

**Russell** RESEARCH

# Research During COVID-19

## Case Studies



## Quick Serve Restaurant

# Agile Tracking

### Objective

A well-known quick-serve restaurant was planning to launch a groundbreaking product offering and needed to measure key funnel metrics, evaluate product reactions, and determine its impact on the overall brand.

### Research Design

Russell Research developed and fielded a product tracking study within the Russell Omnibus. This allowed the brand to have a weekly read on key metrics in a cost-effective manner and.

### Outcome

Running for nearly a full year, the tracking study has allowed the brand to measure the impact of brand efforts on a continual basis, while quickly adjusting messaging based on drivers and barriers to conversion identified in the research.

## Retail Safety During COVID-19

# Reopening Plans

### Objective

The major national entertainment association was interested in understanding the impact of the pandemic on attitudes toward their retail members' entertainment activities. The study explored the actions which would be most important to bowlers in order to safely return to entertainment centers and feel confident about participating in their beloved past time.

### Research Design

Russell Research developed custom study that presented a wide range of procedures, processes, and physical changes that could be part of the reopening efforts. Using a methodology called Maximum Difference Scaling (MaxDiff) the national associations was able to expose a range of over 45 different efforts.

### Outcome

Participants were able to use this method of paired comparisons to identify the relative importance generated by various efforts. The entertainment association was able to understand what would impact their core clients' perceptions and willingness to re-engage with one of their favorite pastimes. The organization was able to put together a comprehensive plan to help their member business as they made plans to install practices and physical improvements to allow reopening.





## International CPG Nail Care Brand

# Changes In Purchase Journey

### Objective

The leading national brand in artificial nails, tools, & treatments was interested in understanding how the pandemic changed buyer behaviors. Sales of at home nail care increase dramatically as lockdowns spread across the US. The Brand Team was interested in understanding how the purchase path had changed and how best to support those new activities.

### Research Design

Russell developed a 2-stage process of qualitative and quantitative methods to explore how customers were finding and choosing products. Online qualitative was used to identify the range of new behaviors buyers were using and the important influences that were driving those activities. They were then able to size the specific purchase paths with a representative quantitative survey.

### Outcome

The Brand Team was able to see new points of friction in the processes could be addressed to make buying more enjoyable. In addition, they were able to identify groups of buyers who were likely to abandon the category after the lockdown was lifted. The resulting information helped the Team to allocate marketing and distribution in a more informed and nuanced way.

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