



# CLOVE

## RESEARCH & MARKETING ANALYTICS

WELCOME TO OUR CREDENTIALS

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2021

A large, semi-transparent white graphic of the year '2021' is centered on a grey rectangular background. The '2', '0', and '2' are on top, and the '1' and '1' are on the bottom. A thin red circle highlights the '0' in '20'.



**Hello!**

**we  
meet  
again**

CLOVE is already

**2** Years

With nearly

**100** Projects

With

**30** Repeated  
Clients

Combining Digital Approach to Get  
Deeper and Impactful Insight

# Case Study Retail Census

## Experience

**4**  
Projects



Electronic Products



Vinyl and HPL



Mineral water in  
On-Premise  
Channel



Mineral water  
in Hotel  
Channel

## Methodology

### Store visit

Visiting Retailer Outlets  
in Kelurahan randomly  
selected in cities.

### Categorizing

Retailer categorization  
based on the type &  
category supported by  
the retail imagery.

### Interviewing

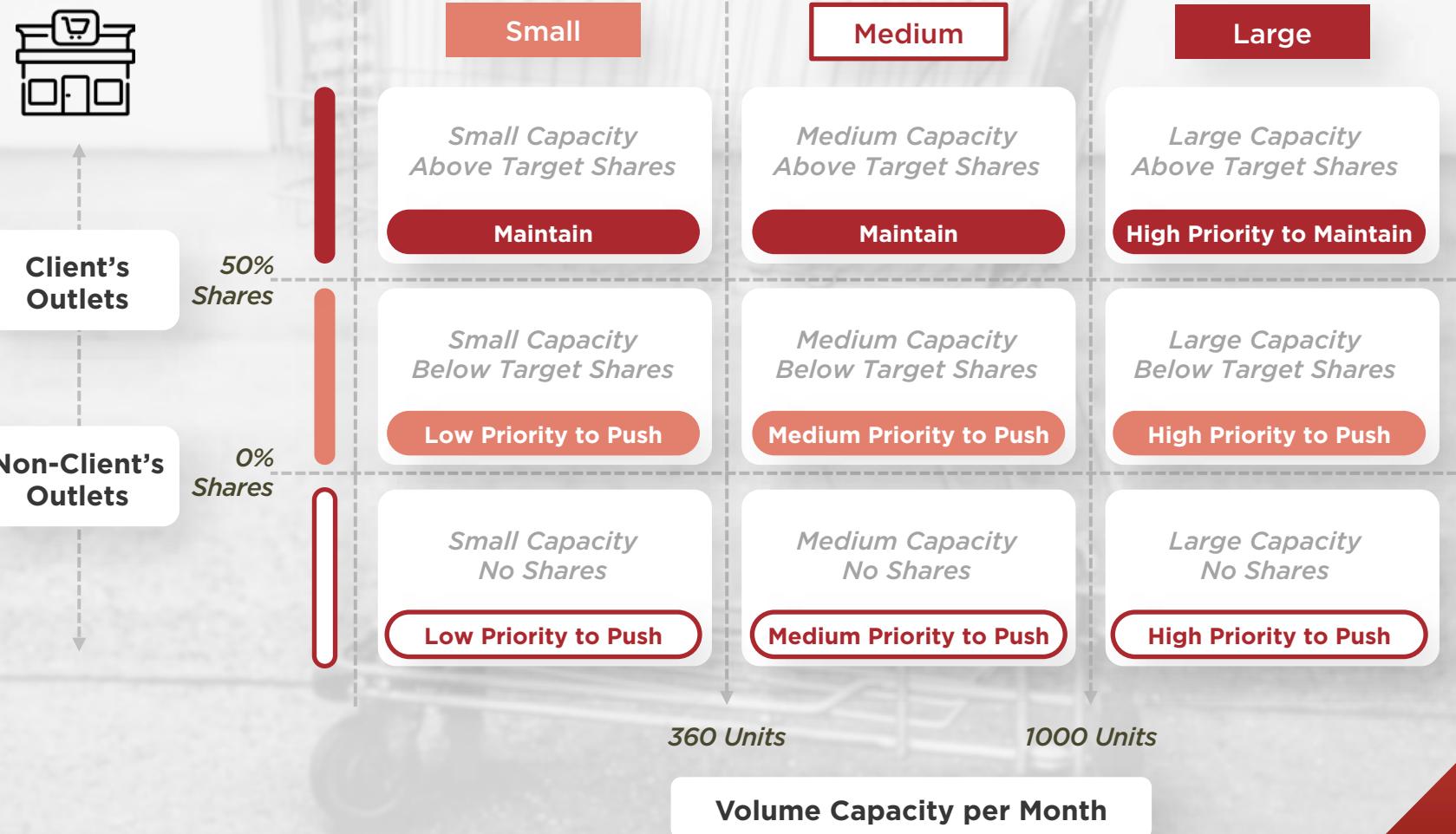
Asking the owner/  
shopkeeper of the retailer  
the sales of beverages  
especially mineral water,  
gathering the revenue and  
other data.

# Analysis

Market Shares

Market Size

Potential Matrix



# Case Study

# Event Evaluation

Already have norms  
as benchmark

## Experience

18  
Projects



Chocolate/  
Confectionery



Automotive



SIM Card  
Provider



Powder Milk

## Methodology

### Event Profiling

- Intercept during the Event
- Random Sampling
- Among Visitor
- L0L: 5 minutes

### Event Evaluation

- Intercept during the Event
- Purposive Sampling
- Among Participant/  
Purchaser
- L0L: 5 minutes

### Event Impact

- Interview 5 days after event
- Willing to be Interview  
after the Event
- At Home or Any  
Convenience Place
- L0L: 30 minutes

# Analysis

## Event Profiling

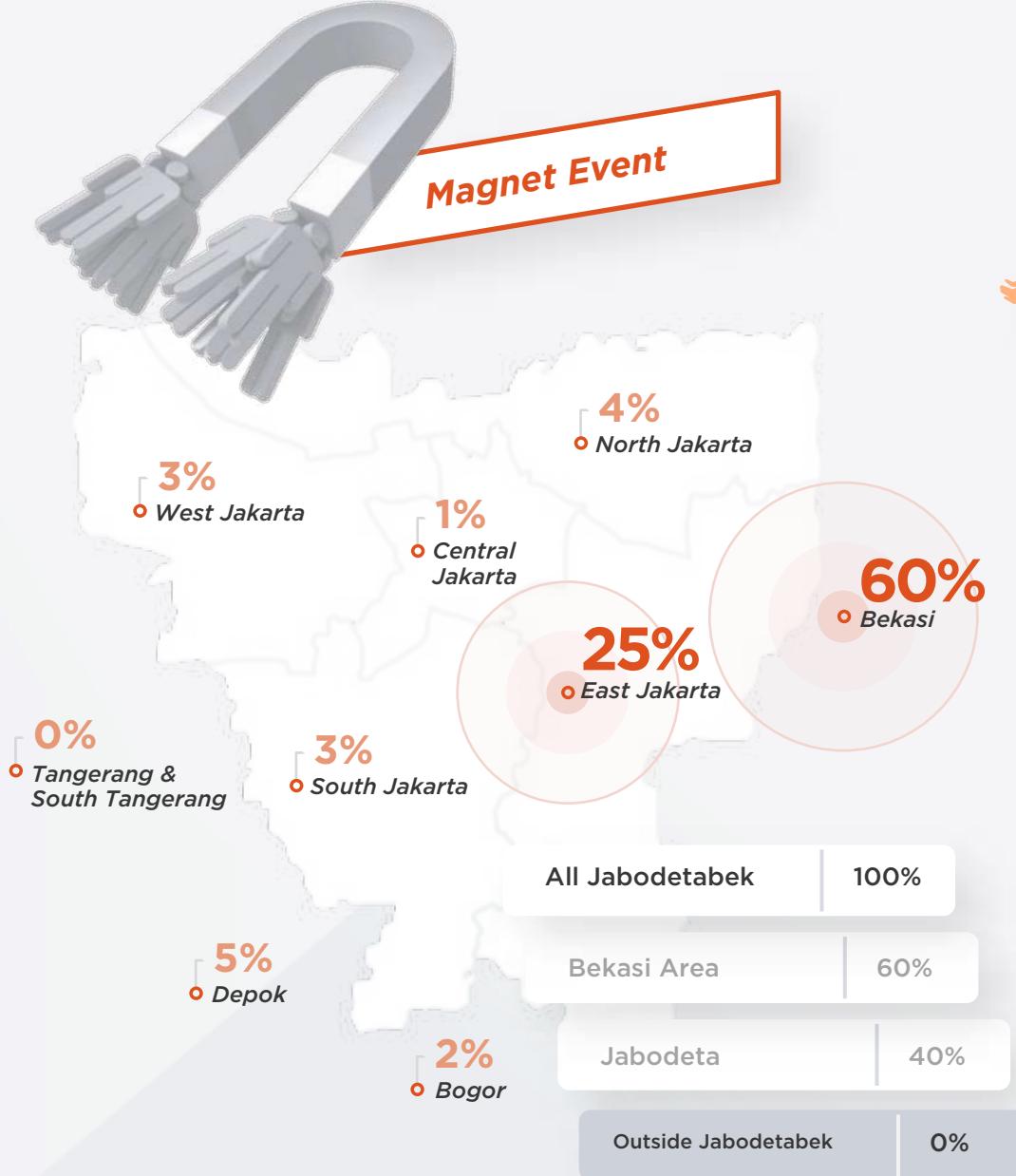
- Visitors Profiling
- Magnet Event
- Motivation and Trigger

## Event Evaluation

- Event Performance
- Event Delivery

## Event Impact

- Impact to Brand Image
- Impact to Purchase



## Visitor Segmentation Based On Motivation

### The Spontaneous

I came into the mall, then I saw a crowd of people around the event and I decided to participate

### The Observer

I came into the mall, then I saw a crowd of people, then I looked around to figure out the event, then I decided to participate

### The Opportunist

I came into the mall to participate this event and for another thing

### The Determined

I came to the mall only to participate in this event

# Case Study Product Placement Test

Already have norms  
as benchmark

## Experience

**49**  
Projects



## Methodology

### Recruitment

Purposive sampling  
with quota for  
recruitment

### CLT

Inviting respondent to the  
location test and take  
their feedback there

### Placement

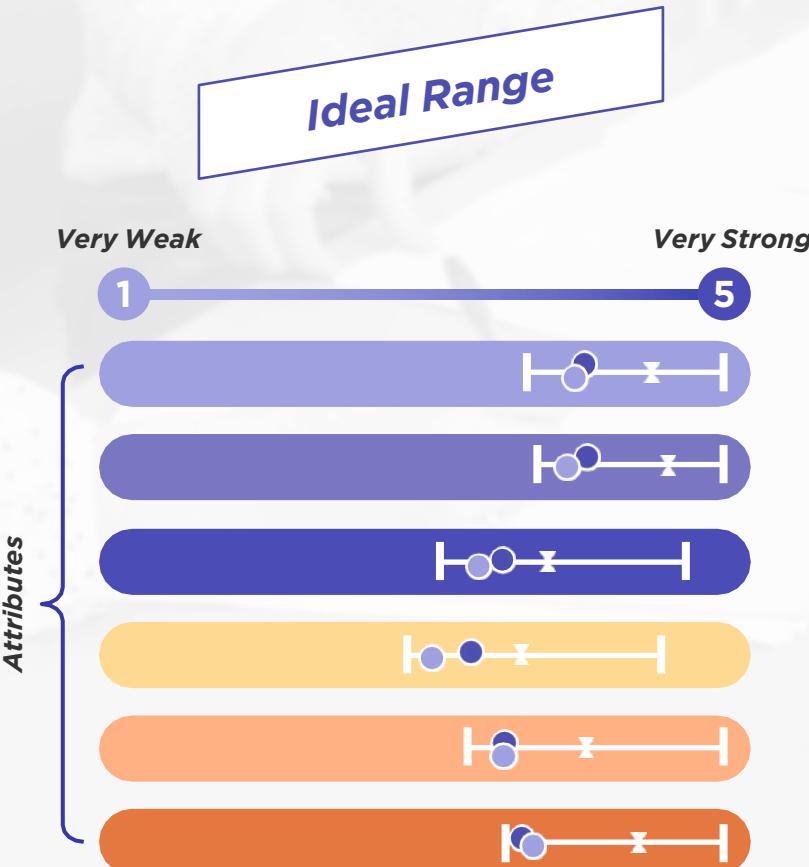
Placing the product and  
come back after several  
days to get the feedback

# Analysis

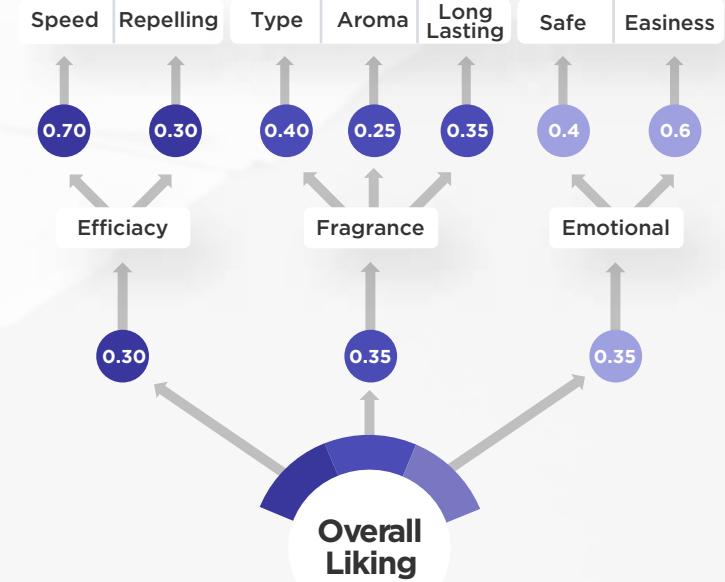
## Overall Liking

## **Summary of Liking** (all parameters)

## Purchase Intention



# **Impact Analysis**



This diagram shows how close the relationship between variables and how strong the impact when one variable is changed to the others.

For example, when we want to improve the new formula, we can increase the speed since speed can influence around 0.70 points to the efficacy and 0.30 points to overall liking.

# Case Study Brand Development

**Experience**

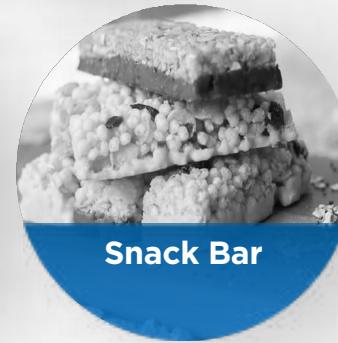
**8**  
Projects



Confectionery



Beverages



Snack Bar



Bakery

**Methodology**

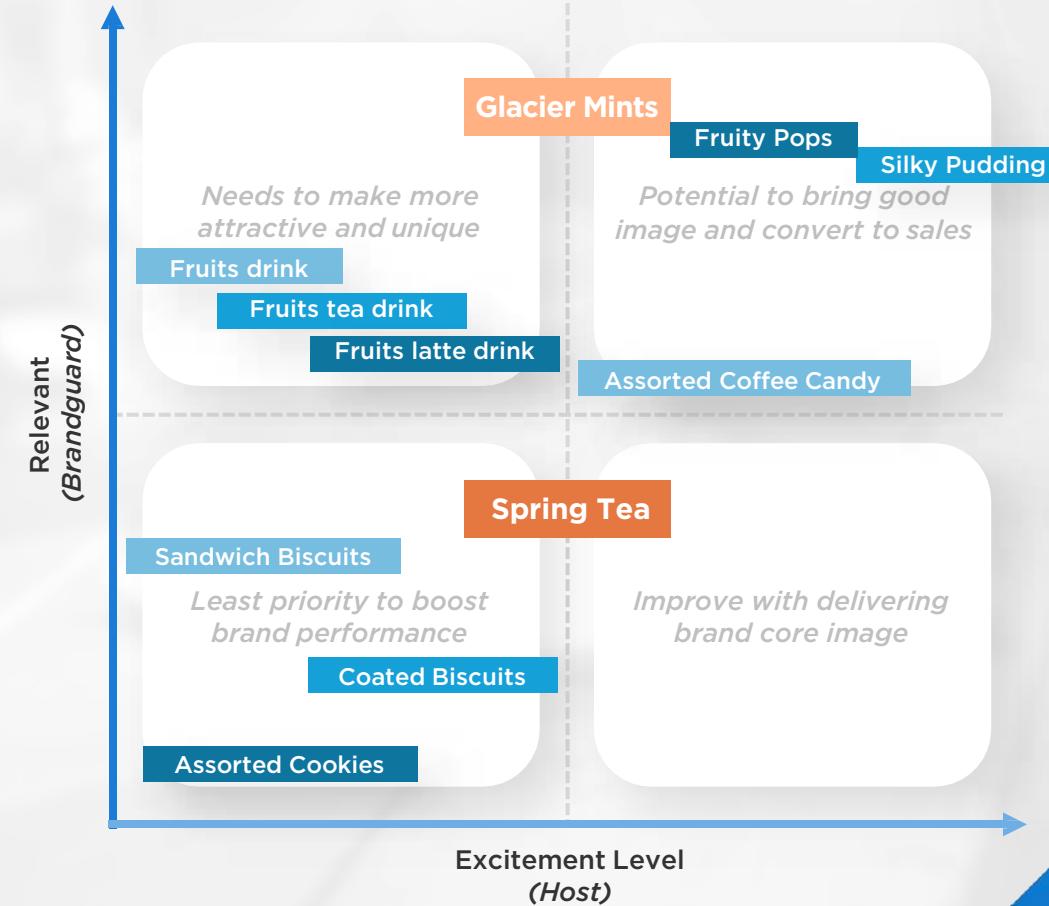
## Quantitative

Face to face interview with brand performance and U&A information

## Qualitative

Focus Group Discussion to target group based on usership

# Analysis



# Case Study Pricing Study

## Experience

**3**  
Projects



**Digital Service Provider**



**Building Material**

## Methodology

### **Quantitative**

In-Depth Interview and FGD to the target audience and developing the concept of pricing

### **Qualitative**

Face to face and online survey to target audience to see the acceptance and determining the best pricing strategy

# Analysis

Concept Evaluation

Worth Perception

Price Sensitivity



To predict the revenue when price is adjusted

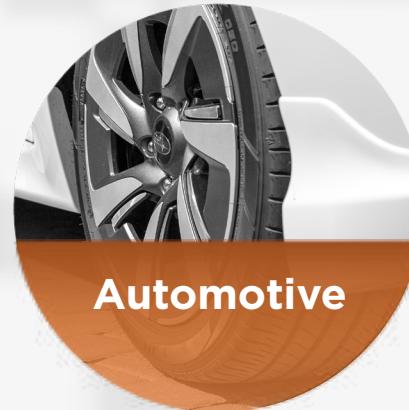


# Case Study Brand Health Tracking

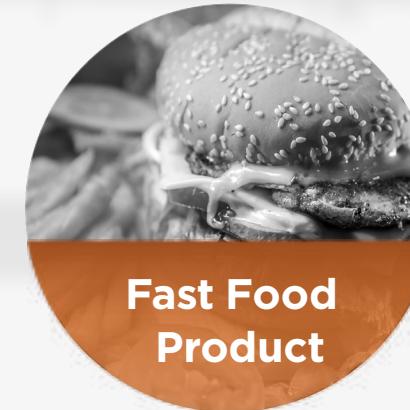
## Experience

3

Projects



Automotive



Fast Food  
Product



Confectionery

## Methodology

### Quantitative

Face to face interview with multi cities random sampling

# Analysis



## Brand Equity

### The Brand Equity model

The Brand Equity model deconstructs the **sources** of brand equity to understand its **building blocks**

Source :  
What People Know

Awareness

Brand Consideration

Brand Image

Brand Familiarity

Based on Keller's and Robert's theory, the **brand equity index** is based on the real world outcomes of strong equity – **emotive equity** and ability to command a price premium

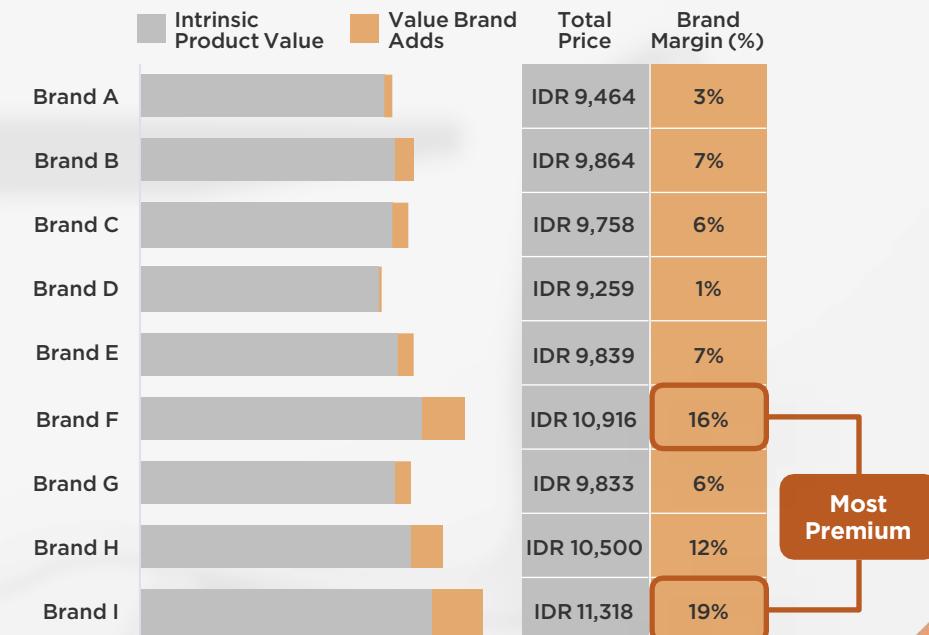
Outcomes :  
What People are Willing to Do

Emotive Loyalty

Price Premium

Favorite Recommendation  
Willingness to pay price premium

## Brand Premium



# Case Study **Satisfaction & Evaluation**

## **Experience**

**2**

Projects



## **Methodology**

### **Customer Satisfaction Study**

Getting customer feedback for B2B or B2C type and how to make them satisfy with all the touch points

### **Mystery Shopper**

Investigation the procedure and process by using unique platform from Clove to get the real situation of customer service touch point

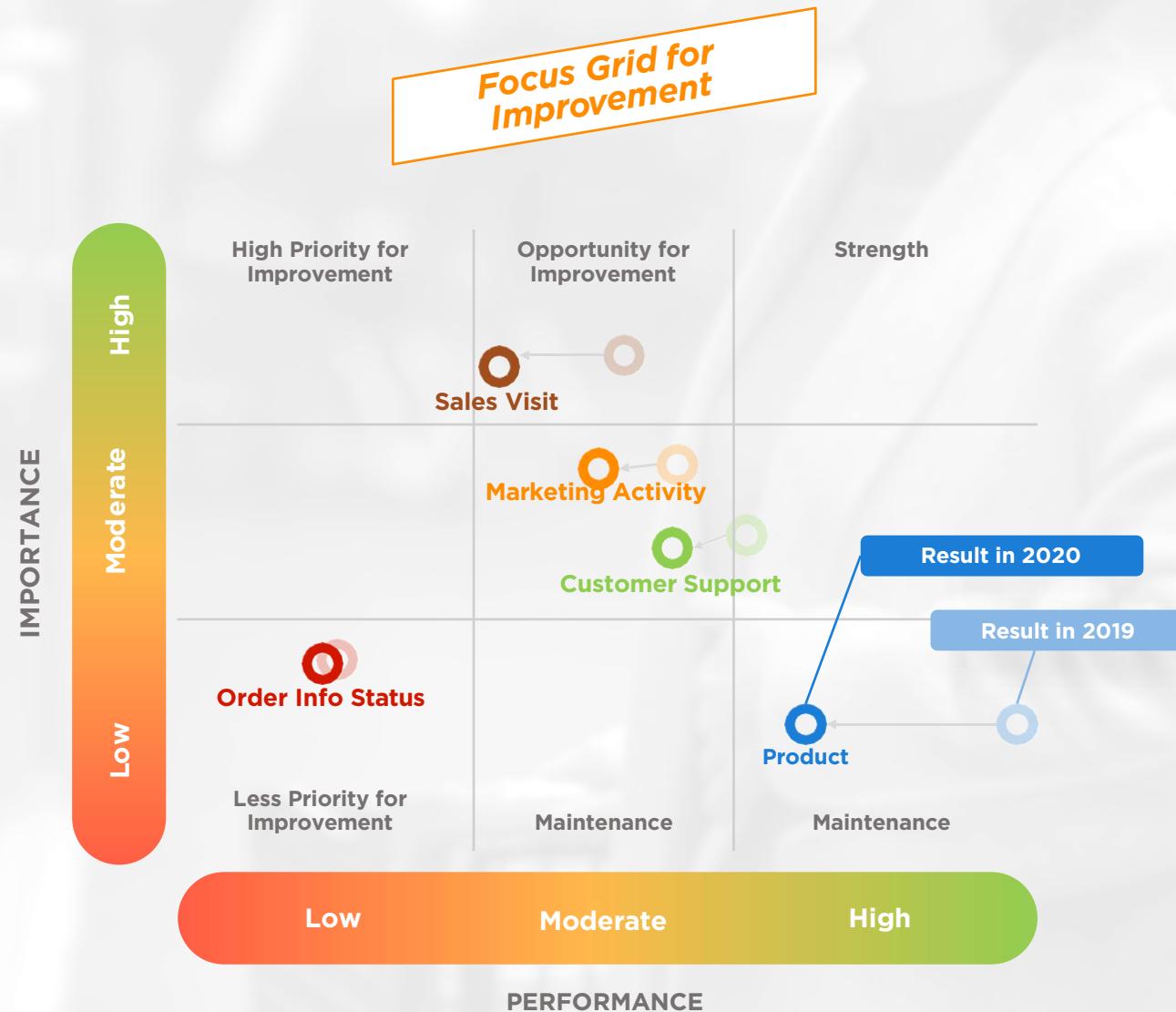
# Analysis

Customer Satisfaction Index

Net Promoter Score

Customer Effort Score

MyPer – Mystery Shopper Platform



# "Myper" from Clove

...is the latest technology where the results can be directly made in online reporting that allows respondents to record using their mobile phone "live". This can be done to summarize the customer experience at a dealer's place using their own language to express it more real.



## More Engagement

Feedback is richer and refers to experience, understands the customer's emotional side and is not only fixated on the evaluation list.



## Getting closer to the customer

Ensure real customer use so as to represent actual field conditions.



## Reach

More cost-effective and capable of providing broader input.



# Case Study Usage & Attitude

## Experience

3  
Projects



Pharmacy



Automotive

## Methodology

### Online Diary

Capturing real time activities by unique platform with some questions related with the activities

### Qualitative

Digging more on the reason and motivation on each activities

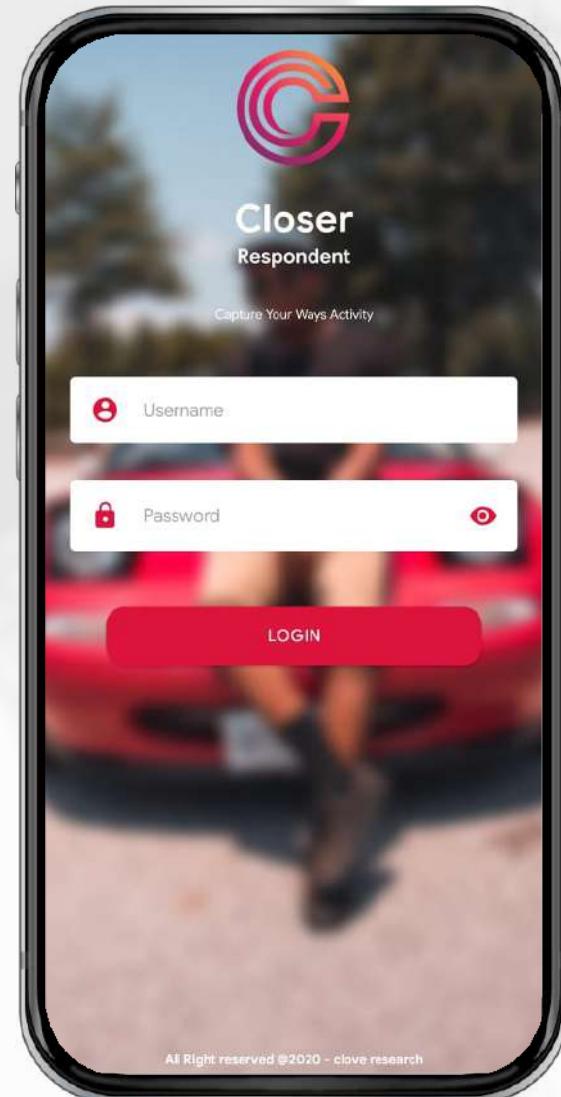
# Analysis

Needs & Motivation

Occasionalization

Customer Persona

Online Diary Dashboard



## What is CLOSER

The diary in the Closer application is a place for respondents to write down all their daily activities or we can call it online diary. From this method, we can collect real time data for consumers behavior supported by comment/chat space to check the motivation and reason behind all the activities.

A computer monitor displays the 'Online Diary Dashboard'. The dashboard has a header 'Online Diary Dashboard' with a timestamp 'Last updated 01/01/2021 23:20:23'. Below the header is a section for 'PJ1' with fields for 'NAME' (ID3001-Adi Yulianto-Toyota Rush), 'DATE' (18 December 2020), and a photo of a man. To the right of this are five weather icons: SUNNY (Morning), SUNNY (NOON), SUNNY (AFTERNOON), MOON (EVENING), and MOON (NIGHT). Further down, there are sections for 'Weather' (Sunny), 'Activities' (Breakfast), 'HAB' (Home), and 'Important the activities' (Nutritional food). On the right side, there is a 'Photo' section showing a sandwich and a 'Reset' button. A note at the bottom left says 'ACURU WITH CAR' with a checkbox. A speech bubble at the bottom right says 'Result will be shared in dashboard'.

# We have supported



*And more...*

# Clove

always pushes to deliver :



***High Quality &  
Transparent Data***



***Responsive  
and Responsible***



***Deep Analysis &  
Impactful Insight***

***Accessible Report  
Both Online & Offline***





We ensure that the interview is really happened, going to the right respondent, and done with the right way

# High Quality Data

## with 100% Audio Record Checking



With Audio recording, you can also hear directly what respondents saying without limitation and getting the right verbatim

# Made by CLOVE

## Exclusive CLOVE Development

### Live Achievement Dashboard

Showing the achievement in real time basis

Platform:  
Registered PowerBI or Tableau

### Online Reporting

Report put into online which can be accessed anytime anywhere

Platform:  
Registered PowerBI or Tableau

### Online Diary

Capturing consumers activities in real time

Platform:  
Closer (made by Clove)

### Mystery Shoppers

Capturing the process with hidden camera

Platform:  
MyPer (made by Clove)

### Client Relationship

Getting the last insight of study with Clove as well marketing news

Platform:  
Click (made by Clove)

# The Industries

## We involved before



**FMCG**



**Telco**



**Building Materials**



**Pharmacy**



**Finance**



**Automotive**



**Food & Beverages**



**Digital Technology**

# Meet the Architects

## For Your Solution



**Aristo  
Labare**

Managing Director

15 years experience in Marketing Research both Quantitative and Qualitative.



[www.linkedin.com/in/aristolabare](https://www.linkedin.com/in/aristolabare)



**Wildan  
Mukhallad**

Executive Director

15 years experience in marketing research industry, specializing in Quantitative study and Statistical Analysis.



[www.linkedin.com/in/wildan-mukhallad](https://www.linkedin.com/in/wildan-mukhallad)



**Achmad  
Sabronis**

Quantitative Research Manager

5 years experience working in marketing research, specializing in Quantitative study.



[www.linkedin.com/in/achmad-sabronis](https://www.linkedin.com/in/achmad-sabronis)



**Muhammad  
Rizki Faisal**

Qualitative Research Manager

5 years experience working in marketing research, specializing in Qualitative study.



[www.linkedin.com/in/muhammad-rizki-faisal](https://www.linkedin.com/in/muhammad-rizki-faisal)

We believe research agencies should focus on the marketing concern and answering the objective. Although we have the capabilities, but your concern is the most important for us.

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**So,** let's have a chat

For further information, please contact

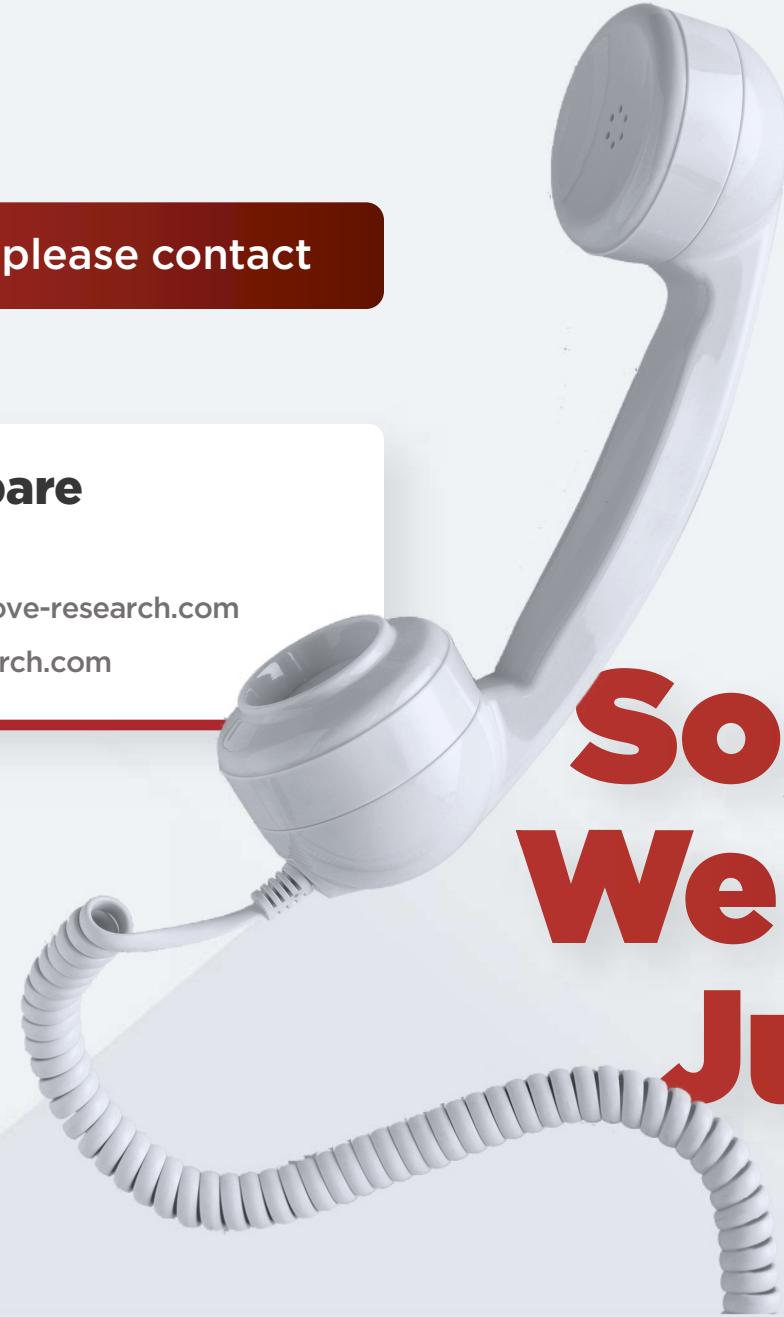


**Aristo Labare**

+62 815-613-1551

[Aristo.labare@clove-research.com](mailto:Aristo.labare@clove-research.com)

[www.clove-research.com](http://www.clove-research.com)



If people believe they share values with a company, they will stay loyal to the brand.

- Howard Schultz, Former Starbucks CEO

**So, what can  
We help you?  
Just call us!**