

## RESEARCH CASE STUDY

# MANUFACTURER of COMMERCIAL INSULATION PRODUCTS

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

## The Challenge

As the manufacturer of an innovative insulation material widely used in commercial roofing applications, our client understood that there was significant room for product growth in the commercial wall insulation segment. To better assess the market potential, the company needed a partner who could develop a set of research instruments to precisely measure the perceived usage for its product in the insulation of walls during the design and construction phases of commercial buildings. Specifically, the client needed to identify any market and marketing factors that could limit the acceptance and use of its product in commercial wall insulation and develop effective options for addressing these limitations.

## The Project

Using adoption research—the systematic analysis of how people accept new products and technologies and successfully adapt them to their individual use—Stamats designed a survey instrument to identify product awareness levels, product interest and information gathering methods, product evaluation feedback, and the likelihood of product adoption/rejection. In an online survey sent to approximately 25,000 commercial architects, our teams identified and measured the following:

- Individuals who play a role in the specification and selection of wall insulation for commercial structures
- Factors that affect wall insulation selection (and rankings of importance for each factor)
- Awareness of our client's product and decision-makers' ability to differentiate it from other popular insulation options
- Perceived strengths and weaknesses of our client's product in relation to competing products
- Performance of our client's product and competitor products in key areas such as thermal properties, air quality, durability, etc.
- Experts and influencers who are key sources of information about insulation use (e.g., trade groups, industry journals, and regulatory agencies)

## The Results

Stamats' study findings provided our client with the market insight necessary to develop data-informed messaging tactics—tactics designed to solidify its current market share and strategically expand into the wall insulation category.

The research not only identified new factors in the decision-making process, but also provided our client with confirmation on other key decision drivers that had previously only been assumed. Findings offered supportive evidence for marketing channel selection and gave shape to the differentiated sets of messages that would be needed for specific target audience subsets. Finally, the study identified perceived weaknesses in the client's new product offering and helped give strategic direction to the messaging required to overcome these vulnerabilities.

