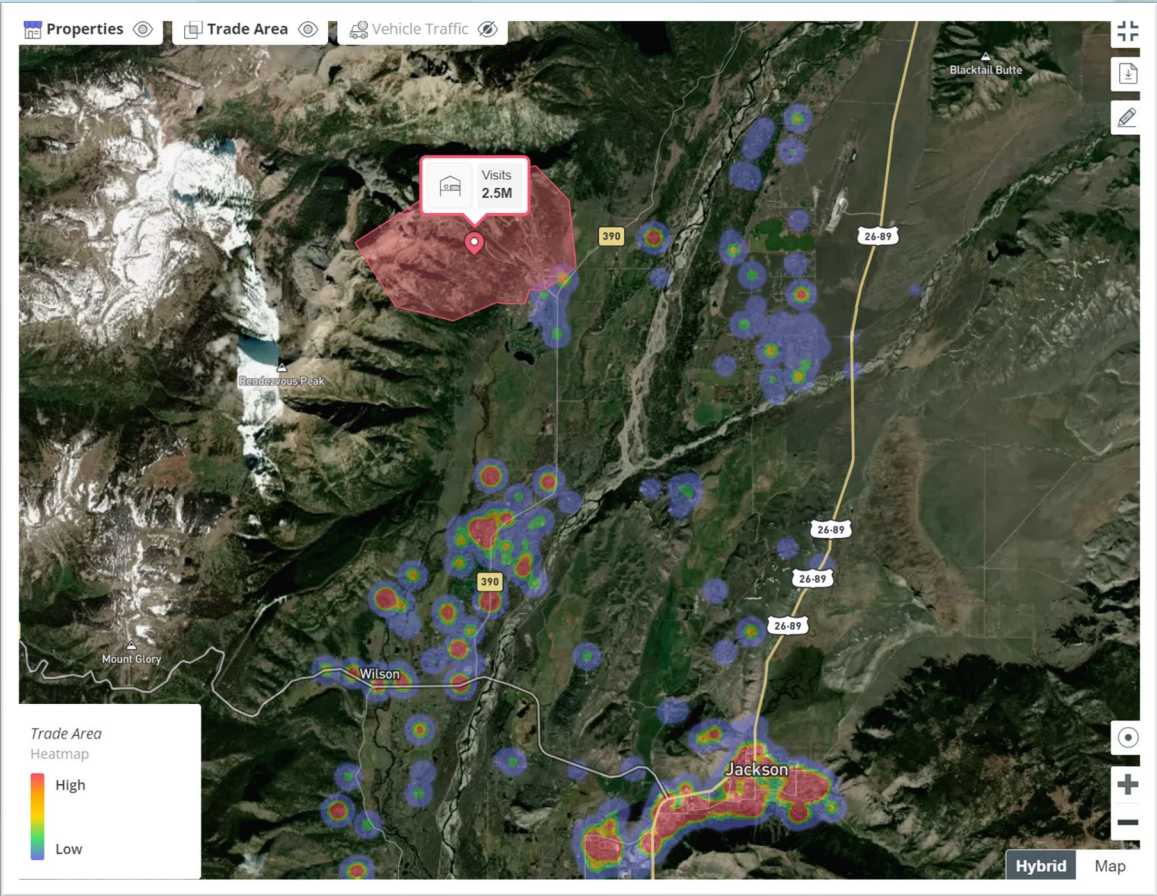
Example

- Big Sky vs Jackson Hole
- Can create more specific polygons (lift areas, car parks etc).
- By day, month, week, visits, and visitors.
- Filter for out of towners (based on home address).



Movement examples:

- Place of residence Jackson Hole Locals

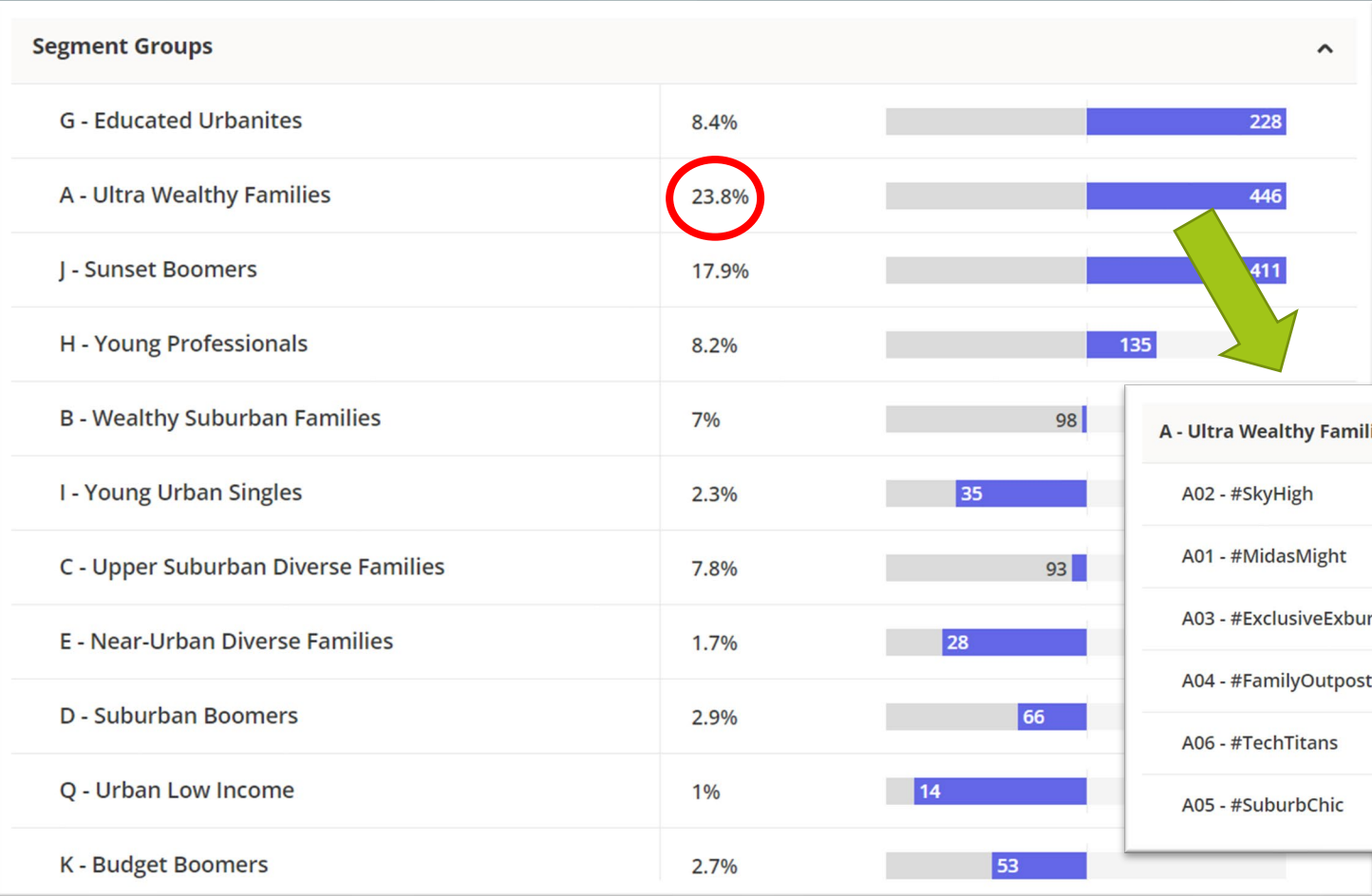


- Out of towners – New York

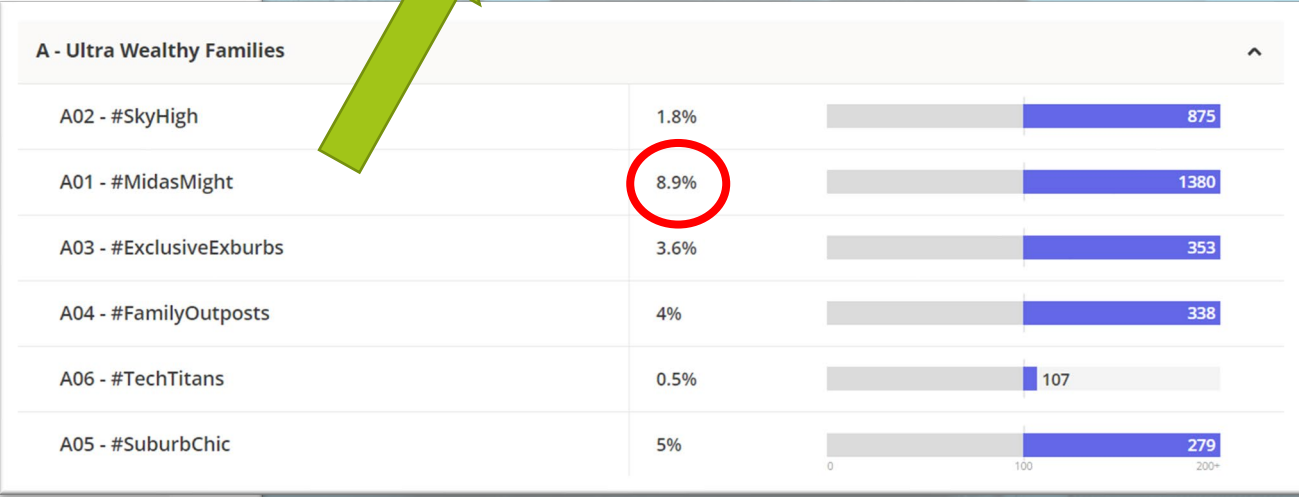


Movement examples:

- Segmentation – Jackson Hole –out of towners

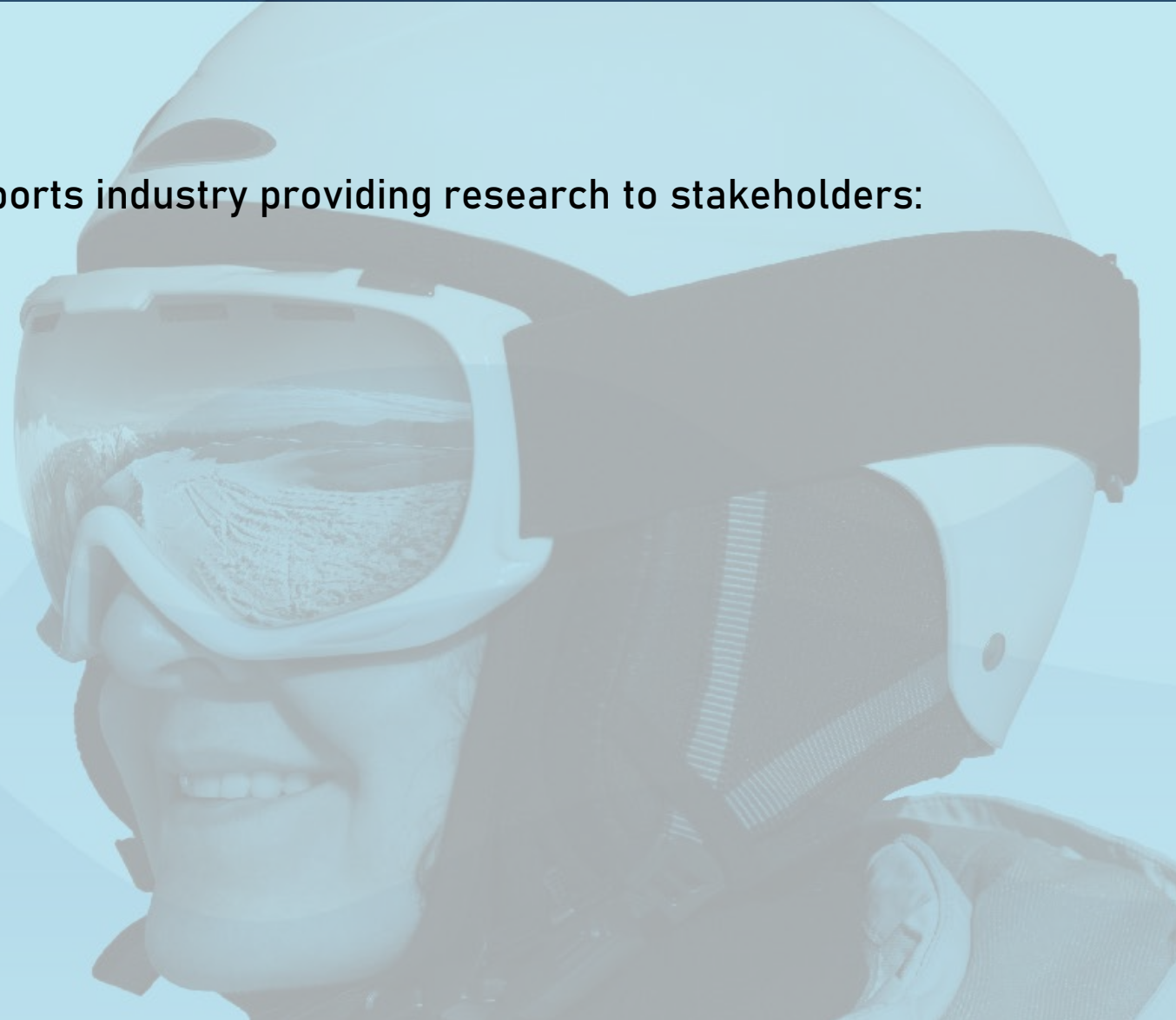


A01 #MidasMight
Extremely wealthy families living in large estate homes. Frequently working in finance or business you can find them reading The Wall Street Journal and The Financial Times, or listening to podcasts such as Freakonomics and How I Built This. They enjoy watching and playing golf and tennis and frequent the country club. They get their groceries from Whole Foods and prefer ultra-luxury automobiles such as Ferrari and Aston Martin. They often follow VCs such as Reid Hoffman and Marc Andreessen and hashtag #innovation and #leadership.



SMS – A Longtime Partner of SIA

- Decades of experience working in the global sports industry providing research to stakeholders:
 - Participation (PAC study)
 - Governing bodies and trade associations
 - Equipment shipment data
 - Retail sell-through data
 - Branding research
 - Retailer location analysis
 - Destination studies
 - Economic impact



1. The PAC Study

- Physical Activity Council (PAC) Study on USA Sports and Physical Activity
 - Nationally representative sample of 18,000 Americans aged 6 and older. Strict quality control.
 - Tracks participation in 114+ sports; also profiling and segmentation
 - Partners with trade associations and governing bodies in sport
 - Most widely accepted and cited resource for market research on sports participation in the USA
 - 13-year history. View trends and patterns.
 - Independent results lend additional credibility
 - Avoids duplication
- Keep the questions the same, keep the sample tightly controlled and observe the trends



<http://www.physicalactivity.council.org/>

About Us

Sports Marketing Surveys USA (SMS USA) is a specialist research agency with global reach and over 35 years' experience. Our full range of custom quantitative and qualitative approaches and regular trend monitoring in participation and retail sales provides comprehensive analysis in more than 100 sports. American businesses trust our data and trends to provide the information they need to understand their sports, from pickup play to the professional game.

www.sportsmarketingsurveysusa.com

Buffalo Groupe

[About us](#)

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