

delucchi+



Delucchi Plus Insights

Maximize Your Marketing Investment

Anybody can do research, but not everybody can deliver insights. Context is key for successful marketing strategies — make the most of your investment with our analytical and actionable approach to data.



From Insights to Results

Research and Insights

- Competitive Review
- Audience Identification
- Customer Personas
- Online Positioning
- Journey Mapping

Engagement Management

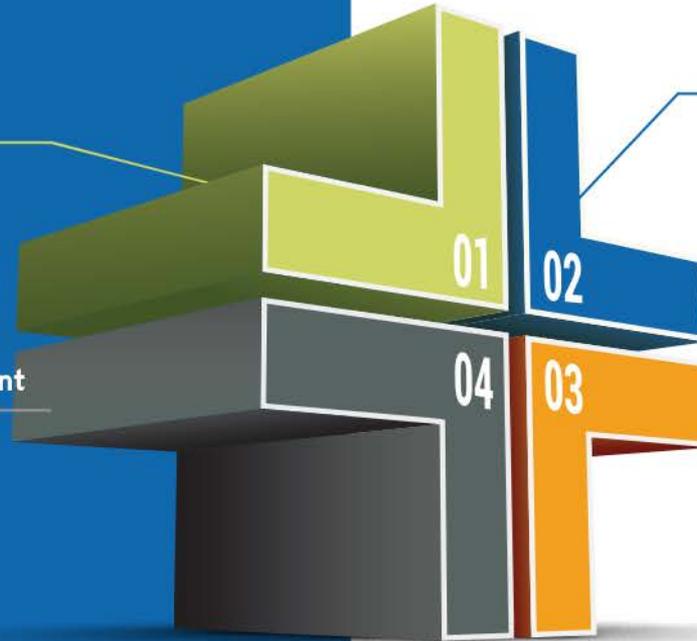
- Public Relations
- Paid Advertising
- Social Media
- Digital Marketing
- SEO + Web Maintenance
- Analytics

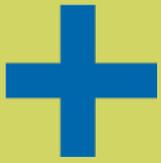
Brand Strategy

- Messaging Platform
- Visual Identity
- Creative Concepts
- Marketing Plan

Content Development

- Print Collateral
- Onsite Experience
- Advertising
- Multimedia
- Website
- Social Channels





Insights Products

- Competitive Review
- Sentiment Analysis
- Audience Identification
- Online Positioning
- Thought Leadership



Competitive Review

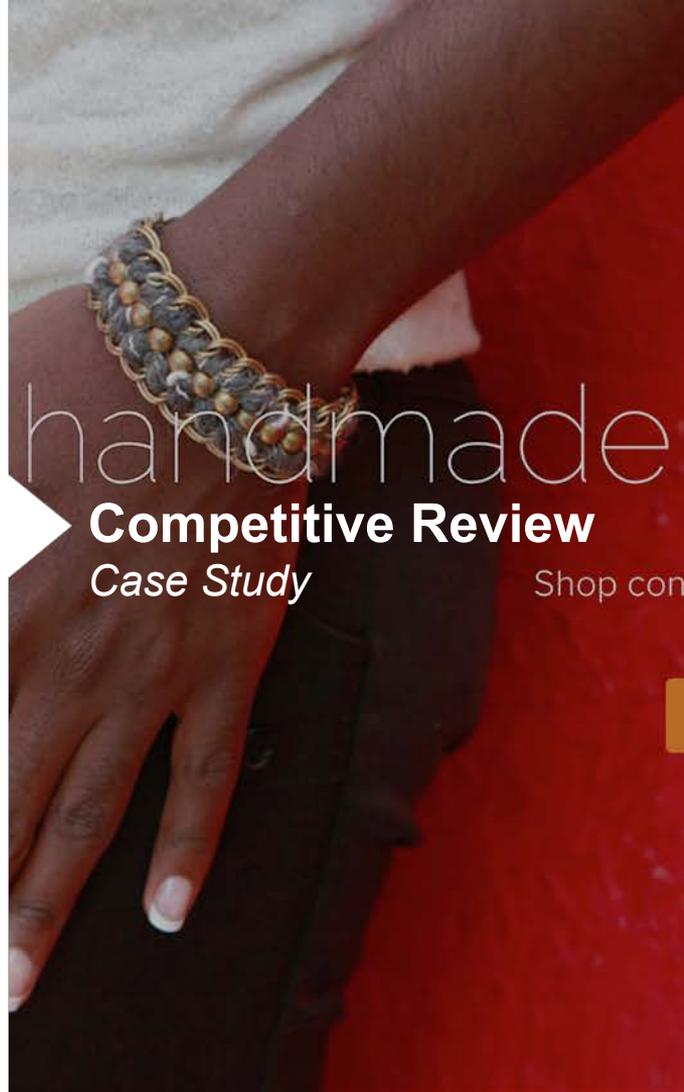
*Analyze the Competition
+ Identify Opportunities*

Positioning is a crucial component of capturing consumer attention and securing media coverage — but it's not effective without an honest and comprehensive understanding of the industry landscape. **Our analysts will take stock of the scene, identify opportunities and challenges, and discover where you can differentiate and own the space.** Depending on the chosen package, competitive reviews include the following:

- Onsite Experience
- Messaging + Brand
- Content Snapshot
- Website Experience
- Search Audit



After four website redesigns in one year, an ecommerce client approached us for help in a fifth redesign leading up to the crucial holiday gifting season. Convinced that their responsibly produced artisanal goods were the only of their type on the market, the brand was prepared to pour thousands into (again) redesigning the brand and site to improve what they thought was a flawless business model and undisputedly unique product that simply weren't catching consumer attention in a flashy fashion. Our findings? There were at least 10 other ecommerce sites with the same positioning and nearly identical products — all available for purchase immediately. Rather than spend thousands on a facelift, we recommended the business reevaluate the crowd-tilting model for one that was more gifting-friendly, identified new positioning to differentiate from the competition, and recommended a streamlined user experience to better align the product experience with the user's online journey map.



handmade

Competitive Review

Case Study

Shop.com



Sentiment Analysis

Understand Perceptions

Looks aren't everything — unless you're a brand with a bad reputation. **Figure out where to leverage the love, where to shore up supporters and where to cut your losses so you can increase your gains.** Depending on the scope, we poll your audiences, talk with your stakeholders, audit review sites and review earned media coverage to understand how your brand is perceived, what you can work on and where you can pivot to improve your product and message.



Sentiment Analysis

Understand Perceptions

Online Sentiment Audit

Measure Brand Perceptions

As part of understanding how your brand is perceived, we review and glean insights from relevant online review sites and media coverage. These sentiments are important in influencing current and potential customers, and our audit gives your team an actionable summary of what they're saying so you can respond with confidence.



Sentiment Analysis

Understand Perceptions

Listening Exercise

Quantify Online Conversations

Using the industry's best monitoring tools, we listen to and thoughtfully analyze what's being said about your brand online. The result is a comprehensive picture of conversations related to your brand and industry, as well as clear takeaways and recommendations for how to leverage and respond to the chatter.



Sentiment Analysis

Understand Perceptions

Stakeholder Interviews + Vision Session *Achieve Brand Alignment*

From a C-suite vision session to staff surveys and customer audits, we'll interview everyone who touches your brand to gain perspective from the inside out and from the top down. These deep dives are designed to understand business objectives, culture and client experience to help us build unified brand platforms that resonate from CEO to associates.



Sentiment Analysis

Understand Perceptions

Market Surveys

Gain Insights Right from the Source

A well-designed survey is the best way to identify audience demographics, sentiment themes, and customer behavior patterns. Our team will craft questions and deploy surveys that deliver accurate, exciting data about your customers and their perceptions, giving your brand powerful and proprietary insights to use going forward.



Sentiment Analysis

Understand Perceptions

Focus Groups

Test Before You Invest

We'll design, moderate, conduct and create in-depth reports from focus groups to gain consumer insight into brand positioning, marketing and new products or services before you even roll them out. Using data to understand audience needs and priorities is one thing — but anticipating emotional reactions can be quite another. Focus groups provide a real-life lab for testing subjective responses to strategy before investing your marketing dollars.



A waterfront shopping and dining destination faced challenges in appealing to the audiences of other local high-end waterfront shopping and dining areas whom they perceived as competitors. Money poured into marketing budgets but yielded disappointing results, including poor online reviews and continued low patronage. Our team's extensive market research and online sentiment analysis revealed that the client was marketing itself as a neighborhood — like the perceived competitors — whereas most visitors viewed it as a place, more akin to a resort destination not unlike Disneyworld. This analysis told us that the client couldn't compete on the waterfront experience alone, nor should it place its bet on attracting locals away from their own beloved neighborhood waterfront destinations. We needed to define new target markets, focus on leveraging the love where it already existed with tourists and hyper local audiences, and define new brand positioning and value propositions that emphasized an entertainment destination rather than a charming neighborhood waterfront. Since the implementation of this approach, the client has experienced record revenue growth.



Sentiment Analysis *Case Study*



Audience Identification

Know Your Consumers

We custom-select from the most cutting-edge tools and resources to provide a **proprietary mix of data not found anywhere else**, ensuring that your brand and marketing strategy resonate with and reach the perfect people for your product. Whether the goal is to refine existing audiences or identify untapped consumer groups, our contextualized demographic insights help you identify targets and market your brand accordingly.



Audience Identification

Know Your Consumers

Customer Personas

Bring Your Audiences to Life

Building on the demographic insights gleaned from audience identification, we explore psychographic data to gain an understanding of your audiences' unique lifestyles. For each distinct audience group, we build a customer persona that explains that segment's specific needs and priorities. Our customer personas bring your audiences to life in a way that makes marketing to them more logical, natural, and effective.



Audience Identification

Know Your Consumers

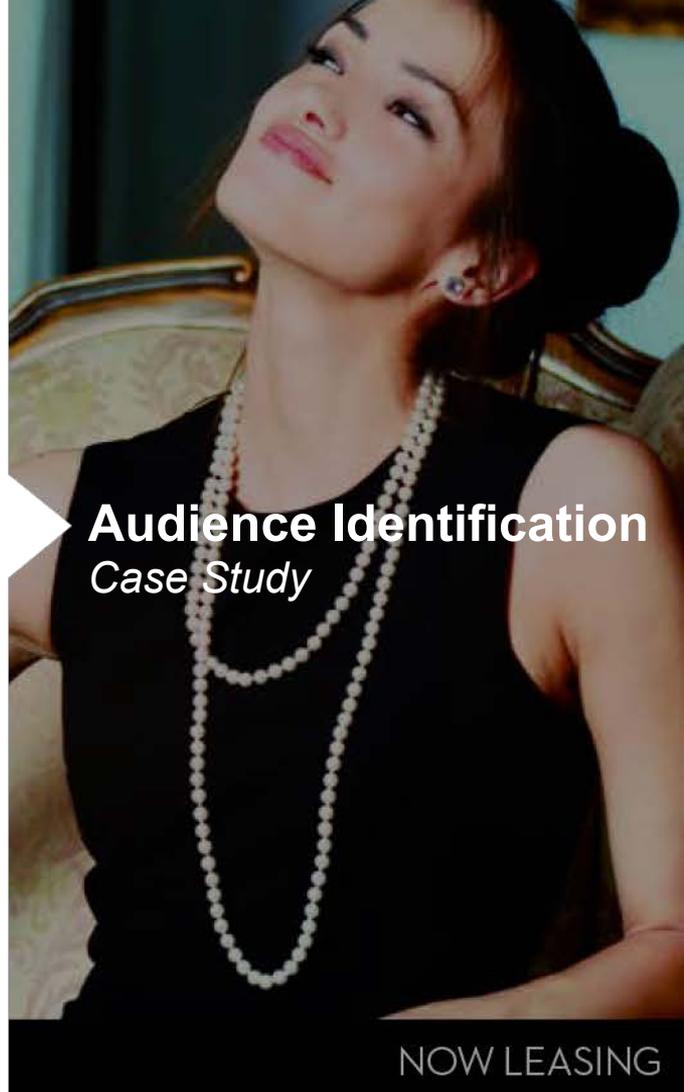
Customer Journey Mapping

Discover Where + How People Interact With Your Brand

Journey maps are visual representations of the paths your target audiences take as they interact and engage with your brand. Through our surveys and website analytics tools, we map the critical paths your audiences take in discovering your brand, exploring it, and ultimately choosing your company.



A high-end apartment building in downtown D.C. debuted a highly creative brand in the heart of a thriving new neighborhood. Despite such eye-catching assets and a hot location, leases were disappointingly low. Leveraging locational demographic data against the building's price point and amenities, our team was able to pinpoint ideal target markets, and discovered it was very likely trust funders and technological innovators — the antitheses of the gritty, arts-inspired brand and imagery that adorned all of the building's marketing materials. To help the building appeal to these key audiences, we reimaged the branding to evoke a sleeker, chicer and more sophisticated audience and debuted the new look with an exclusive rooftop soiree.



Audience Identification *Case Study*

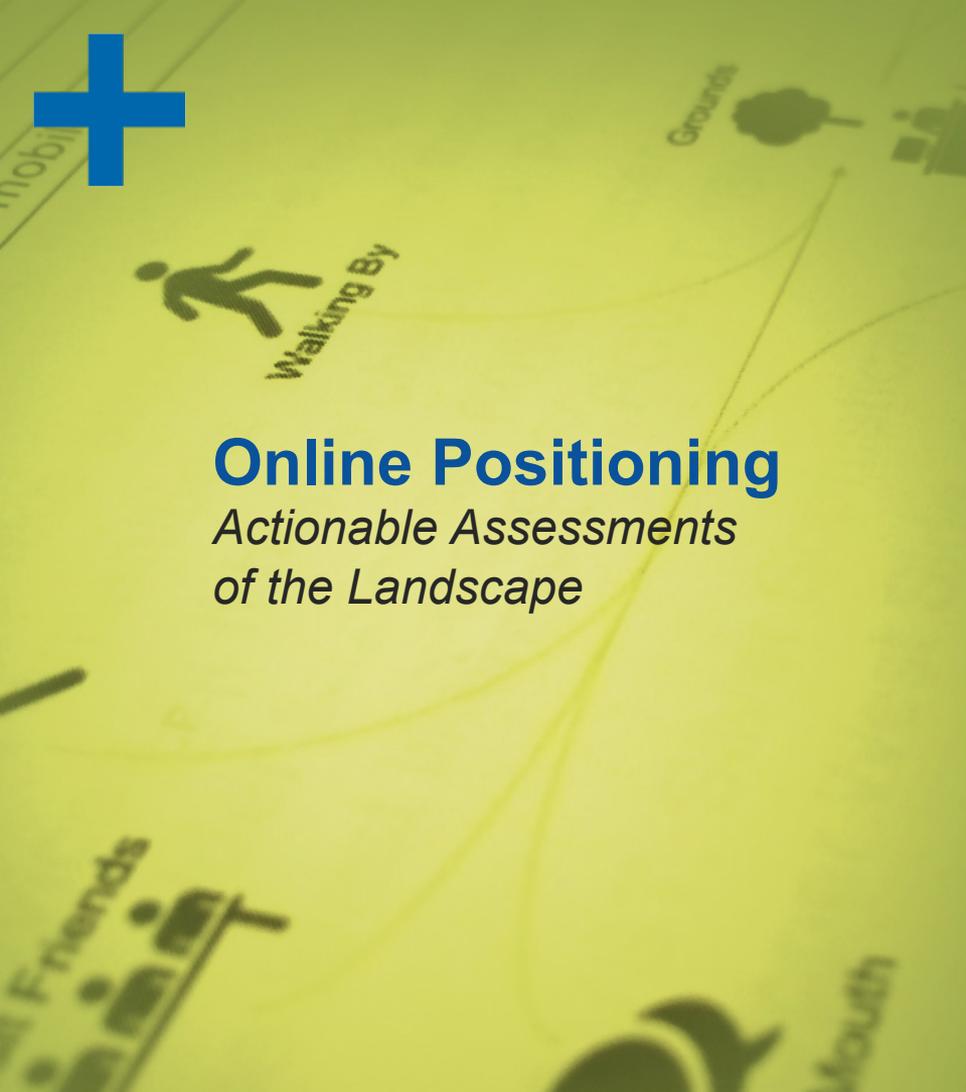
NOW LEASING



Online Positioning

*Actionable Assessments
of the Landscape*

Our Online Positioning products address the needs of clients whose brand queries are slightly different in scope, whether that's an in-depth assessment of content and website strategy or a broad review of brand positioning.



Online Positioning

*Actionable Assessments
of the Landscape*

Website UX Audit

Create a Conversion Machine

Many brands struggle with creating a clear path from awareness to conversion. What makes sense from the inside out may be less obvious to the uninitiated, and with websites often serving as the first touch point consumers have with your brand, it can be invaluable to understand that experience from a third party point of view. We'll audit the experience across devices and browsers and infuse our findings with what we know about user preference and content performance.



Online Positioning

*Actionable Assessments
of the Landscape*

Content Audit

Say What You Mean and Mean What You Say

Find out what's working and what needs work when it comes to your brand marketing materials. Does the content created a year ago still speak to the target audience you're pursuing today? And does the content you provide fulfill real needs for your target market? We'll take stock of your brand's content library and assess how well it reflects and achieves your messaging and goals.



Online Positioning

*Actionable Assessments
of the Landscape*

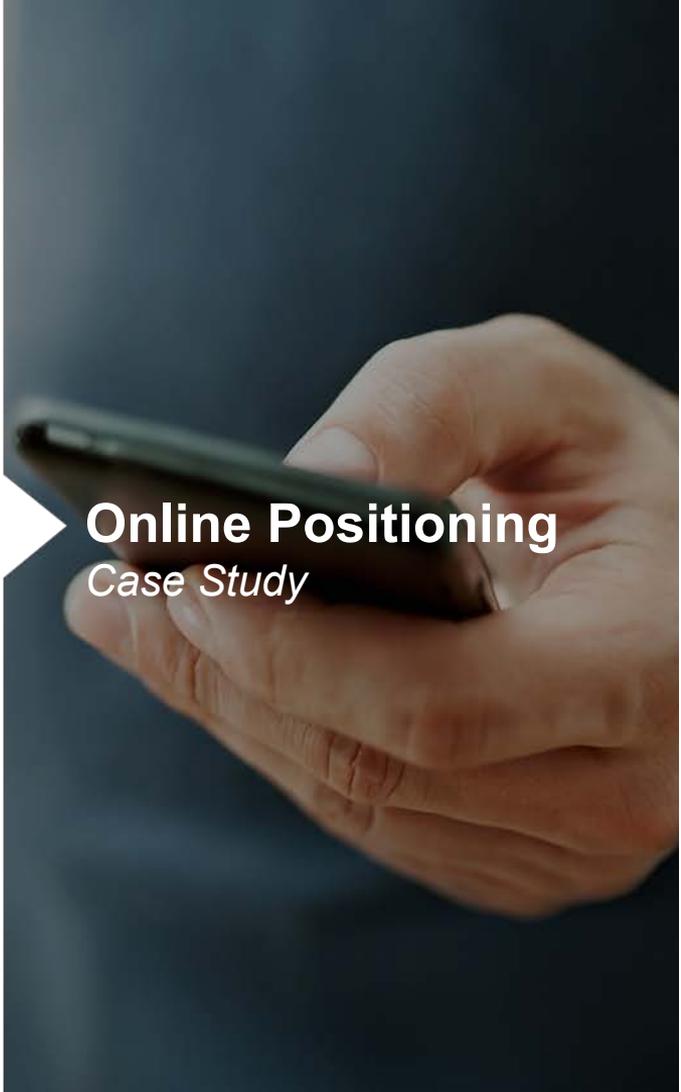
Positioning Report

A Concise Review of the Competition

For clients needing a more succinct review of the competitive landscape, we provide a report to deliver the key takeaways, helping your brand position itself going forward.



A client faced challenges in incentivizing its user base to join monthly contests online, a key point of engagement for the brand. Funds were funneled into email marketing campaigns and online advertising, but contest participation continued to drop. Data revealed that a majority of users were being exposed to the brand's marketing messages on their mobile device, which is where we lost many people who could not enter the contest through the app (which did not provide that functionality) or through the mobile site (which was not responsive). Rather than invest more money in email marketing and online advertising that directed users to a broken conversion machine, we recommended further app development and a website refresh to create a seamless user experience from inbox to sign up.

A close-up photograph of a hand holding a smartphone, positioned on the right side of the slide. The background is dark and blurred.

Online Positioning *Case Study*



Thought Leadership

Bring Our Insights to Your Team

In addition to actionable research products for your brand marketing, our team provides thoughtful commentary, education, training and programming around industry trends.



Thought Leadership

Bring Our Insights to Your Team

Trends Reports

Stay Ahead of the Curve

Need a primer on what's next in social, or the latest on digital ad mediums? Our customized deep-dives allow your teams to stay on top of industry trends — and what they mean for your business — to remain innovative and retain a competitive edge.



Thought Leadership

Bring Our Insights to Your Team

Webinars + Public Speaking

Let Our Insights Take the Stage

Learn how to stay on-brand, emphasize key messages, and prepare for the unknown with a crash course and interactive workshop designed to make your speech, presentation or webinar a success. From honing your script to recording and reviewing mock interviews, we'll deliver the insights that will make yours shine — or even conduct speaking engagements on your behalf.



Insights Packages

Insights Essentials Fundamental Insights to Prep Your Brand Marketing	Insights Plus Comprehensive Insights to Invigorate Brand Marketing	Insights Elite Our Deepest Insights to Inspire and Power Your Brand Marketing
✓ Competitive Review (Top 3)	✓ Competitive Review (Top 5)	✓ Competitive Review (Top 8)
✗ <i>No Sentiment Analysis</i>	✓ Basic Sentiment Analysis 1 Market Survey	✓ In-Depth Sentiment Analysis 3 Market Surveys Listening Exercise
✓ Audience Identification Basic Demographics + Personas	✓ Audience Identification In-Depth Demographics + Personas	✓ Audience Identification Custom Demographics + Personas Customer Journey Mapping
✓ Vision Session	✓ Up to 8 Stakeholder Interviews	✓ Up to 12 Stakeholder Interviews
✓ Basic Executive Summary + Powerpoint	✓ In-depth Executive Summary + Powerpoint	✓ Long-form Report + Powerpoint + Data Appendix
✓ 3-4 Week Timeframe	✓ 5 Week Timeframe	✓ 6-8 Week Timeframe



Insights Packages

Intro Insights

Introductory Research for
Brand Diagnosis

- ✓ Website UX Audit
\$5,000 | 3 weeks | Client-Only
- ✓ Content Audit
\$5,000 | 3 weeks | Client-Only
- ✓ Positioning Report
\$5,000 | 3 weeks | 3 Competitors

Custom Insights

The Works, Plus Additional
Tailored Insights

- ✓ Focus Groups
- ✓ Trends Reports
- ✓ Webinars/Public Speaking



Questions?

