

**Case Study:
Discovered Opportunities
Concept Development**

Agribusiness/Environmental Science Market



ALLPOINTS®

200 West First Street
Suite 100
Winston-Salem, NC 27101
Phone: 336-896-2200
www.allpoints.biz

Boundless DiscoverySM

Background

- Client had a herbicide application tool in development
- The tool was to be marketed to the “do-it-yourself” homeowner
- Client wanted to learn how consumers felt about the tool’s product features

Objectives

- The primary objectives for this research were:
 - Discover what product features should be considered for inclusion in the final product
 - Discover what product features were most desirable to the consumer
 - Explore the relationship between the product features and the consumers’ propensity to purchase the product

Methodology

- One-on-one interviews were conducted with 60 homeowners
- Discussion in the interviews was conducted in a non-directed moderating style. The homeowners were involved in a conversation, which made them feel more comfortable discussing opinions; this allowed the moderator the flexibility to pursue unanticipated topics of interest on an ad hoc basis.
- The following criteria had to be met for each homeowner:
 - Owned their own home
 - Lived in a single family dwelling
 - Were the decision maker or involved in the decision making process regarding lawn care products used in their yard
 - 70% of those recruited were primarily responsible for performing lawn and garden activities
 - 30% of those recruited utilized a professional lawn care company
 - Over the past year purchased ready-to-use weed control products
 - On average, purchased lawn and garden products at least three times a year
 - Were between the ages of 20 and 60 years old



Summary of Findings

| Survey Findings | Actions to be Taken |
|--|---|
| <ul style="list-style-type: none">• The client possessed a significant opportunity for growth in the market. Consumers exhibited enthusiasm about a new applicator tool coming into the market and were interested in specific product features.• The handle design was most favored by homeowners because it was easy to operate and comfortable.• The foot-operated mechanism was also attractive, because it allowed better maneuverability without having to pick the product up. | <ul style="list-style-type: none">• Marketing team developed advertisements and shelf signs/displays that showed the application tool in use and highlighted the benefits of the featured handle and foot. mechanism; The application tool was presented as being used by consumers of different ages and gender. |
| <ul style="list-style-type: none">• Discovered the application tool would help drive sales of the client's herbicide if the applicator and herbicide were sold as a combination product. | <ul style="list-style-type: none">• Marketing efforts focused on selling the application tool and related herbicide as a package. |

For more information, contact:

Brad Seipel, Marketing Research Strategist

Phone: 336-896-2200, ext. 1007

Email: b.seipel@allpoints.biz



ALLPOINTS®

www.allpoints.biz

©AllPoints Research, Inc. September 2, 2010