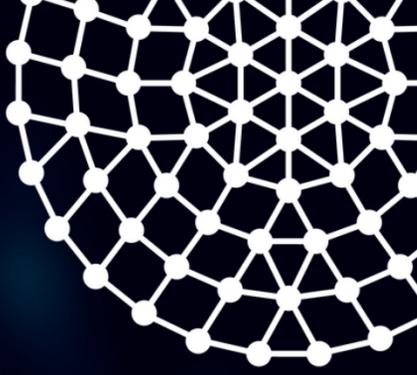


TribeFire Studios Research Services



Internal Climate Study

- Linking personal values to organisational values
- Trust, employee engagement, commitment
- Coaching
- Flexibility, change resilience
- Corporate Citizenship Behaviour
- Wellness
- Mindfulness and finding meaning
- Agility
- Community Development
- Communication
- Assessment of internal firm services

Customer Satisfaction Survey

- Ensuring stakeholder value
- Organisational Effectiveness (OE)
- Communication
- Satisfaction with service delivery
- Satisfaction with product delivery

Product & Post-Testing

- Testing proposed new product in terms of:
 - Taste
 - Colour / Appearance
 - Smell
 - Texture
- Post testing once in the market or after changes were made on the pre-tested products

Corporate Culture Survey

- Linking personal values to organisational values
- Trust, employee engagement, commitment
- Coaching
- Flexibility, change resilience
- Corporate Citizenship Behaviour
- Wellness
- Mindfulness and finding meaning
- Agility
- Community Development
- Communication
- Assessment of internal firm services

Usage & Attitude Study

- What products are bought
- How often are products bought
- General usage pattern
- Determining which consumers are occasional buyers, regular buyers and loyalty buyers of the products
- Why do they use your competitor's brand instead of yours?
- What differentiates your product from its competitors on the market?
- Have they ever tried your brand? Why? Why not?

Packaging Pre & Post-Testing

- Testing advertising agency's proposed packaging design in terms of:
 - Attractiveness
 - Information visible on packaging
 - Type of packaging material
 - Size of packaging
 - Colours used
 - Fonts used

- Post testing once in the market or after changes were made on the pre-tested designed packages

Ethics Survey

- Do an Ethics Health Check in order to determine the ethics climate within a company at present
 - Core Values
 - Ethics Awareness
 - Ethics Knowledge
 - Ethics Compliance
 - Conflict of Interest
 - Declaration of Interest
 - Gifts - including monetary gift value seen as significant
 - Ethical Dilemmas

Needs Analysis

- What consumers want – Customer Expectation Score, future needs identified and current needs assessed
- Current players in the market – what are they doing right?

Advertising / Communication Campaigns

- Pre-testing concept ideas designed by advertising / communication agency in terms of:
 - Whether this resonates with consumers
 - The desired message and the actual conveyed message are in line with one another
 - Concept fits with the identity of the company or brand
- Call to action

External Perception Survey

- Brand Awareness
- Brand Association
- Brand Perception
- Brand Satisfaction – vision, mission, core values, customer service offered, communication
- Brand Loyalty

Brand Evaluation

- Assess Brand Identity
- Strategic Brand Analysis
- Customer Analysis
- Competitor Analysis
- Self-Analysis

Mystery Shopping

- Acting as customers assessing all areas e.g. Service, Toilet Facilities, Product Displays etc.
- Acts as shoppers inside the retail stores – prices correspond with products, staff friendliness, support floor personnel etc.

Net Promoter Score

- Testing loyalty towards a brand

Contact us

research@tribefirestudios.com
+264 61 383 484
tribefirestudios.com