

# **Brand Perception Research Proposal**

Prepared for:

NCH

November 27, 2017

# Your Situation

NCH is preparing to launch new products that will expand its product offering beyond audit and settlement and its reach beyond traditional customers and buyers/influencers. As part of the launch effort, you are looking to understand how the brand is resonating with existing customers and with new target companies and decision-makers. To that end, you are looking for a partner to conduct a thorough brand perception research project that will validate how the brand resonates with customers in both existing and new segments and glean insights from the research to help you take the next step to execute on what you've learned.

You need this partner to:

- Quickly and efficiently work with your team to determine the research segments, validate existing data and source additional data, if necessary.
- Bring the resources necessary to execute on all aspects of the project, including strategy, data, scheduling, professional interviewing, result summaries and insightful/intuitive recommendations.
- Ground the program in terms of practical use of the insights for launch messaging and overall 2018 marketing program priorities.
- Ensure clarity and specificity of goals and drive the program to achieve those goals.
- Be accountable to milestones, deadlines and budget commitments.

We'd like to thank you for the opportunity to engage with you over the last few weeks. We firmly believe The Mx Group is the right partner for this research project and beyond. If you do decide to take next steps with our team, you can count on us to deliver:

- True collaboration and partnership.
- Accountability to your business goals.
- Transparency and clarity.
- An iterative approach of continuous improvement.
- Excellence in execution.

# Our Process

While the heart of the process is speaking directly with your buyer, we do leverage your internal team's knowledge and experience to add perspective to our research process.

## **Overview and Discovery**

Our goal in completing this brand perception research is to determine where NCH is in the minds of the marketplace to help you determine the gap in how to evolve your brand. The discovery process will be used to further our knowledge of NCH's offerings, your customers and to verify the assumptions used to develop this proposals. The result will be a final list of deliverables, timeline and pricing estimate.

## **Stakeholder Interviews**

We begin by asking key members of your organization to complete a comprehensive questionnaire or interview facilitated by our strategy team. The answers give us insight into your stakeholders' perspectives on the current state of your brand and perceptions of the buyers in their market.

Your stakeholder team should include key members of marketing, sales and any other departments that interface with your market regularly.

## **Data Sourcing**

We work with you to determine the types and segments of customers and prospects we should target with our research. This will enable us to identify the companies and contacts to target in our research process. We will utilize a combination of existing customer and prospect data provided by NCH as well as new purchased data for the eSurvey and 1:1 interviews.

## **Contact and Scheduling Management**

We will reach out to the contacts provided by NCH as well as purchased data to schedule 1:1 brand perception interviews with our strategy team. As important as the calls are themselves, it's equally important to the success of the project to have an aggressive, full-time and professional approach to reaching out, "selling" the idea of the call and then actually scheduling the call. This estimate will vary based on the difficulty of reaching these contacts and their apprehension to agree to an interview.

## **1:1 Brand Perception Interviews**

The 1:1 interviews are the heart of the process. These interviews give us the opportunity to have deeper and more nuanced discussions about the themes uncovered by stakeholder interviews. For these interviews, it is important that we engage with at least 3 individuals in each market segment determined during the discovery and data sourcing.

## **e-Survey**

Once the 1:1 interviews are complete, we will finalize any open questions from the interviews and send an e-Survey to all customers and prospects on similar topics discussed during the interview calls. The purpose of these surveys is to obtain quantitative insights and themes that support the findings from the 1:1 interviews.

## **Conclusions, Analysis and Readout**

Using the insights gathered, The Mx Group will produce a readout of findings and actionable next step recommendations for how NCH can utilize the information. We will present these findings and our recommendations to NCH stakeholders.

# Pricing Estimate

This pricing assumes approximately 30 1:1 interviews across 8-10 key customer profiles.

Tactic	Estimated Mx Labor	Estimated Mx Pass-thru	Estimated Total
Discovery/overview; stakeholder interviews; project definition, final pricing and ongoing management	\$9,500 - \$10,500	N/A	\$9,500 - \$10,500
Data sourcing for interviews and e-Survey	\$3,000 - \$3,500	\$5,000	\$8,000 - \$8,500
Contact and scheduling management	\$9,500 - \$10,500	N/A	\$9,500 - \$10,500
1:1 brand perception interviews	\$12,500 - \$14,500	\$5,500	\$18,000 - \$20,000
e-Survey	\$6,000 - \$7,500	\$1,000	\$7,000 - \$8,500
Conclusions, analysis, and presentation of findings	\$13,500 - \$15,500	N/A	\$13,500 - \$15,500
Total	\$54,000 - \$62,000	\$11,500	\$65,500 - \$73,500

# Timeline

Milestones	Weeks	1	2	3	4	5	6	7	8	9	10	11	12
Discovery / overview, stakeholder interviews, project definition and management													
Data sourcing for interviews and eSurvey													
Contact and scheduling management													
1:1 brand perception interviews*													
eSurvey													
Conclusions, analysis, and presentation of findings													

\* Timeline dependent on availability of buyers.

*This is an estimate and does not represent a fixed project bid. This estimate is based on the scope of work to be completed for the project as described above. This estimate does not include additional time or labor that may be required should the project scope change or if additional time is needed to complete the job.*

**Approved by:**

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Signature

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Date

# About Us

## Digital & Demand Gen Agency

More theory. More data. More tech. You've never had more tools at your disposal to generate demand. But along with this comes more expectations. Expectations not only to attract customers, but to convert and retain them. To perform the impossible and to prove it. To make  $1+1=100$  and to show your math.

At The Mx Group, we say, "OK, pass the pencil!" — With expertise across strategy, content, digital and demand. We help B2B marketers rise above their growing expectations. We make sense of today's marketing and sales technologies to make the most of data and automation. We create new assets—messages, websites and apps—that engage prospects and customers alike. We make it all work together to help you rise above the noise and focus on what really matters: driving reliable growth for your business.



Brand Strategy  
Buyer Strategy  
Sales & Marketing Alignment  
Demand Waterfall Forecasting  
Market Mapping  
Research & Insight



Program Design, Asset Creation & Execution  
Marketing Technology Optimization  
Marketing Technology Outsourcing  
Lead Management  
Telemarketing Services  
Attribution, Analytics & Reporting



Interactive Content  
Thought Leadership  
Video & Motion Graphics  
Outbound Content



Digital Strategy Services  
Website Design & Development  
Website Optimization  
Mobile App Development

# Current Clients

**Atlas Copco**

**TEMPUR + SEALY**

**Rexroth**  
Bosch Group

**HURON**

**Wonderlic.**

**SIEMENS**

**vAuto**

**JLL**

**TSUBAKI**

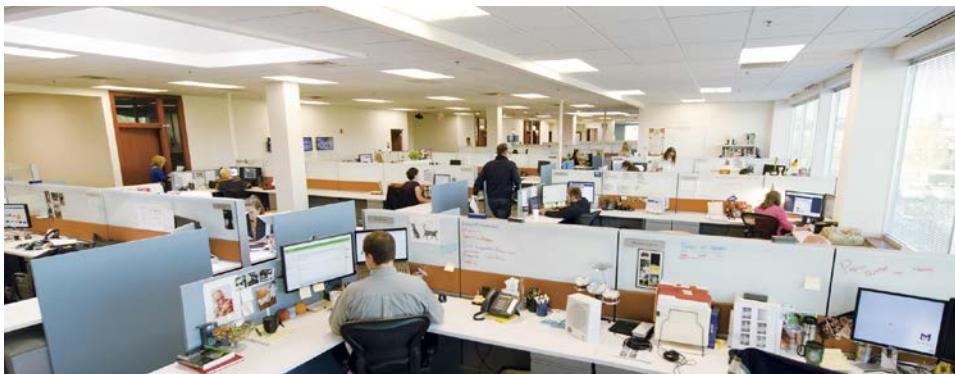
**Cox  
AUTOMOTIVE™**

**JPW  
INDUSTRIES**

**Zekelman Industries**

Abaco Systems | Abbott Diagnostics | Abbott Molecular | Alonti | Altran | Anvil International  
ASSA ABLOY Hospitality | Atlas Copco | Belden | Benefit Mobile | Bosch Rexroth | BriovaRx  
Certified Collectibles Group | Cox Automotive | DealShield | Deublin | Fairchild Semiconductor  
General Electric (GE) | GG+A | Grundfos | Huron | Jones Lang LaSalle | JPW Industries  
MAVERICK Technologies (A Division of Rockwell Automation) National Automobile Dealers Association  
NAVIS | Optum | RACO Manufacturing | SCA | Siemens | Tempur Sealy (Hospitality)  
The Vitality Group | U.S. Tsubaki Power Transmission | vAuto | VinSolutions  
WIN (Wireless Information Networks) | Wonderlic | Xtime | Zekelman Industries

**TOP B2B  
AGENCY**  
- Ad Age



## Corporate Information

*Company Name*  
The Mx Group

*Ownership Structure*  
Privately held

*Year Founded*  
1989

*Total Number of Employees*  
110

*Office*  
7020 High Grove Blvd.  
Burr Ridge, IL 60527  
United States

*Primary Phone*  
630-654-0170

*Website*  
[TheMxGroup.com](http://TheMxGroup.com)

*Social*  
Twitter: [@MxGroup](https://twitter.com/@MxGroup)  
Facebook: [TheMxGroup](https://facebook.com/TheMxGroup)  
LinkedIn: [TheMxGroup](https://linkedin.com/company/TheMxGroup)  
Instagram: [@TheMxGroup](https://instagram.com/@TheMxGroup)

## Contact Information

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**Thank you for considering us!**



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