

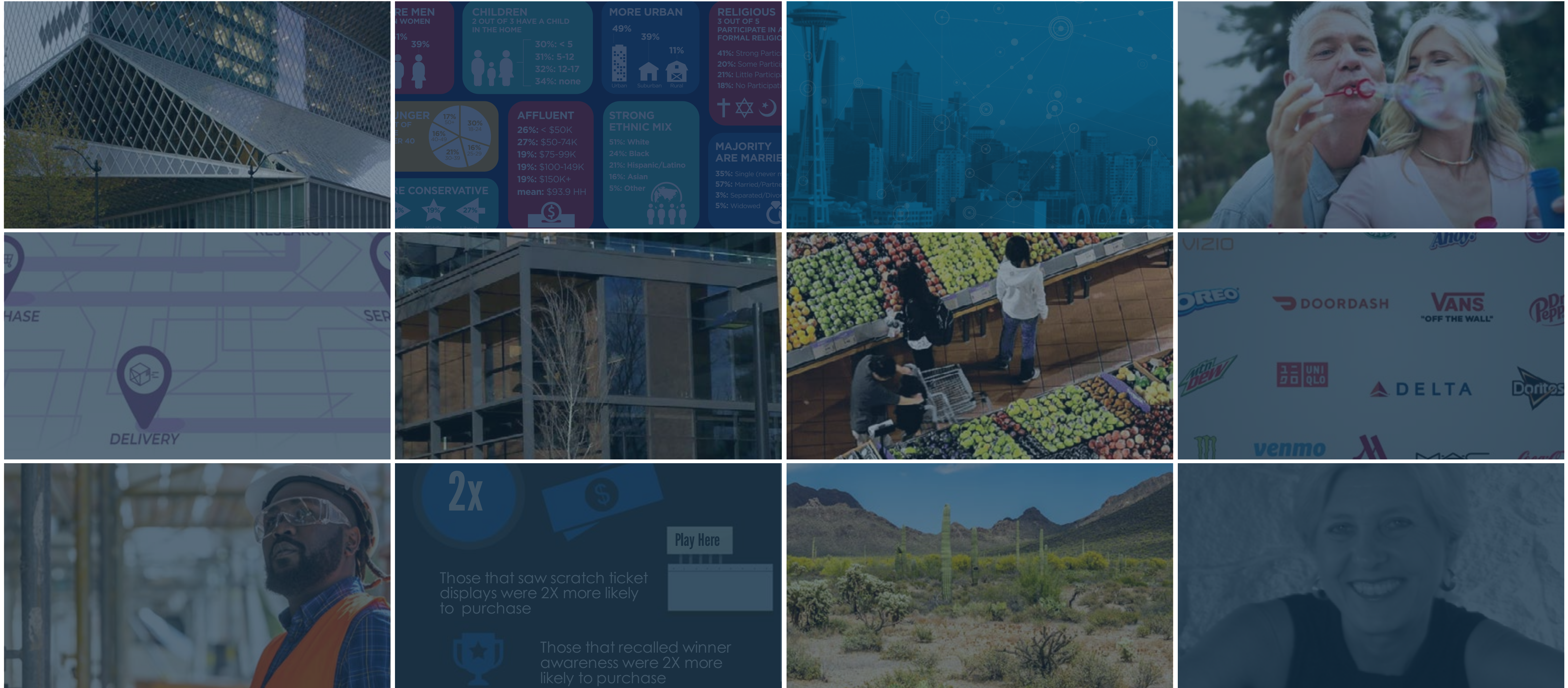
Pacific Market Research

At Pacific, we leverage market research to help our clients better understand their competitive landscape, evaluate their options, and make business decisions with confidence.

Pacific provides comprehensive consultative research solutions for our partners, identifying and designing customized research approaches to tackle our clients' issues and create actionable strategies.

*Data with purpose.
Strategy with impact.*

Our Engagements



Understand Current Public Sentiment and Build Support for Initiatives and Future Policies

OVERVIEW:

Determined to be an innovative leader in the twenty-first century, The Seattle Public Library required a better understanding of how to reach and serve the diverse needs of Seattle residents.

CHALLENGE:

Segment Seattle residents into distinct groups defined by characteristics that drive engagement and use of SPL's services and programs. Following this, identify the critical differentiating features of each group and discover the most effective messaging and programming to motivate increased levels of patronage, support, and usage.

APPROACH:

Seattle residents (patrons and non-patrons) engaged online during multiple phases to include a 25-minute quantitative self-administered surveys (in multiple languages) and in-depth moderated qualitative interviews. The insights obtained during the quantitative interviews were used to understand behavior while the in-depth interviews provided personification and depth.

OUTCOME:

The Library successfully operationalized the market segments throughout their organization (including applying the market segments to the existing card-holder database). This new level of insight has allowed the Library to create and refine targeted programs, services, messaging, and digital offerings for all Seattle residents.

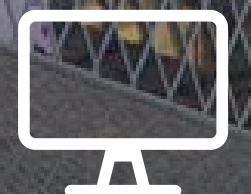
CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



7.2M
in-person and
online visits
(up 1% from last year)



11.9M
items circulated
from our collection
(63K new titles added)



2.5M
computer and
Wi-Fi sessions
(up 4% from last year)

"The Library is seen as critical to the health of Seattle and meeting the growing needs of a complex and diverse city. Nine out of 10 respondents believe the Library is an essential public service, worth the money invested in it, a critical educational resource and improves the overall quality of life in Seattle."

Seattle Public Library spl.org

Understand Behaviors to Formulate Your Strategic Plan

OVERVIEW:

MENTOR: The National Mentoring Partnership desired to capture the voice, experience, and attitudes of American adults towards mentoring the nation’s youth. Upon receiving a research grant from AT&T, the investigation expanded to obtain perceptions of mentoring culture within Fortune 500 companies and how that culture affects workplace health metrics such as job satisfaction, career growth, and employee turnover.

CHALLENGE:

Because research results would serve additional partners in the mentoring community, the study required methodological rigor and an evidence-based outcomes strategy. The entire design (from methodology and questionnaire design through analysis) focused on providing validity and precision to permit the ongoing use of the research results.

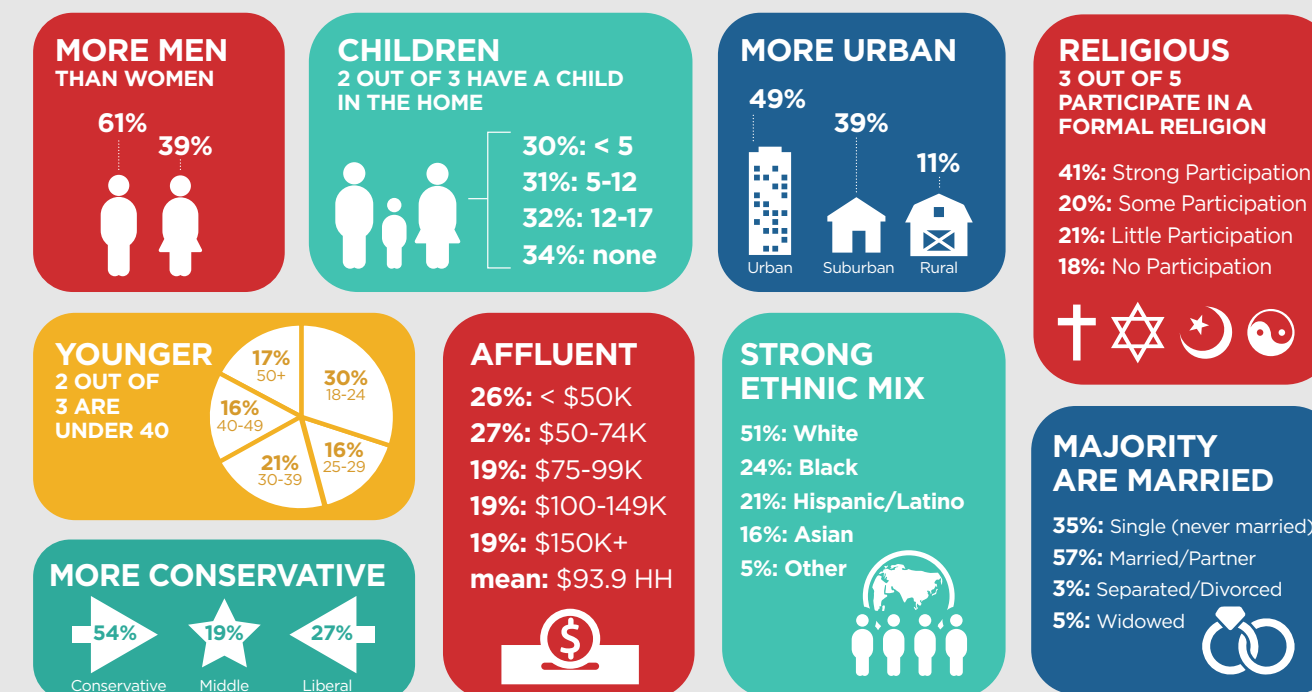
APPROACH:

A statistically representative online study with adults to gather information about the prevalence of, barriers to, and experiences with youth mentoring among American adults. A sub-set of data explored the role of employers in supporting youth through workplace mentoring programs.

OUTCOME:

The research results continue to inform and support the mentoring community through two reports published by MENTOR: “The Power of Relationships” and “Fueling a Relationship Movement” (a perspective of the impact of corporate engagement on employee job satisfaction and level of involvement in mentoring relationships). The reports have become an integral part of the national discourse on mentoring, providing new understanding of the scope of youth mentoring in America, and helping to inform an effort to drive the mentoring movement forward.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



“I cannot recommend Pacific Market Research enough. They dove into the world of our work with a real passion and a can-do attitude that was really what our organization needed. They were instrumental in helping us do this project right and were the most patient, kind, and knowledgeable folks I’ve worked with.”

Mike Garringer, Director of Research and Evaluation, MENTOR: The National Mentor Partnership



Plan for an Increasingly Digitized Future

OVERVIEW:

Broadband access and digital equity are important initiatives for the municipal governments of the City of Seattle and King County (Washington State’s most populous county and the home of the City of Seattle). Both municipalities have worked extensively to understand digital engagement among residents and systematically address digital inequities and the digital divide. The foundation of these strategic planning initiatives is a comprehensive and ongoing study of the issues facing residents pertaining to digital access and adoption.

CHALLENGE:

Ensure the representation of the marginalized and underserved residents of the city, county, and those most at-risk for digital distress. The research team faced challenges reaching and engaging these vulnerable populations due to cultural, economic, and language barriers.

APPROACH:

The design of the research program focused on how to best represent the diverse city and county (including the underserved, namely: refugee, immigrant, non-English speaking, transient, homeless, elderly, low-income, living with a disability, etc.) while being projectable to the population as a whole. A rigorous mail methodology provided the foundation and was supported with online, phone and in person data collection methods, delivered in eight languages and engaging diverse audiences across the region.

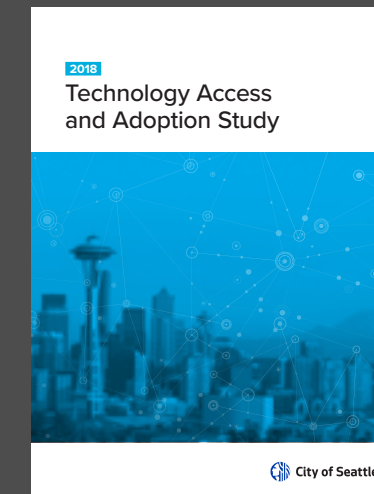
OUTCOME:

By means of this research, the City of Seattle and King County have a reliable, universally accepted, data-driven benchmark of current digital access. With this level of understanding, they are operationalizing the findings to effect meaningful change in ensuring access, services, and resources to increase digital engagement among the populations they serve. In September of 2020, The City of Seattle, relying heavily on these studies, created the Internet for All Initiative aimed at closing the digital divide and creating a path towards universal broadband adoption.

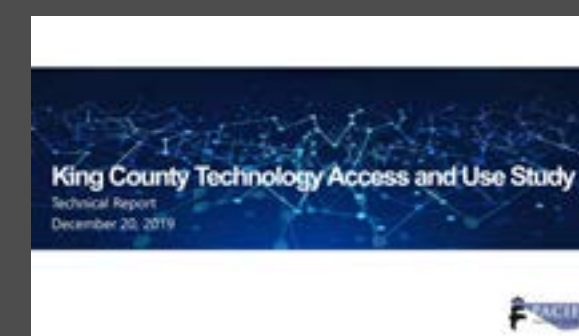
CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Access and review the interactive Tableau dashboard from the City of Seattle Technology Access and Adoption Study →



Download and view the full report from the City of Seattle Technology Access and Adoption Study. →



Access and review the interactive story maps from the King County Broadband Access Study. →

“The study, which is the fifth in a longitudinal series for the city, is actually a model for how to do this kind of survey work. Nearly 50,000 invitations to complete a survey were sent out, with specific outreach to low-income households, Seattle Public Schools parents, and even “tiny house village” residents. 4,315 responses were received, which were then tallied and re-weighted to match the overall demographic and geographic distribution of the city.”

Seattle City Council Insight Blog →

Measure the Strength of Your Brand and Differentiate From Your Competition

OVERVIEW:

Premera Blue Cross, a large regional health insurance carrier in Washington and Alaska, sought an ongoing awareness and brand health research program.

CHALLENGE:

Ensure maintenance of competitive advantages while assessing relative weaknesses of the brand. Determine the most impactful marketing messages and assess advertising effectiveness.

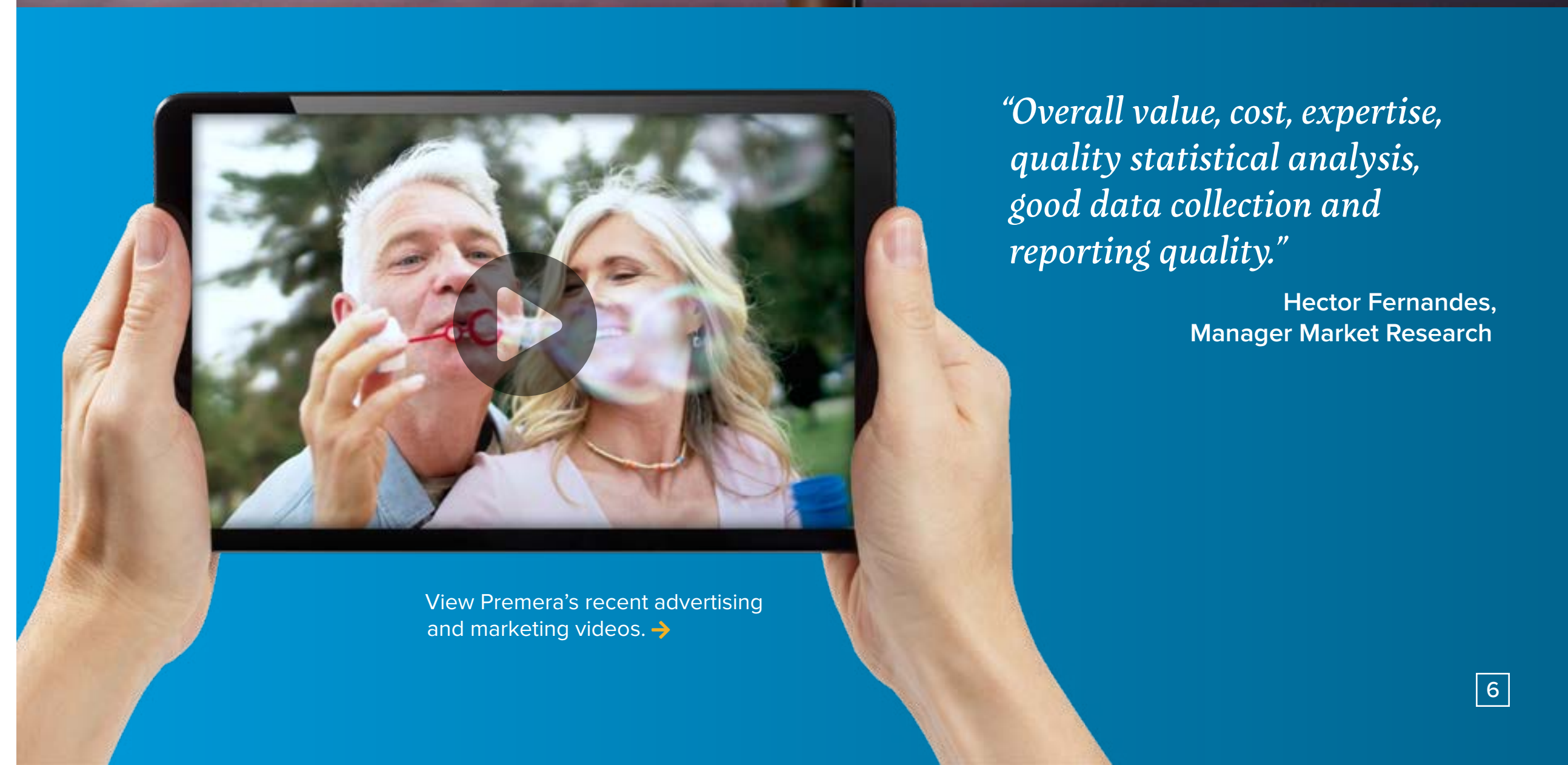
APPROACH:

A research measurement program conducted at regular intervals, examining current brand position in the marketplace, tracking the health of the brand against competitors and understanding the role and effect of advertising and communications.

OUTCOME:

These essential research results help Premera maintain their leadership position by providing ongoing measurement of their key brand health metrics. Premera continuously refines its nimble marketing strategy by leveraging both the deep reservoir of past data and observing changes over time.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



“Overall value, cost, expertise, quality statistical analysis, good data collection and reporting quality.”

Hector Fernandes,
Manager Market Research

View Premera's recent advertising and marketing videos. →

Learn How Your Customers Make Decisions and Model the Path-To-Purchase

OVERVIEW:

A large, American, personal care corporation that primarily produces paper-based consumer products wanted to understand why trial and repeat purchase of their flushable moist wipe product portfolio was on the decline.

CHALLENGE:

Determine whether the product promise was no longer resonating or the delivery of the promise was not being achieved. And, explore whether a more salient product promise for the brand existed.

APPROACH:

An online, quantitative methodology among consumers aware of the product category (both past users and non-users) and screened with an existing segmentation typing tool.

OUTCOME:

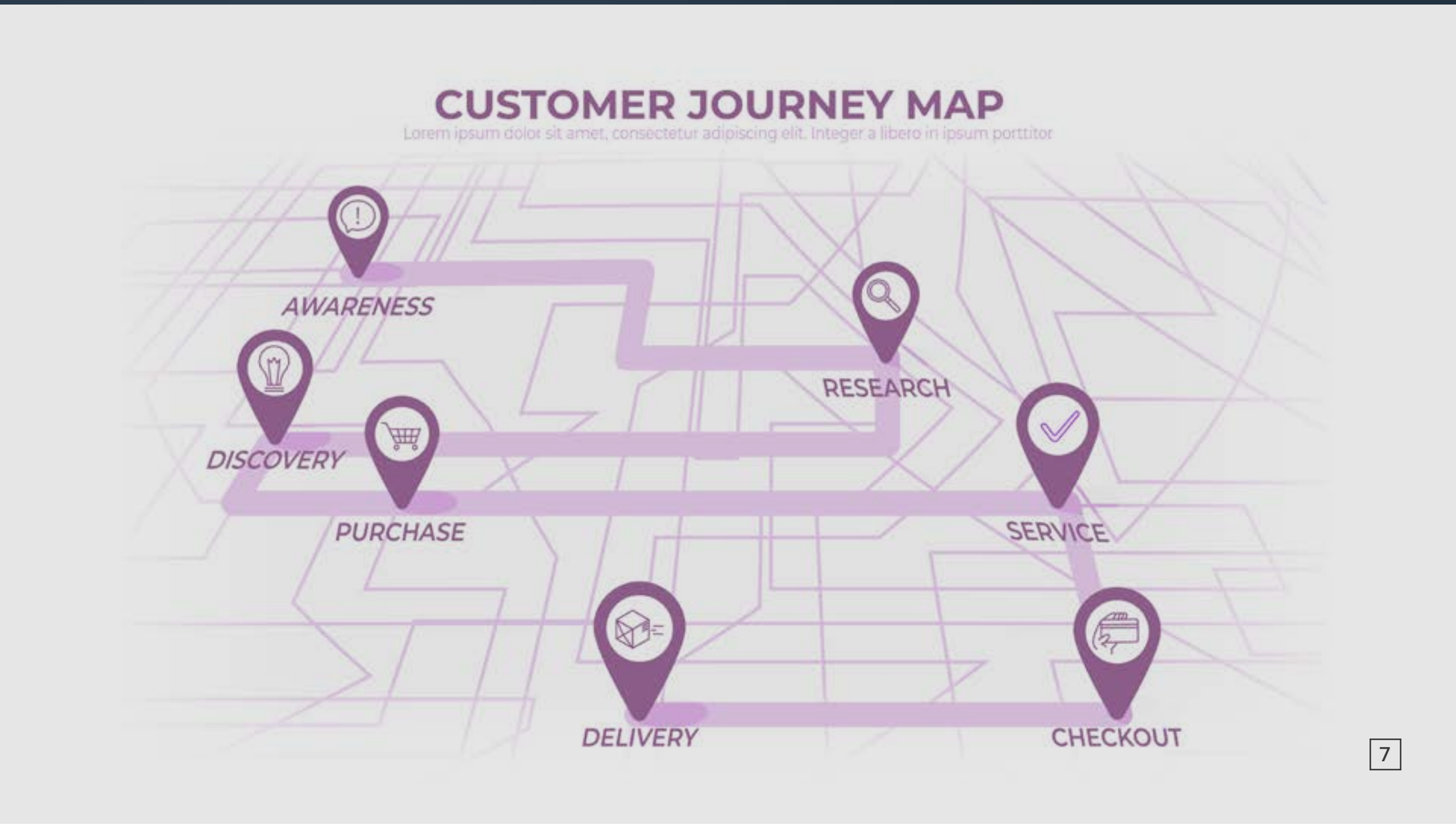
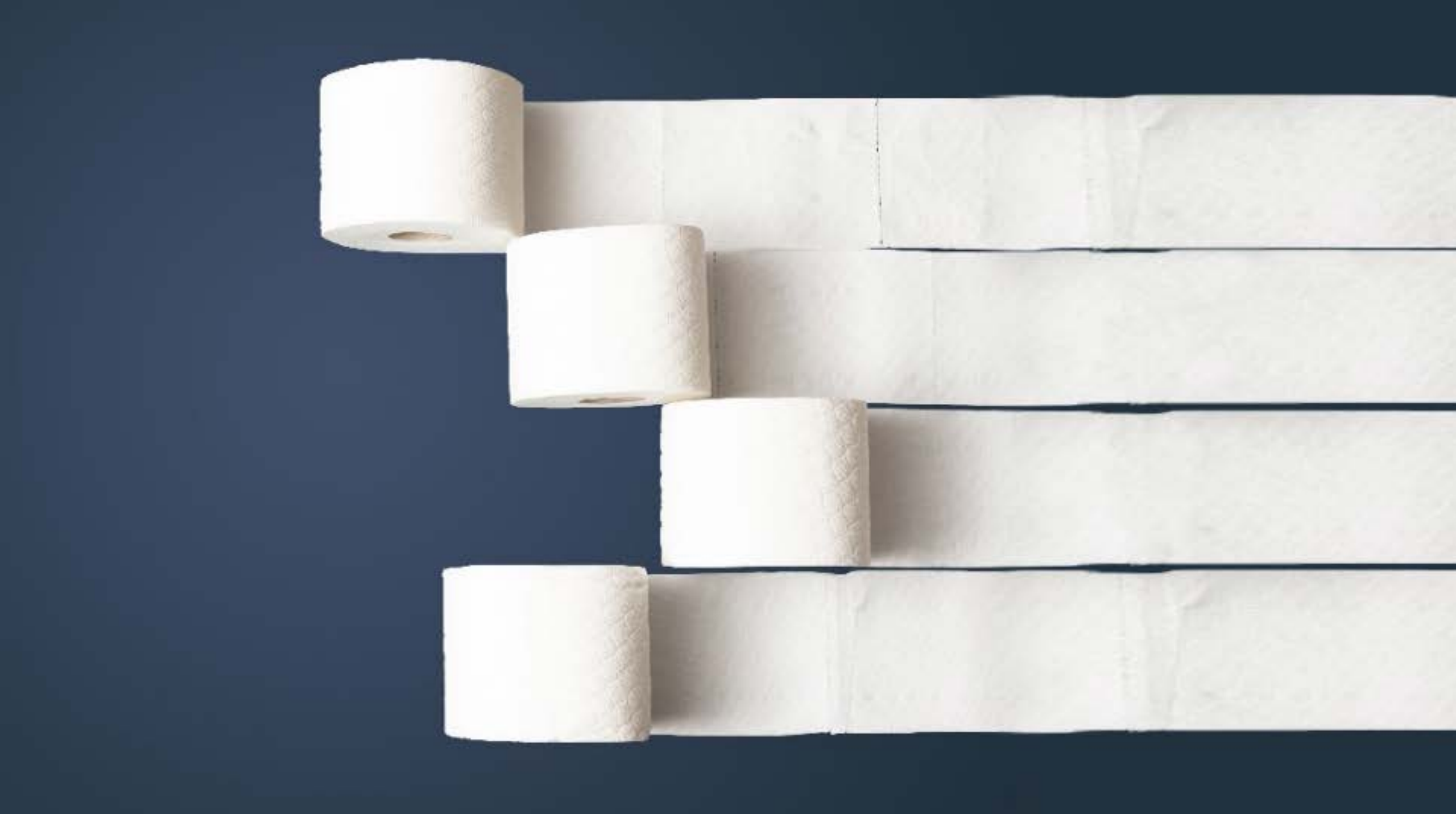
By understanding the reasons for acceptance and rejection of flushable moist wipes, our client used the insights to optimize the product and brand promise to maximize market traction. The findings guided the development of a new brand strategy which created a more sustainable solution on shelf, while reflecting the aspirational image of the brand.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:

UNIVERSITY VILLAGE



TAUCK



Optimize Your Product Offering and Determine Your Pricing Model

OVERVIEW:

The University of Washington Foster School of Business sought to better compete for the limited pool of prospective MBA students by optimizing the curriculum, format, and pricing of its degree offerings and determining the ideal marketing mix to attract new applicants.

CHALLENGE:

The research needed to establish an understanding of student needs that would translate into actual behavior when applied to the marketplace. Pricing and configuration of the program variables (such as delivery in remote/online versus in-person instruction, electives, certifications, etc.) were key to optimizing the program for maximum enrollment, while ensuring the prestigious Foster School of Business brand was not eroded or cannibalized.

APPROACH:

Adaptive Choice-Based-Conjoint experimental design (ACBC) during which prospective students created their ideal program based on a variety of potential program features and pricing, paired with Latent Class Segmentation Analysis to define the total audience and test messaging and communication approaches.

OUTCOME:

Pacific recommended an optimal set of program features, delivered a dynamic market simulator to demonstrate enrollment based on trade-offs of features versus pricing, and developed strategic market positioning to maximize the university's ability to compete against other institutions in its region. Armed with this knowledge, the UW has created an enormously successful program, and has the building blocks to repeat this success.

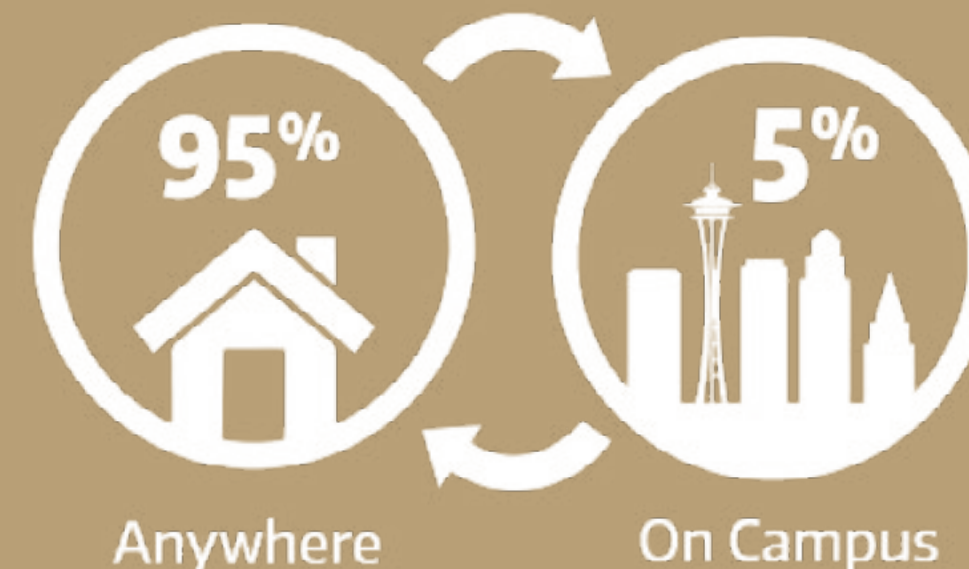
CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



"I'm still reviewing and digesting all the results and having a ball in the simulator (especially with the new segmentation variables that you just added). Thank you so much for delivering exactly what we needed!"

Andra Bowers Marketing Strategist Marketing and Communications,
Michael G. Foster School of Business

Program Structure:



KEY STATS/DATES:

- Start date: September 2020
- Program duration: 2 years
- Credits: 62
- Program Fee: \$78,000
- Application deadlines:
 - Round 1—Feb 5
 - Round 2—April 22
 - Round 3—July 1 (space available)

Understand How Your Customers Will Behave in Response to Changes in the Market or Your Offering

OVERVIEW:

A regional grocery co-op sought to reshape their membership program to be more sustainable, while optimizing the program for prospective members in the future.

CHALLENGE:

Understand the key membership program elements most important to both current and prospective members. Additionally, evaluate prospective members' likelihood to enroll, and the degree to which current and prospective members would change shopping frequency and spending amount if aspects of membership were changed.

APPROACH:

A combination of Maximum Differential Scaling and Choice-Based Conjoint exercises, among both current and prospective members, to assess the most important features of membership. Build a market simulator to highlight which membership aspects hold the highest utility and have a maximum positive impact on spend and, ultimately, ROI.

OUTCOME:

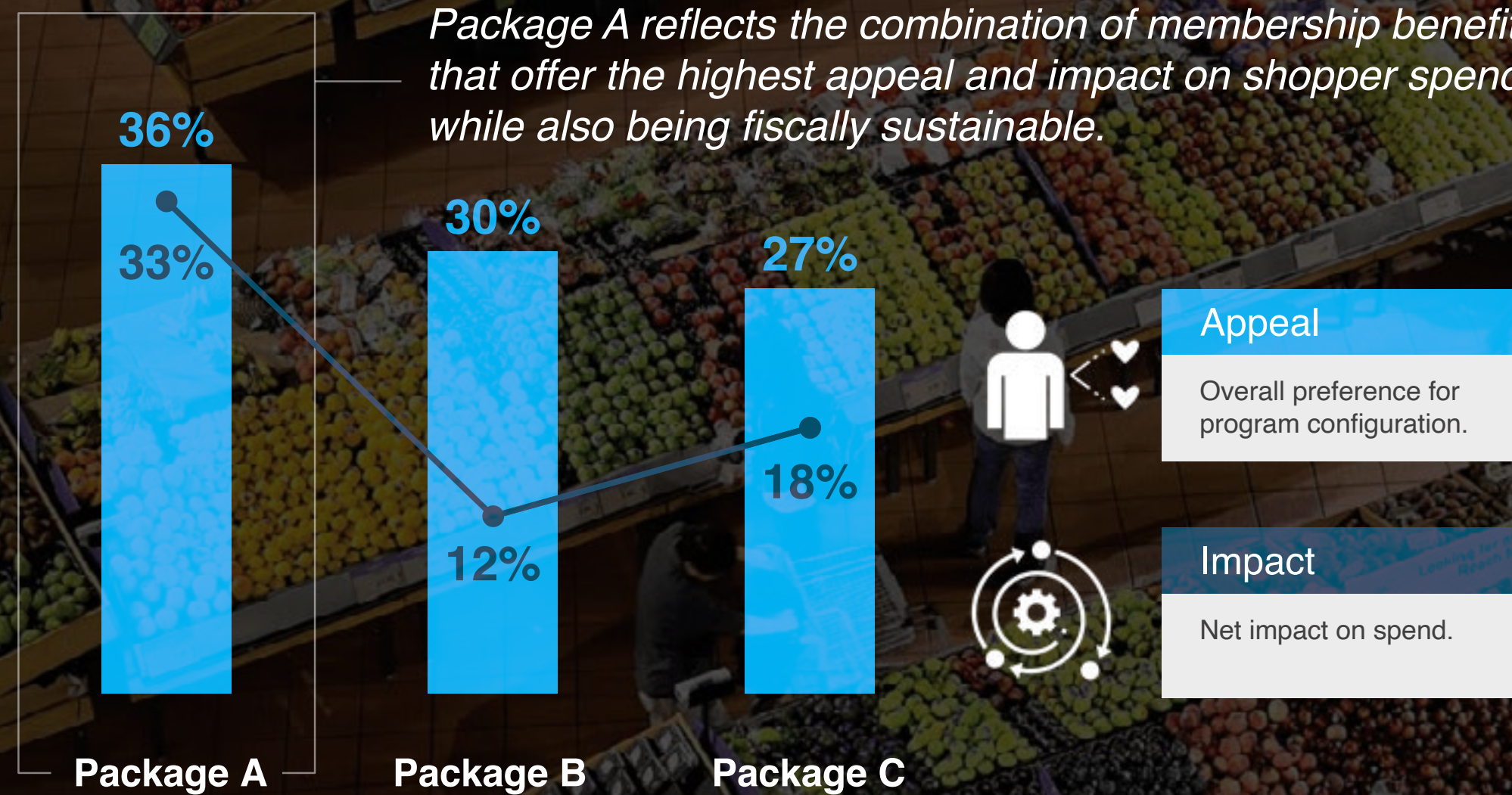
The regional grocery co-op was able to identify and test ideal membership program features to maximize growth for the business with a sustainable path forward. The new program, which was rolled out across the region, has had a positive effect on growth while preserving the appeal, connectedness, and loyalty of members.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Program Appeal and Economic Impact

Package A reflects the combination of membership benefits that offer the highest appeal and impact on shopper spend, while also being fiscally sustainable.



Predict and Measure Performance of Co-Marketing Efforts

OVERVIEW:

A global technology company sought to measure the efficacy of recent brand partnerships and co-marketing efforts. Specifically, it wanted to assess the impact of co-marketing on customer perception and willingness to purchase. Additionally, our client sought the ability to simulate the impact of potential future co-marketing efforts with speculative partners.

CHALLENGE:

Evaluate the performance of co-marketing to promote both brands by measuring the impact of past brand partnerships on key metrics. Model the independent value and combined benefit of partnerships to determine the effectiveness of past and potential partnerships.

APPROACH:

Quantitative study across eight global markets using a mixture of choice-based-conjoint experimentation and direct questioning. Brands were evaluated on independent brand metrics and conjoined testing of our client brand (and primary competitors) with the past and potential partner brands to determine overall fit and lift, or benefit, to both brands.

OUTCOME:

The results determined the performance of each brand and provided a score card for each co-marketing effort, identifying the most rewarding partnerships for maximum lift. This model for calculating the ROI of partnerships was adopted across the entire organization to assess the viability of future engagements. Having the ability to predict the performance of the partnership for both brands has proved to be a powerful tool in negotiations with potential partners.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Measure Your Customer's Experience to Impact Processes and Improve Satisfaction

OVERVIEW:

Understand customers' experience with the Washington State Department of Labor and Industries (L&I) various departments and processes and determine how those interactions impact satisfaction with the overall experience of working with the agency.

CHALLENGE:

While maintaining historical data for continued tracking, exploration was required to identify opportunities to improve the experience for both workers and managers/business owners who interact with L&I.

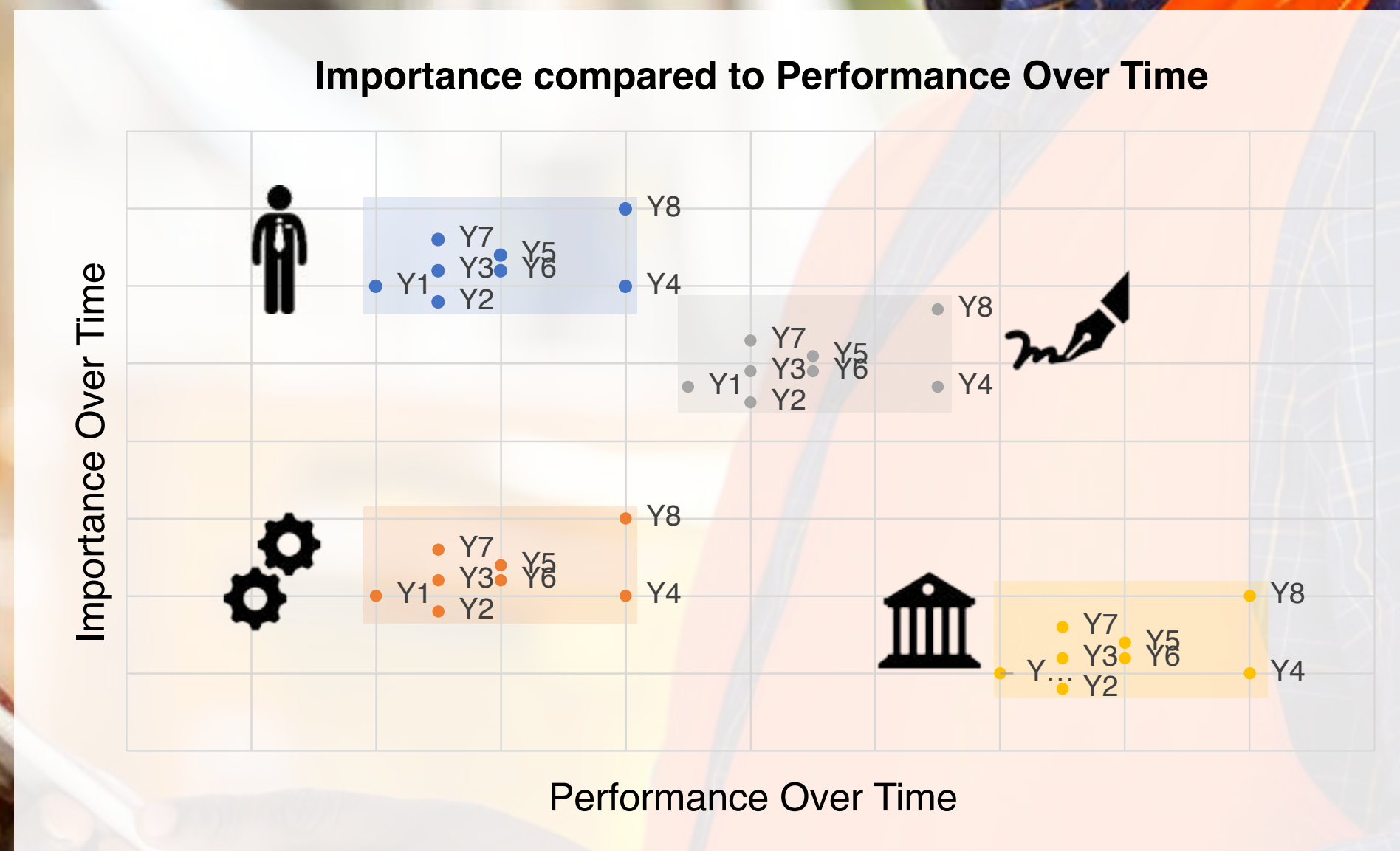
APPROACH:

Pacific consulted with agency stakeholders and trusted consultants throughout the design process to ensure a customer-focused questionnaire design that included the most relevant touchpoints for evaluation. Insights were gathered via quantitative telephone interviews and results were analyzed using regression models to determine key satisfaction drivers to identify strengths and opportunities.

OUTCOME:

Washington State's Department of Labor and Industries is able to track the customer experience, both with workers and employers, across its large organization. L&I continually monitors these insights to identify areas of opportunity and takes decisive action to better meet its customers' needs.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Develop and Test a Point-Of-Sale Marketing Strategy

OVERVIEW:

The Illinois Lottery wanted to better understand its performance in the retail marketplace and assess the way consumers view lottery merchandising and point of sale materials to model the path to purchase.

CHALLENGE:

Model shopper behavior in store; understand the barriers to play; determine the path to purchase including the role of impulse purchases; and assess share of wallet. Understand the effectiveness of Lottery retail merchandising and explore the effect of Lottery signage, displays, materials, equipment, and store associate interaction on willingness to play.

APPROACH:

Through a combination of qualitative interviews and quantitative in-store intercepts, the research was designed to represent lottery retail environments across the state. Participants reflected a natural mix of Lottery player segments. The qualitative phase consisted of a shop-along and Lottery purchase, followed by an in-depth interview.

OUTCOME:

The Lottery learned that shoppers were overwhelmed with Lottery stimuli. The research further indicated that a “less is more” approach, with finely tuned merchandising objectives by store type, would be more effective. These insights drove development and refinement of strategic and tactical plans, in addition to messaging, for the retail environment. The result was a significant increase in overall Lottery sales.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Illinois Lottery Retail Shopper Study

#1 The primary **reason** that Players do not **purchase** in a retail environment is that they do not feel like it, they do not think of it, or they do not feel lucky

63% of those who didn't purchase a Lottery ticket gave one of the above reasons

Jackpot \$\$\$

Jackpot signage is the **strongest** influencer to play

68% said it was a major influence

16% said they played a game they do not typically play because of a jackpot sign

2x

Those that saw scratch ticket displays were 2X more likely to purchase

Play Here

Impulse Purchases are **7x** more common in grocery stores than in other store formats

Changed Mind Against Playing Lottery

C-Store w/ Pump	20%
C-Store w/o Pump	5%
Grocery Stores	26%
Liquor Stores	8%

Recall of POS Materials

Liquor Stores	72%
C-Store w/o Pump	62%
C-Store w/ Pump	50%
Grocery Stores	40%

#1 Gemini machines & winner awareness most often recalled elements

#1 The number one reason Players go to a convenience store is to buy Lottery tickets

More Players purchase Lottery than liquor when visiting liquor stores

Ensure That Your Branding, Rebranding and/or Naming Efforts are Data Driven

OVERVIEW:

Following foundational shifts in financial services and with their unique identity, Desert Financial Credit Union (formally Desert Schools Federal Credit Union) questioned their positioning and the viability of a brand centered around a specific industry sector.

CHALLENGE:

Research was needed at each stage of the rebranding process to measure brand equity, establish the target market, define the brand promise and value proposition, measure the current perceptions of the brand (alone and relative to competitors), gain insight into the way banking customers interact with their financial institutions, and ultimately test and support a name change, rebrand, and audience communication.

APPROACH:

Pacific supported Desert Financial Credit Union at every step of the decision-making process with curated research studies. Six distinct research efforts were conducted over three years including both qualitative (online bulletin boards, in person focus groups, and ethnography) and quantitative efforts.

OUTCOME:

At each stage of the rebranding process, the research informed the strategic planning process. The credit union relied on the research to define their target audience, draft a value proposition and brand pillars, create a short-list of names to test, and make the final choice for a new name—Desert Financial Credit Union. The research also provided the well-founded data needed to create an effective messaging and roll-out strategy.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



“We were having a bit of an identity crisis. Our market research has shown that in order to grow our business, we needed to make clear who we serve. People got really hung up on the word ‘schools,’ but they showed an affinity for our brand at the same time. We tested several new potential names at the beginning of 2017, and Desert Financial resonated extremely well with our focus groups. We let the research decide and are already seeing positive feedback from our current members and interest from the general public.”

Jeff Meshey, DFCU CEO

Maximize Profit and Spur Growth While Optimizing Marketing Strategy and Products

OVERVIEW:

A regional health plan sought to grow its membership through targeted marketing by identifying the most desirable and profitable consumer segments, whether because of favorable reimbursement rates and/or the ability of our client to effectively and efficiently manage their health.

CHALLENGE:

Establish meaningful market segments among profitable current members. Provide insight into communication strategies to attract profitable market segments. Type lookalike potential members for exposure to targeted marketing anticipating they will behave similarly to highly profitable members. Explore plan configuration preferences using a conjoint design.

APPROACH:

The first phase of research involved intensive interviews among plan members exploring health-related attitudes and behaviors. The next phase involved a similarly intensive survey of consumers in the health plan's service area to determine how the prospect market was similar or different from the current membership. Finally, focus groups were held to further develop segments and add depth and flavor for persona development.

OUTCOME:

The research drove a number of powerful changes. First, the typing tool delivered a highly predictive and reliable indicator of segment membership, allowing our client to confidently create targeted communications to attract new customers. Secondly, the research provided segment personification, supporting the creation of targeted social media advertising, ads, and viral content. Thirdly, our client leveraged the research to build brand awareness and generate leads by capturing search activity. This drove customers to website content, aiding retention and attracting new members. Finally, the client was able to optimize their plan design using the market simulator.

CLIENTS WHO HAVE ENTRUSTED PACIFIC WITH SIMILAR RESEARCH:



Persona: Perfectionist
Evelyn Jones

Profile | Characteristics | Triggers & Criteria | Ideal Experience | Messages

Personal Information
Gender: **Female**
Age: **56**
Financial Status: **Middle class**
Employment: **Full-time**
Family: **Two children in college**
Health issue: **Type II diabetes**

What She Thinks
She has complete control over her own destiny.
Health plans don't make it easy for people to be healthy.
Her doctor is a good start but there's probably information out there that she's missing.

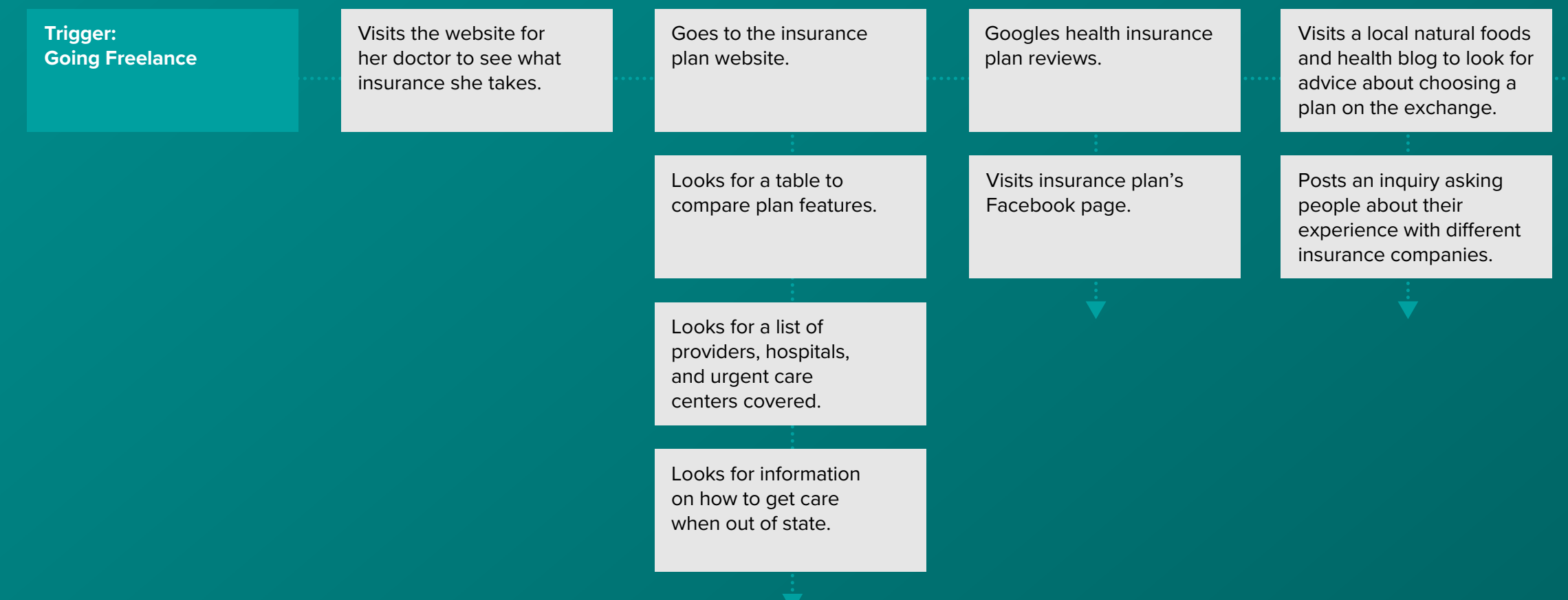
What She Does
Constantly pursues information.
Leverages her friends and family for input.
Regularly reads scientific publications.
Picks the plan that will optimize her and her family's health, even if it means spending a bit more.

Triggers & Criteria

The Perfectionist
What causes her to think about finding a new plan and what's important in that process

Purchase Triggers	Decision Criteria	In Her Words
Open enrollment	Will respond to plans that: Turn her wellness goals into actions Keeps her continually updated on latest health regimens Wants to get plan information quickly and easily	I'm mostly satisfied with my current doctor and plan. But I always wonder if there is more I can do. I'd consider changing if a plan showed me how to fine-tune my health.
Hearing about a great experience from other health conscious friends	Looking for wellness and prevention programs, such as discounts on gym memberships, fitness tracking tools, diet suggestions, support for her exercise regimen	I value plans and doctors that support me to be the healthiest I can be. I trust my friends, especially in the diabetes community, to have my back like I have theirs.

Perfectionist Experience Map



The Team



John Cell

*Client Services,
30 years of experience*

John draws on a lifetime of athletic participation to build cohesion, camaraderie and accountability among the experienced researchers at Pacific. His competitive spirit helps drive our self-motivated team to produce game-changing research for our clients on engagements large and small. In addition to his business development role, John collaborates in the development of insights to enable our client's success. As he likes to say, "If you are going to play, you might as well win."



Chelsea Benning

*Research Design and Analysis,
28 years of experience*

Engage with Chelsea and you will instantly recognize her energy, enthusiasm, her passion for research and for solving our clients' unique business problems. Her passionate approach has served her well in her roles on both the client- and vendor-side of research. A creative and insightful force, Chelsea drives our research process from design through reporting. We encourage you to engage with us and put Chelsea's passion to work for the betterment of your organization.



Robert Kazmi

*Insights Curation,
10 years of experience*

Don't let Robert's low-key nature fool you; he brings an innate curiosity to his work as a research manager and analyst providing detailed analysis of secondary sources to add depth and context to survey design and insights. Robert works to ensure all aspects of the study are completed accurately and efficiently. He is committed to providing clients with superior service and actionable insights that inspire successful business strategies.

The Team



Rachel Austin

*Data Management,
31 years of experience*

Diligence and perseverance guide Rachel as our data specialist managing databases, data sets and preparing cross tabulations for clients. She sets an extremely high bar for quality in this role while doubling as a project manager where she rigorously manages all aspects of a project including questionnaire review, evaluation and purchase of sampling resources, quota and data collection management, quality control assurance, timing and cost analysis.



Chris Callahan

*Custom Insights Research Manager,
10 years of experience*

As a Custom Insights Research Manager, Chris is involved in all facets of the research process and draws heavily on his attention to detail and data analysis to deliver actionable insights to clients. Chris brings more than a decade of experience in research management to provide Pacific Market Research clients with comprehensive analyses and actionable results.



Chris Brandewie

*Data Visualization and Reporting,
30 years of experience*

Ever the great communicator, Chris brings our analysis and insights to life through data visualization and building reports. Her hands-on decades of experience as a corporate researcher, qualitative engagement specialist, and project manager allow her a particular perspective which translates into tightly written reports and well-designed presentations.

Engage with Us

We encourage you to engage with our responsive and collaborative team. Please see our website for more information www.pacificmarketresearch.com, contact John Cell, Sr. Director, at jcell@pacificmarketresearch.com or call (425) 271-2300.

*Data with purpose.
Strategy with impact.*