



WATT Research

INSIGHTS FOR YOUR SUCCESS

Obtain the professional opinions and insights you need with research services from WATT Global Media. We provide access to highly engaged audiences in the global animal agribusiness and petfood industries.

By Leveraging our Relationships with more than 120,000 Professionals Worldwide,

we can gather valuable data and insights to help you reach your business goals:

- » In-depth audience analysis
- » Market expansion
- » Brand building
- » Product concept testing
- » Brand awareness
- » Strategic planning

Our team of highly accredited research experts adheres to the highest standards in primary business-to-business research. We are ready to customize a study designed to address your specific objectives and needs.



“Whether your needs are exploratory or you want to quantify market opportunities, WATT Global Media’s professional researchers have the experience to recommend the right method for your needs and budget. Sometimes research needs require a hybrid approach which might incorporate in-depth interviews or focus groups in conjunction with an online survey or mobile application. You can trust our team to present the best options for your consideration. Our expertise, coupled with industry knowledge and strong databases for sample selection, provide a fully developed research program.”

– Joyce Neth, Vice President, Director of Audience Development & Research

“The study let us set a general benchmark for awareness and where we can improve.”

– Ronda Williams,
Communications Manager, Amlan International

“The survey most definitely shows that [we are] headed in the right direction based on the last three years. What is really attractive about the survey is that it shows where are our gains are from versus our competitors.”

– Product Manager, Poultry Equipment Manufacturer

Capabilities & Case Studies

Brand Awareness

NEEDS: A feed ingredient supplier needed to measure perceptions and awareness for their brand and specific products, as well as its competitors', among poultry and swine growers and nutritionists in Asia and Latin America.

SOLUTION: Develop a brief online questionnaire to maximize responses in a short time period. WATT's Industria Avícola editor translated the questionnaire into Spanish for distribution to Latin America. The client specified job functions for target respondents in the poultry and swine industries in Asia, Southeast Asia and Latin America.

RESULTS: Insight from the respondents led the client to differentiate marketing messages and tactics in these areas to clear up misperceptions about their brand and confusion with competitors.

Product Development

NEEDS: To aid new product development, an equipment and machinery company wanted to learn more about manufacturers' production needs for a particular product.

SOLUTION: Develop a survey leveraging the well-known manufacturer's brand to provide its new product development department with relevant information from current or potential buyers.

RESULTS: The response rate exceeded the client's expectations and demonstrated respondents were willing to provide information directly to an industry manufacturer. The results of the study were submitted to product development to help guide the team as they design new equipment and machinery.

Ad Concept Testing

NEEDS: Before making final decisions on creative for a new ad campaign for poultry and swine products, a feed additive manufacturer wanted to test different ads in Asia, Middle East/North Africa and Latin America.

SOLUTION: Create a questionnaire based on the Signet Research Ad Effect® questions, enabling the responses to be benchmarked against other ads in that category.

RESULTS: Comments collected raised concerns about the use of certain images across diverse cultures. Questions and creative were translated into Spanish for the Latin American audience and into Mandarin for China. Survey findings guided the marketing team as they determined final ad placements in regional publications without concern for misunderstandings due to culture or language.

Competitive Trends

NEEDS: A global feed additive company needed more responses to its annual product use survey, which it had been distributing only to poultry nutritionists.

SOLUTION: Enhance the questionnaire and distribute it to a broader audience.

RESULTS: Upon analysis of the increased number of responses, the company learned its product was not as well-known as originally thought (due in part to lack of advertising) and found there were more decision makers outside of those who indicate job titles of veterinarians and nutritionists.

"I'm very pleased with the overall global response and delivery... great work, thanks to the WATT team!"

– Morten Baggesen, Marketing Manager,
Animal Health & Nutrition,
Chr. Hansen A/S



Qualitative Research for Deeper Insights

NEEDS: A supplier of feed mill information management solutions was seeking a deeper understanding of customer needs before planning product enhancements and marketing outreach.

SOLUTION: Qualitative research in the form of in-depth interviews with a small number of selected customers and prospects. WATT Research solicited respondents for individual phone interviews, collaborated with the client to develop interview questions and prepared a comprehensive report summarizing themes from interview transcripts.

RESULTS: The client gained actionable insights which translated into plans that were implemented in product improvements and have been enthusiastically received by customers.
