



Welcome to a research and planning
company dedicated to creativity,
to ideas, to brand understanding

Welcome to CCRP





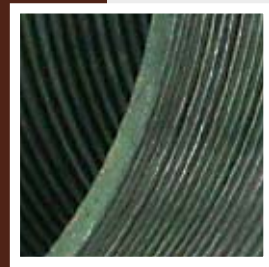
1.0
Creative
Research

- 1.1 Stimulating thought, not just answering questions
- 1.2 Making sense of the data, not just making more data
- 1.3 Viewing from different perspectives for all-round insight
- 1.4 Fostering and nurturing ideas



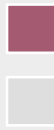
2.0
What makes
CCRP Different?

- 2.1 Tailored help, not off-the-shelf products
- 2.2 Research revolution through technological innovation
- 2.3 Change management facilitation
- 2.4 Brand documentaries™
- 2.5 Techniques
- 2.6 Philosophy
- 2.7 Planning



3.0
Credentials

- 3.1 Charlie Cochrane – CV
- 3.2 Testimonials
- 3.3 Case Studies
- 3.4 Client List



4.0
Contact



What is creative research?

There are hundreds of research companies in Australia. Thousands of research studies conducted every year.

What separates the wheat from the chaff? Research should be more than the policeman on his beat conducting enquiries. It should be the detective searching for the answer.

As in many great detective stories, in the end the answer often turns out to be bigger than anyone imagined.

Here are some important differences between ordinary research and creative research:

Research

- Answering questions
- Behavioural data
- Point the spotlight
- Assessing ideas



Creative Research

- Stimulating thought, not just answering questions [../more](#)
- Making sense of the data, not just making more data [../more](#)
- Viewing from different perspectives for all-round insight [../more](#)
- Fostering and nurturing ideas [../more](#)



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Stimulating thought, not just answering questions

You need full and insightful answers to your research questions, but if that's all you get, then you are short-changing yourself. You simply can't know all the important questions and issues before the research.

One of the most exciting aspects of research is the journey of discovery:

- ➔ Following interesting areas that come up
- ➔ Cross-fertilizing with other sources: people, markets, the web, whatever
- ➔ Uncovering new ideas, behaviours and attitudes
- ➔ Exploring motivations
- ➔ Understanding why brands are seen as they are

The CCRP Approach

Instead of slavishly asking the same questions in every group, as issues become resolved during the course of the groups, at CCRP we use this space to explore interesting avenues that come up.

Ideas are good. It doesn't matter where they come from. We believe it's our job to provide ideas just as much as feedback from respondents.

You don't even need to do any research. We are happy to advise on the basis of our past experience, however talking to your consumers stimulates our creative juices and gives us new perspectives.

Benefits

- ✓ *You get ideas, thinking, real brain-power, not just consumer feedback*
- ✓ *Our questions are always related to our journey of discovery*
- ✓ *The project remains live and real*
- ✓ *To respondents, it feels like we really want to know what they think - because we do!*

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Making sense of the data not just making more data

The twenty-first century problem is not about getting information, it's about sorting out what's relevant and making use of it.

Many FMCG and service industries have market research reports by the dozen. There are so many of them, and often they are so impenetrable they end up being doorstops rather than helping the marketing process.

A typical qualitative project produces 12 hours of raw data. That's 12 hours of consumers talking on or around the subject. Sifting through this information for the gold-bearing nuggets is a key process. It is the difference between insight and wallpaper.

The CCRP Approach

We take a leaf from Irish whiskey makers: triple distilled. If you are trying to understand a brand, you need to distil, distil and distil to get to the true essence of what that brand is about.



At CCRP we are model-makers. Strange but true.

To explain simply why people are behaving as they are, why different groups react as they do and how attitudes differ, we need to use a model that is easy to understand.

Creating the model, or finding one that fits the situation, is part of the researcher's art.

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Viewing from different perspectives for all-round insight

Look at the object below.
What do you see?



Now try turning up the light.
Notice anything different?



Now let's see what happens if
we change our point of view:



People would have you believe that just shining a brighter light will make things clearer.

So they do 12 groups instead of 6 or repeat the study for extra focus. To really understand a subject, you need to see it from as many perspectives as possible.

"Perspective is worth 50 points of IQ" – Alan Kay

"You don't know something until you know it three ways" – Marvin Minsky

At CCRP, we aim to design studies to be different. Because we do things differently, talk to different people and change the rules, you don't end up finding out exactly what you found out last year.

Fostering and nurturing ideas

In creative development research, the researcher needs to adopt the role of 'ideas guardian'. Ideas must be nurtured as precious, vulnerable and scarce commodities. So, like defendants in criminal cases, ideas should be innocent until proven guilty, not the other way round.

One interesting nugget, kernel or starting idea can mature into a long-running campaign if the idea is properly cherished and developed. The trick is to identify what the precious core of the idea actually is.

If researchers adopt the role of troubleshooters and only point out potential pitfalls or merely get reactions to unfinished expression of ideas, the best ideas will be lost or written off, confirming research's reputation as the nemesis of creative advertising.



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What makes CCRP different?

In the previous section we explored the goal of what creative research can offer over and above simple research. How does Charlie Cochrane Research & Planning deliver this?

The following section looks at some of the unique tools and approaches CCRP adopts.

-  2.1 Tailored help not off-the-shelf products [../more](#)
-  2.2 Research revolution through technological innovation [../more](#)
-  2.3 Change management facilitation [../more](#)
-  2.4 Brand documentaries™ [../more](#)
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Tailored help not off-the-shelf products

Sometimes there isn't the time or funds for the whole shooting match. Perhaps it's a pitch or you need ideas straight away; maybe your budget was all spent yesterday. You need guidance, but there's only time for quick and dirty.

Sometimes you want to do it properly because you NEED to get it right.

Because at CCRP you are buying thinking, not off-the-shelf techniques, we can tailor a methodology to your immediate needs and budget.

- ➔ If you just want some ideas and consultancy, you can have that
- ➔ If you want help refining some ideas you can have that
- ➔ If you want to understand your customers better, we can do that.

The CCRP Approach

Many research companies do far too many groups in a project. More groups is not a substitute for better thinking. It just puts the price up.

At CCRP, we'll recommend the right scale of project for you, your project and your budget.

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Research revolution through technological innovation

For an industry which helps companies define their future plans, qualitative research is technologically in the dark ages.

How has technology improved research? Viewing rooms, PowerPoint presentations, mmmm err. Not exactly earth-shattering is it?

Here's three ways CCRP uses new technology:

GroupView™

A new digital tool for focus group viewing and recording. No more peering at boring wide angle camera views. [../more](#)

ModComm™

The opportunity to communicate with the group moderator at that critical moment [../more](#)

Online project resources

All the latest files, schedules and references are at your fingertips via the secure client access area of the CCRP website [../more](#)

The CCRP Approach

CCRP is committed to using technology to improve research.

We like technology! We are computer literate, we understand digital video, Bluetooth™ and MPEG. That's a rarity in the research business.

So we understand technology and how the digital age affects consumers, but also we like to be at the forefront of technology's use in research.



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GroupView™

Ever had the misfortune to watch a standard focus group video? You know – static wide shot, you can't see anyone's faces, muffled sound, dim, blurry picture. Boring as batshit to sit in front of.

Enter GroupView™: A tool unique to CCRP that's destined to change viewing market research groups forever



CCRP's ground-breaking technology allows you to:

-  *focus instantaneously on any group member;*
-  *follow the action in groups;*
-  *choose between 4 video streams for the best view or view all four split-screen at once;*
-  *real-time streaming video for simultaneous remote viewing;*
-  *deliverable in QuickTime movie format on CD-ROM, DVD or via the internet;*
-  *ideal to send to overseas/interstate clients.*

Contact CCRP today to find out more about the GroupView™ system

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ModComm™: Wireless computer link with client

Have you ever viewed a group and been itching to ask a question? Have you needed to communicate with the moderator then and there? Have you baulked at the idea of sending in a note? (I hope so!)

ModComm™ link allows you to communicate with the moderator via a laptop link. You can type your question or issue and the moderator will be able to see it immediately.

Group intervention is a vexed issue. Sure, you can make your point and have more active input in the group, but too much intervention can upset the dynamics of the group and can detract from the job you are paying the researcher to do. These issues are examined in depth in the CCRP article *"In or Out of Focus"* (available from our website: www.ccrp.com.au).



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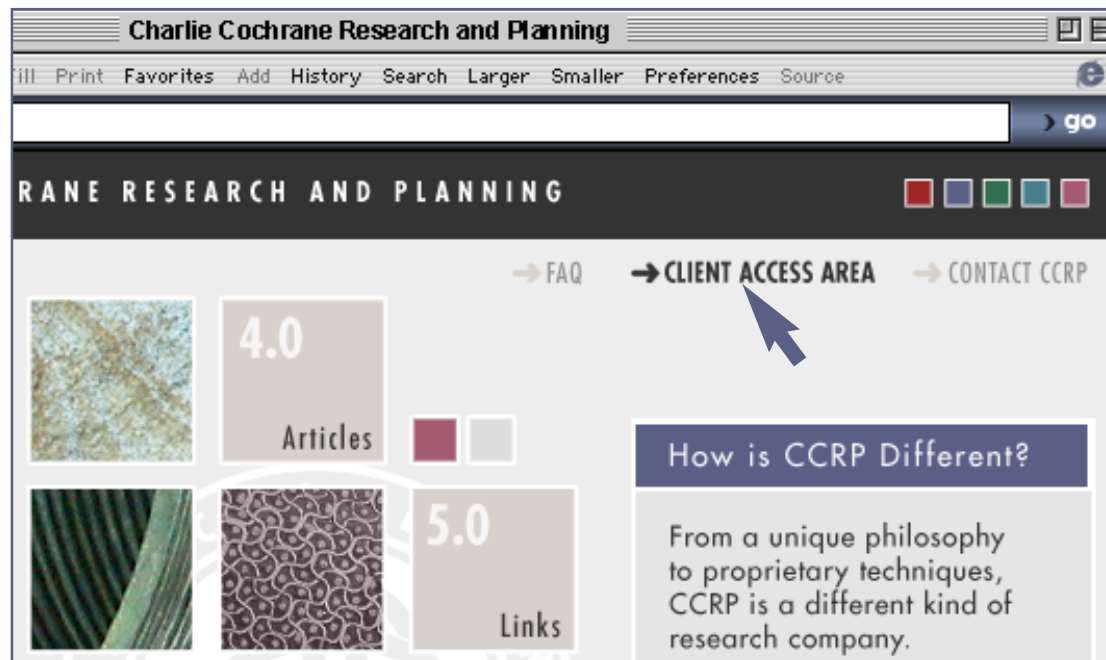
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Online Project Resources

Every job generates important documents. Proposals, recruitment questionnaires, discussion guides, debriefs, reports and summaries. Making sure everyone has access to the latest version can be quite a problem. Time can be wasted trying to get hold of the document you want.

By posting these documents to a web-accessible location, we provide our clients with access to key information 24 hours a day.



The CCRP Approach

All the relevant documentation is posted in a client access area of the CCRP website.

Benefits

- ✓ Password protected
- ✓ Secure
- ✓ Key stakeholders have access to upload and download information
- ✓ Easily accessible via a web browser
- ✓ Everyone is working from the same version

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Change management facilitation

Over the years there has been massive change in corporate structure. Companies have had to reshape from manpower intensive institutions to streamlined, “can-do” and nimble organisations able to compete with hungry, entrepreneurial start-ups.

Much of this is technology driven. The most obvious result is down-sizing. But consumer expectations continue to grow and the business playing fields continue to change.

On paper, it's not hard to define a new vision for your company. In the real world, departments, individuals, expectations, politics and unions make change management one of the most complex issues for today's organisations. To untangle this web, organisational behaviour must be researched and understood.

The CCRP Approach

CCRP has a facilitation process to help you implement internal changes

- ✓ *Identifies sticking points and issues*
- ✓ *Explores options and opportunities*
- ✓ *Promotes discussion and understanding amongst staff*
- ✓ *Improves buy-in to new systems/policies*
- ✓ *Helps oil the wheels of change*

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Brand Documentaries™

Standard qualitative techniques, such as groups and one-on-ones have their limits. Consumers are increasingly marketing-savvy.

Young consumers in particular are notoriously elusive and multifaceted making them very hard to pin down within the confines of a group.

Standard groups often don't give us that crucial insight into people's lives any more – who they really are, what they are really like.

A CCRP Brand Documentary™ provides the answer:

- ➔ Visual snapshots of brand/category culture or consumer groups
- ➔ A unique insight into your real-life consumers, their real-life environment and their interaction with your brand
- ➔ Ideal for non-research-literate audiences
- ➔ A product that has many uses beyond those of research: selling in your product/brand, motivating sales forces etc
- ➔ Highly watchable. The involvement of a professional director-with a background in documentary television ensures a slick, seamless end result.



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Techniques

Say the word techniques in a qualitative research context and everyone immediately thinks “projectives”. But projectives are only one type of research technique that we use at CCRP

- ➔ **Brand mapping** using proprietorial PROBIT™ software works brilliantly on the back of groups providing a visual counterpoint to the qualitative analysis.
A fuller discussion is available from our website
- ➔ **Disposable cameras and photo diaries** are a fantastic way to get a visual insight into people’s lives.
- ➔ **Brainstorming sessions** with consumers paired with marketing/technical staff help bridge the gap between what’s technically feasible and what’s a real consumer benefit.
- ➔ **Motivational diaries.** Respondents fill in needstate diaries before the groups which provide a snapshot of what’s happening at the moment of consumption.
- ➔ **Altered behaviour groups.** We get respondents to change their behaviour in the week prior to the group, focus people on their sub-conscious attitudes. We’ve got people to refrain from cleaning their teeth, to eat chocolate in the mornings, to eat cereal in the afternoons, to give up their mobile phones!
- ➔ **Projective techniques** ../more



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Projective techniques

Projective techniques are a straight 'steal' from the psychotherapeutic arsenal: think Rorschach's inkblot test.

How projective techniques work

A projective technique gives respondents an ambiguous stimuli onto which the respondent projects his or her own attitudes, opinions or self-concept in order to give it structure.

Projective techniques are also known as enabling techniques:

- ➔ They enable another line of enquiry for the researcher
- ➔ They enable respondents to move beyond rational responses and express some of their innermost thoughts, feelings, attitudes and motives
- ➔ They enable moderators to get beyond respondents' defensive reaction to direct questioning.

At CCRP we tailor-make projectives for each project. In this way we create an activity which helps respondents access their feelings about the particular issue we are researching.

Examples

- *Persuading consumers to draw the feeling of fizzy orange*
- *Role-playing the personalities and 'tone of voice' of different washing powders*
- *Visualising brand images using a computer artist*
- *Filling in thought bubbles about what brands think of themselves*

Whatever it takes to get a different slant or insight.



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Philosophy

Philosophy may have been the most arcane subject at university, but having a philosophy is about having a set of beliefs and principles you abide by. At CCRP we think that having a philosophy shows you stand by something. Being open about what we stand for gives you a taste of what it would be like to work with us.

- ➔ [The truth ../more](#)
- ➔ [Who's driving the bus? ../more](#)
- ➔ [Value ../more](#)
- ➔ [Moderation style ../more](#)
- ➔ [Fun ../more](#)
- ➔ [Respondents are people ../more](#)



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Philosophy - The truth

It might seem hardly worth saying, but the philosophy at CCRP is to tell it like it is, or at least how we see it. It seems pointless to buy research that shies away from the truth. Unfortunately there are companies that thrive on telling clients what they want to hear.

At CCRP sometimes we have to face uncomfortable facts and impart these to our clients. To us, this is preferable to having them labour under false illusions.

There can be no long-term benefit in continuing to believe an ad is OK if it is past its use-by date, or that a strategy is right if it isn't.

Tell it
like
it
is

The text is written in a purple, cursive, handwritten style on a light blue background. The words are stacked vertically, with 'Tell it' on the top line, 'like' on the second, 'it' on the third, and 'is' on the fourth. A thick purple underline is drawn under the word 'is'.

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Philosophy - Who's driving the bus?

Both planning and qualitative research are people businesses. People buy someone's interpretation of what's going on, someone's view on what's relevant. So you need to feel like you trust the person doing the work so you can be confident about buying into the thinking.

Many research companies employ juniors to do a large proportion of the work. A principal is wheeled in for the briefing. Maybe he does a couple of the groups. Then he is wheeled in for the debrief. In fact, the bulk of the project has been managed by other people.

At CCRP we do it differently. If Charlie Cochrane is at the briefing, then he will conduct all stages of that project to its conclusion. Clients can then be confident that they are getting who they paid for.



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Philosophy - Value

Bloated projects with huge samples are all too common in the market research industry. In the long run nobody wins.

- ➔ Clients pay through the nose for more and more groups and depths which all end up saying the same thing.
- ➔ Researchers get bored thrashing through the same issues when the writing on the wall is already clear.
- ➔ Confidence and trust in market research is eroded.



The CCRP Approach

At CCRP, we recommend only doing as many groups/depths as you need. There's always the option of doing a couple more groups if things aren't crystal clear.

If something is not working, we won't wait until the end of the project to tell you. It's better to postpone some of the groups until the problem is fixed.

Benefits

- ✓ *By adopting this ethos, we benefit from working on real, live issues*
- ✓ *Our clients trust our recommendations about sample sizes*
- ✓ *Long-term relationships are strengthened*

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Moderation Style

Many qualitative techniques are adaptations from psychotherapeutic techniques. But there are crucial differences between therapy groups and market research groups. Research moderation has to be different from the typical 'blank slate' moderation style of therapists.

As research moderators, we need to get reactions and develop findings within a very limited time-frame (perhaps an hour and a half). The 'sit back and watch' approach is much too passive and time-consuming.

For a more detailed discussion about moderation style, [download the article "It's OK to Prod"](#) from the CCRP website.

The CCRP Approach

- ✓ *We focus on engaging with consumers as people and involving them in the research process*
- ✓ *Because consumers are increasingly marketing-savvy we try to create a two-way open dialogue by instilling a culture of openness. It rarely compromises the outcome of the group to tell respondents what the real issues are.*
- ✓ *At the design stage we try to allow space in groups for some exercises where respondents themselves are in charge of the outcomes*
- ✓ *We recognise the need to poke and prod to encourage maximum output*

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Fun

At CCRP we believe in having fun.

Projects should be interesting and we work to make them so.

Groups should be stimulating for clients and respondents.

The acid test of a great project is 'WAS IT ENJOYABLE?'



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Respondents are people

Be wary of anyone who berates consumers as stupid. If researchers have a prejudicial attitude towards respondents then they limit consumers' value in the research process



The CCRP Approach

At CCRP we treat respondents like intelligent people: partners in our quest for knowledge. We try to have a conversation with them rather than just asking a list of questions. We respect their point-of-view rather than treating them as statistics.

Benefits

- ✓ *Involves and interests respondents - they enjoy the process*
- ✓ *Encourages respondents to divulge more*
- ✓ *Keeps research human*
- ✓ *Ultimately produces more insightful answers*

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Planning

There's an obvious benefit in having a disciplined system for devising optimal commercial strategies for brands and communication strategies for their promotion. Planners facilitate this process via the astute application of knowledge or consumer/market understanding.

There are two key aspects to planners skills.

➔ **An understanding of the audience**

This comes from both research expertise and a felt sense of where consumers are 'at'. You have to put yourself in consumers' minds, to 'grok' them in order to help create something that really addresses them.

➔ **Actionable insight -**

An understanding of how consumer insight can be applied in the business context. There's no point in having a great consumer insight if it can't realistically be made to work in the commercial context or if it will be unacceptable to the business owner.

Planners need to be able to straddle the consumer's world and that of senior clients.

The CCRP Approach

At the core of the planner's task, is the need to understand the consumer and the brand to unearth a key insight for the communication/solution (Relevance).

As media channels have mushroomed and communication channels have multiplied, it has become increasingly important for communication to cut through the cynicism and connect with its audience (Distinctiveness).

Moreover, planners must also demonstrate how and why the communication has performed (Effectiveness).

Credentials

“The map is not the territory” – *Sun Tsu*

No amount of courses or study can actually make you a good researcher. Experience is the ultimate training. Charlie has worked in virtually every category you can name, for some of the biggest companies and with some of the greatest advertising, marketing and research minds.

→ **Charlie Cochrane Resume**

Charlie Cochrane has been involved in market research, marketing and advertising planning in the U.K. and Australia for over 20 years. [../more](#)

→ **Testimonials**

What our clients have to say about us [../more](#)

→ **Case Studies**

Examples of how we have made a difference [../more](#)

→ **Client List**

Some famous brands that we have helped on their paths to success [../more](#)



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Charlie Cochrane - a brief career history

1981 - 1984

MARKETING AND MARKET
RESEARCH EXECUTIVE
I.C.I. Paints division (Dulux)

Charlie was responsible for design and implementation of quantitative surveys of all types and ensuring actionable results for marketing. ICI paints was one of the few companies to be responsible for its own research, and had its own field force and consumer panel.

Training included MRS courses in questionnaire design, introduction to market research, qualitative research

1984 - 1987

QUALITATIVE RESEARCHER (LATER
DIRECTOR)
The Research Centre, London

The Research Centre was one of the most innovative qualitative research

companies in London at this time and pioneered several new techniques. These included computer aided visualisation and a sophisticated stimulus material production technique called Admatics.

1987 - 1989

PLANNER
Low Howard-Spink, London

Low Howard-Spink was in its creative heyday. Planning was in its infancy, and planners required all their tact and skill to integrate their point of view and make a valued contribution

1989 - 1991

CO-FOUNDER/DIRECTOR
Sirius Research and Planning, London

Charlie Cochrane and Carolyn Tristram set up Sirius to be the cutting edge of qualitative research in London

1991

Completed Spectrum one year course in psychotherapy for professionals working with people in one-to-one and group situations

1991 - 1993

PROPRIETOR
Charlie Cochrane Research Consultant,
London

1994 - PRESENT

CHARLIE COCHRANE RESEARCH &
PLANNING
Sydney and Coledale

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Testimonials

"Charlie Cochrane's strength as a researcher lies in his ability to model consumer insights into clear brand communication and positioning issues. Charlie's work has directly improved the advertising development and positioning work on brands such as Sunkist, Solo and Cottee's.

Charlie has an excellent approach to qualitative research, and has strong empathy with consumers of all ages. I would have no hesitation in recommending his services."

Michael Magee
General Manager
Cadbury Moulded and
Bars Marketing

"I worked with Charlie Cochrane on a critical strategic project to reposition the Neutrogena brand, which had been declining behind the previous positioning. Charlie proved himself to be an excellent researcher - with the ability to really draw information from the consumer in a way that enabled a more detailed understanding of the issues, and which led to much stronger consumer and brand insights.

He used a number of different creative techniques to draw out this information, which enabled him to challenge initial findings and in the end create more robust recommendations. I would recommend Charlie as a researcher with integrity, with a strong ability to create strong strategic recommendations that are clear and actionable."

Rowena Millward
Marketing Manager
Johnson & Johnson

"Charlie approaches each new research project with a determination to uncover fresh ground for brands. He extracts maximum value from respondents by treating them as both intelligent and creative individuals. He's a really valued research partner because he helps us get way beyond what people say, to uncover what they really mean."

Wayde Bull
Planning Director
Principals - the change agency

"Charlie Cochrane has proved time and again to Brandhouse and our clients to be of enormous value as a creative strategy and direction pointer. His core strength is an understanding of ideas - this is unique in his world"

Russel Howcroft
Managing Director
Brandhouse Arnold Worldwide

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Case Studies

Case studies give you an insight into how CCRP's expertise has been used in the marketplace. The following case studies are all on household name brands which have been helped on their way by CCRP research.

- ➔ **FHM**
Pre-launch research [../more](#)
- ➔ **Solo**
Re-defining the brand essence [../more](#)
- ➔ **Cottee's**
Creating a brand blueprint [../more](#)
- ➔ **Neutrogena**
Developing local advertising to a global strategy [../more](#)



Neutrogena®

DERMATOLOGIST RECOMMENDED

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Case Studies - FHM

FHM was an extremely successful UK men's magazine but the humour and content were specific to the UK and did not translate well to Australia. Emap Australia wished to launch an Australian FHM in 1998 which would compete successfully with Ralph (an existing player in the market) and create its own niche.

CCRP was commissioned to explore the need for a title such as FHM in Australia and provide guidance as to how FHM should optimally be tailored for the Australian context.

Findings from this study, and a subsequent study which looked at how well FHM had achieved its objectives 6 issues in, were very influential in positioning the magazine in the competitive set, in the 'sell' to potential advertisers within the magazine and in deciding on specific content issues.

The marketing of FHM was so successful that the magazine won the BEST MARKETED MAGAZINE AWARD in 1998.



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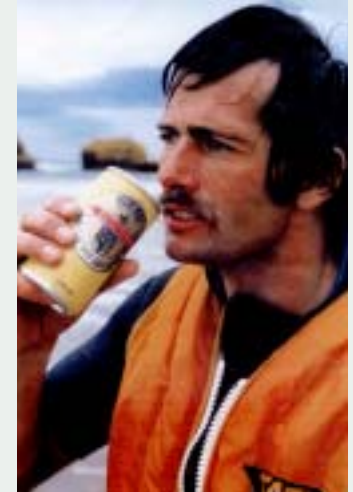
Case Studies - Solo

Solo was launched in 1973 and became an Australian icon brand. By 1997 Solo had reached a crossroads. Whereas Solo used to be the soft drink brand which best expressed the values and aspirations of male adolescents and young men; over time, Solo had been overtaken by Lift in brand share and the Solo man's relevance as an icon had dwindled.

CCRP was commissioned to explore how Solo might be repositioned so as to optimise its appeal in today's climate. The marketing objective was to grow Solo volume by 20%. CCRP conducted a fundamental study into the brand essence of Solo amongst young people followed by advertising development research.

The brand was repositioned and re-launched based on the findings of the research. Volume grew by 23% year on year.

Solo overtook lift to re-establish itself as Australia's best-selling lemon drink, and Solo once again became a relevant icon for young Australian men.



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Case Studies - Cottee's

Cottee's is a multifaceted brand with products ranging from jams through cordial to desserts. Some Cottee's products are more adult oriented, others more child-oriented. The challenge was to make these diverse products fit together optimally to make a unified brand.

CCRP working with Cottee's and Leonardi advertising drew on learnings from existing research and conducted new research to explore this problem. We developed unique models from the research which allowed us to view products in the Cottee's stable, assess their strengths and weaknesses, and evaluate their contribution and appropriateness to the Cottee's brand.

We developed a brand blueprint for Cottee's which defined the essence of the brand and a template for looking at existing and potential Cottee's products



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Case Studies - Neutrogena

Neutrogena is the number one skincare brand in the US. In Australia however, the brand is still in its infancy. The challenge in Australia was to take the global brand strategy for Neutrogena and to make this work in Australia for a very different stage in the brand lifecycle.

CCRP worked with Johnson & Johnson and DDB to develop an advertising vehicle which was distinctive to Neutrogena, appropriate for how the brand is currently seen and consonant with the desired evolution of the brand.

Through a staged research process, CCRP helped developed advertising for a variety of Neutrogena products which has driven volume growth in excess of budget and has repositioned Neutrogena in consumers' minds from being seen as a slightly old-fashioned, cleansing-focused brand to a credible purveyor of innovative skincare products.

“Smaller pores mean smoother, finer, more beautiful skin.”

“Away from the cameras, I don't bother with much make-up, which means my skin always has to look its best. Then a few weeks ago, I discovered a new daily moisturiser and cleanser.”

New Neutrogena Pore Refining Cleanser and Cream. The breakthrough moisturising cream combines PHA and Retinol to exfoliate then visibly reduce the appearance of pores.

The cleanser's alpha and beta hydroxy formula with gentle microbeads purifies your skin and also visibly reduces the appearance of pores.

“Used together, you should notice smoother, finer more beautiful skin, even up close.”

SOPHIE FALKNER

DERMATOLOGISTS DO MORE THAN TEST IT, THEY RECOMMEND IT.

Neutrogena

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Clients, agencies and brands

Clients

Austar	Everlast	Rover
C.U.B.	Frito Lay	R.S.P.C.A Petfoods
Coca-Cola	Jim Beam Brands	Sara Lee
colgate Palmolive	Johnson & Johnson	Schweppes
Cottee's	Lend Lease	UDV
Daewoo	Mortgage Choice	Vic Health
Diners Club	National Aust. Bank	Wrigley Company
Emap Australia	Pacific Dunlop	

Famous Brands I Have Researched Include:

Anadin	Guinness	Pernod
American Express	Holsten Pils	Reschs
Austar	International Roast	Rover
Baileys Irish Cream	Johnnie Walker Red	Schweppes
Brylcreem	Jim Beam	Skittles
Canon	Lift	Solo
Cottee's	Lloyds Bank	Sub Zero
Daewoo	Marlboro	Sunkist
Doritos	Michelin	Swan Light
Durex	National Australia	Telstra
Everlast	Bank	Thins (Lays)
Europe bars	Neutrogena	Toyota
FHM	Palmolive Naturals	Tracks

Advertising agencies

Brandhouse Arnold Worldwide
 BWM
 Campaign Palace
 DDB
 George Patterson Bates
 Leo Burnett
 McCann Erickson
 Morris & Partners
 Principals
 Saatchi and Saatchi
 Young and Rubicam

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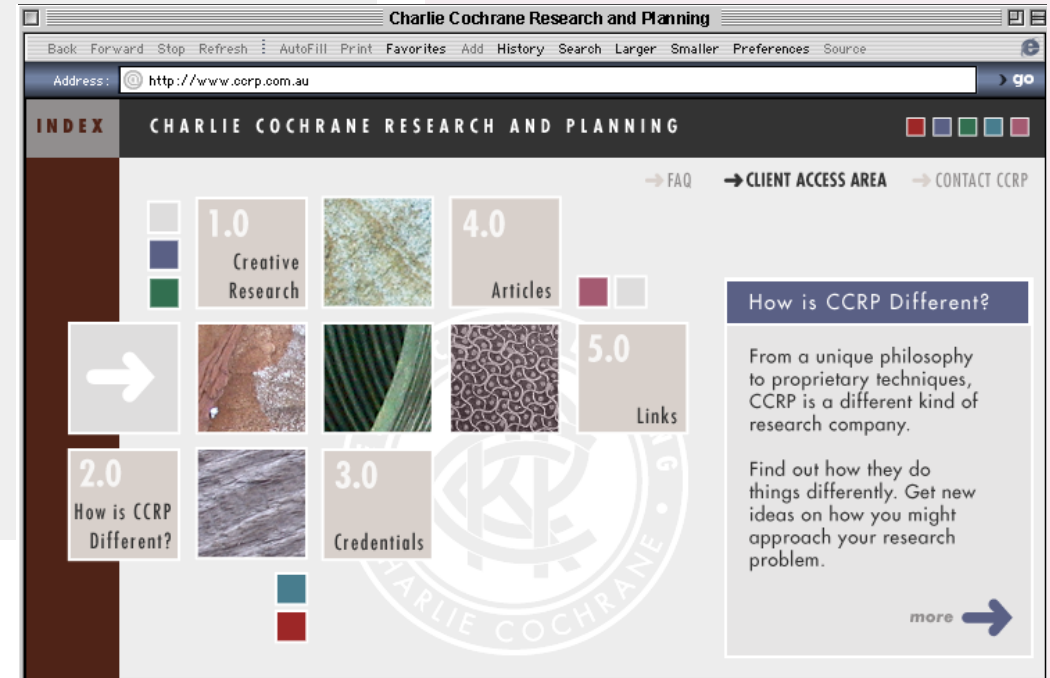
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Keep up to date at ccrp.com.au

Keep an eye on our website for more case studies, articles and in-depth information on our creative research techniques.



Related organisations

Market Research Society of Australia

www.mrsa.com.au

Account Planning Group (UK)

www.apg.org.uk

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