

RESEARCH CASE STUDY

A GLOBAL CHEMICAL COMPANY

To protect our client's proprietary information and other sensitive data, Stamats has removed business and product names.

The Challenge

Our client, an American-based chemical company known for developing innovative polymers that have become indispensable across many industries, needed to craft clearer, more benefits-driven brand messaging for its new bipolymer carpet fiber. Targeted toward commercial property managers and other staff directly responsible for carpet selection and purchase, the client's messaging needed to be rooted in a more thorough understanding of the unique perceptions, behaviors, and priorities of this professional group. Further, it was crucial to gain clearer insight into commercial property managers' feelings about the new carpet product and how their needs aligned with the carpet's actual characteristics.

The Project

Our team began by developing detailed marketing research instruments designed to engage and communicate with members of Stamats' proprietary BUILDINGS database—the industry's most comprehensive, current, and active listing of commercial property managers. Recruited participants were identified and segmented by sub-industry (e.g., health care, hospitality, retail, etc.).

During the qualitative phase of the project, focus group discussions were conducted over the phone to gather feedback on the issues, factors, and product characteristics that influence carpet purchases. Specifically, we explored how carpet quality is assessed, how current carpet products fall short of the ideal, the perceived strengths and weaknesses of our client's product, and much more.

In the quantitative phase, an online survey was used to more precisely measure, compare, and contrast perceptions across each property manager segment. This process allowed our client's teams to identify and score segment-specific priorities so that targeted messaging could be developed for each audience.

The Results

Together, the focus group and survey results provided the client with clear direction on tailoring product claims and adapting the new concept copy, tone, and visuals to increase target audience appeal. The survey also provided valuable insights on key purchase criteria, budget ranges, triggers for new carpet purchases, and consumer demand for new sustainable carpet offerings. In the end, the client was able to reshape its marketing and communication plan and promote a stronger, more relevant product to commercial property managers.

