

The image features a complex background of overlapping circular and semi-circular shapes in shades of blue and gold. These shapes are layered over a photograph of a modern building's glass and steel facade, viewed from a low angle looking up. The overall aesthetic is clean, professional, and architectural.

VICTORY
RESEARCH

PRODUCT SUITE

ABOUT

A BESPOKE, INTERNATIONAL
MARKET RESEARCH COMPANY
THAT SPECIALIZES IN
STRATEGIC, RESEARCH-
DRIVEN COMMUNICATIONS.

Victory Research is a bespoke, international market research company, based in Cape Town, South Africa. Founded in 2012, we have conducted research across the African continent, in Europe, Asia, the United States and the Middle East.

We boast a global client roster and over 60 years of combined experience in strategic marketing.

Our purpose is not just to analyse a given market but to help our clients translate that data into an actionable strategy, that has a powerful impact in the real world.

We produce rigorous, actionable research fast, which enables informed and evidence-based decision-making, that helps our clients ensure they achieve their objectives.

This document is designed to set out our core packages. However, none of these are set in stone. We will work together with a client to design a research strategy tailored to their objectives and which best suits their budget and strategic goals.



PRODUCT SUMMARY



AN OVERVIEW OF OUR
PRODUCT SUITE.



1 FULL STRATEGY DEVELOPMENT & IMPLEMENTATION MONITORING

For a client that wishes to fully understand a market or strategy, in detail. It offers both in-depth qualitative and quantitative research, together with a comprehensive analytical package or analysis. It is designed not just to understand a market, but to provide new insights into it, and then to track the impact of any new strategy on it.

2 FULL STRATEGY DEVELOPMENT

For a client that wants a comprehensive understanding of a market or strategy. It offers both qualitative and quantitative research, together with analytical package. It is designed to understand a market in-depth and respond to it.

3 FULL MARKET ANALYSIS

For a client that wants a baseline understanding of a market or strategy. It offers both qualitative and quantitative research, together with an analytical package designed to identify core attitudes and behaviours.

4 INDIVIDUAL IMPACT SURVEYS AND ASSESSMENTS

For a client who needs to respond in real-time to current affairs. A series of individual packages, each designed to offer quick and accurate insights into baseline attitudes and sentiments, to inform decision-making and responses to contemporary forces.

CORE SERVICES



THE STANDARD FUNDAMENTALS

VICTORY RESEARCH OFFERS

WITH ALL PRODUCTS.

These are the standard services Victory Research provides for each of its products. These accompany any product, whatever its scope, and include the following:

QUALITATIVE

We will work together with a client to design a Moderator Guide and provide transcripts and audio recordings. If a client wishes to pursue in-depth interviews, we will work together with a client to develop a target candidate pool of experts or thought leaders.

Optional: We can arrange for clients to view in the relevant focus groups, inperson or online, in realtime.

QUANTITATIVE

We will work together with a client to design both a questionnaire (including providing a “dummy script” if required) and the survey design, provide a full and easily navigable raw data set in whatever format is required, provide a frequency questionnaire, and guide to interpreting the data and explaining the methodology. Finally, we will provide on-hand expertise, to restructure or interpret the data, as a client may require.





ANALYTICS

We will work together with a client to understand what it is they need an analysis or presentation to interrogate.

We can set out baseline findings in powerful and easily understood graphic form or go in-depth into a data set (dependent on its scope) and produce from it a series of detailed insights, using regressions to reveal hidden trends, patterns and attitudes.

TIMEFRAMES

Victory Research prides itself on being able to deliver accurate, representative data, fast.

Our most comprehensive survey – a sample size of 3,600, with a questionnaire length of 40 minutes – we can turn around in 28 days; our shortest survey – a sample size of 400 and a questionnaire of between 5 and 10 minutes – we can turnaround in 5 days.



CORE PRODUCTS



+



THE STANDARD FUNDAMENTALS

VICTORY RESEARCH OFFERS

AS PRODUCTS.

1 QUALITATIVE RESEARCH

We have the capability to run, report on and analyse focus groups, a powerful tool to help a client better understand or test the perceptions and opinions of a given market. Likewise, to run, report on and analyse a battery of in-depth interviews, with a series of leading opinion leaders or experts within a given market.

2 QUANTITATIVE RESEARCH

We have the capability to turn around a fully representative research study of the population in South Africa and abroad in as little as a week, including questionnaire design, fieldwork and delivery of top-line findings. We will work together with a client to produce a script, designed to deliver an accurate gauge of those attitudes, values and behaviours of the market relevant to them.





3 ANALYTICS

Working together with a client, we are able to deliver an analysis of any market research undertaken to provide a public or inhouse presentation or hard analysis of the data in question, designed to identify and illustrate, in-depth, key patterns and behaviours as well as better understand what underpins and drives them.

4 REAL-TIME TRACKING

Along with market surveys and focus groups, we have the capability to dial-test public sentiment or the perceptions of a given market. This real-time collection of data is a powerful mechanism for any client to measure live feedback to any event, presentation or commercial. In turn, we offer a Daily Track - a quantitative survey, built around a rolling sample, that renews each day, and allows a client to follow changes in attitudes and positions as current affairs unfold.



VALUE

A cradle-to-grave package, that:

- 1 tests sentiment via qualitative research,
- 2 uses that sentiment to inform and structure a detailed questionnaire,
- 3 translates those findings generated into actionable strategy, designed to help a client achieve their goals and
- 4 gauges the impact of that new strategy on a target market or amongst the public.

PRODUCTS

A full, in-depth qualitative and quantitative research package, including collaboration on questionnaire design, provision of topline findings and an analytical assessment/presentation of all findings, implications and application in relation to a client's objectives. Finally, a Daily Tracking Poll, to monitor implementation and impact.

FULL STRATEGY DEVELOPMENT AND IMPLEMENTATION MONITORING



QUALITATIVE

A moderator guide, together with construction of a candidate pool, field work, transcriptions and audio recordings of all in-depth interviews/ focus groups.



QUANTITATIVE

Questionnaire design, field work, full raw data set with required cross-tabulations and on-hand expertise to restructure or interpret the data as required by a client.



ANALYTICS

A bespoke analysis, in-depth analytics and regressions to illustrate the data and to provide new insight on how it relates to a client's strategic objectives.



TRACKING

A Daily Tracking Poll or Dial Testing Session, to monitor the impact of a message or strategy, or to gauge the impact of a new offer or brand in real time.

PARAMETERS

A COMPLETE PACKAGE, DESIGNED TO DELIVER IN-DEPTH UNDERSTANDING OF A MARKET AND A COMPREHENSIVE RESULTANT STRATEGY



QUALITATIVE

A full battery of focus groups/in depth interviews. Groups typically consist of between 6 and 8 people. The number of in-depth interviews is at the client's discretion.



QUANTITATIVE

A fully representative and detailed survey, with a sample size of between 2,400 and 3,600, a questionnaire of between 30 and 40 minutes in length (or between 85 and 165 questions) and a margin of error between 1.5% and 2%.



ANALYTICS

Bespoke, in collaboration with a client. The analysis, whether in the form of presentation or analytical assessment, will comprise not just baseline findings but, making use of various tool, deliver new insights into the data



TRACKING

A Daily Tracking Poll, with a rolling sample of 1,200, supplemented daily by 200 new respondents. Both tools allow the client to track the implementation of a new strategy or to test a specific message or product, in real time.



COST

Approximately between R1,250,000.00 and R2,250,000.00 [VAT inclusive], depending on the scope of the focus groups and survey.

VALUE

A comprehensive package, that:

- 1 tests sentiment via qualitative research,
- 2 uses that sentiment to inform and structure a questionnaire,
- 3 translates those findings generated into actionable strategy, designed to help a client achieve their goals.

PRODUCTS

A full, in-depth qualitative and quantitative research package, including collaboration on questionnaire design, provision of topline findings and an analytical assessment/presentation of all findings, implications and application in relation to a client's objectives.

FULL STRATEGY DEVELOPMENT



QUALITATIVE

A moderator guide for focus groups/in depth interviews, construction of a candidate pool, field work, transcriptions and audio recordings of all interviews/ focus groups.



QUANTITATIVE

Questionnaire design, field work, full raw data set with required cross tabulations and on-hand expertise to restructure or interpret the data as required by a client.



ANALYTICS

A bespoke analysis of all data or presentation, using in-depth analytics, making use of regressions, structured to help a client both understand the data and to provide insight on how that data relates to or informs their strategic purpose.

PARAMETERS

A COMPREHENSIVE PACKAGE, DESIGNED TO DELIVER A DETAILED UNDERSTANDING OF A MARKET AND A COMPREHENSIVE RESULTANT STRATEGY



QUALITATIVE

A small battery of focus groups/in depth interviews. Groups typically consist of between 6 and 8 people. The number of in-depth interviews is at the client's discretion.



QUANTITATIVE

A fully representative survey, with a sample size of between 1,200 and 2,400, a questionnaire of between 20 and 30 minutes in length (or between 55 and 125 questions) and a margin of error between 2% and 3%.



ANALYTICS

Bespoke, in collaboration with a client. The analysis, whether in the form of presentation or analytical assessment, will comprise not just baseline findings but, making use of various tool, deliver new insights into the data



OPTIONAL EXTRAS

Dial Testing or a Daily Tracking Poll. Both tools allow the client to track the implementation of a new strategy or to test a specific message or product, in real time.



COST

Approximately between R500,000.00 and R1,000,000.00 [VAT inclusive], depending on the scope of the focus groups and survey.

VALUE

A basic full package, that:

- 1 tests baseline sentiment via qualitative research,
- 2 uses that sentiment to inform and structure a questionnaire,
- 3 translates those findings generated into actionable strategy, designed to help a client achieve their goals.

PRODUCTS

A qualitative and quantitative research package, including collaboration on questionnaire design, provision of topline findings and an analytical assessment/presentation of all findings, implications and application in relation to a client's objectives.

FULL MARKET ANALYSIS



QUALITATIVE

A moderator guide for focus groups/in depth interviews, construction of a candidate pool, field work, transcriptions and audio recordings of all interviews/ focus groups.



QUANTITATIVE

Questionnaire design, field work, full raw data set with required cross tabulations and on-hand expertise to restructure or interpret the data as required by a client.



ANALYTICS

A standard analysis of all data or presentation, structured to help a client both understand the baseline data and to provide insight on how that data relates to or informs their strategic purpose.

PARAMETERS

A BASIC PACKAGE, DESIGNED TO DELIVER A GENERAL UNDERSTANDING OF A MARKET AND A RESULTANT STRATEGY



QUALITATIVE

A single focus groups or battery of in-depth interviews. Groups typically consist of between 6 and 8 people. The number of in-depth interviews is at the client's discretion.



QUANTITATIVE

A fully representative survey, with a sample size of between 800 and 1,200, a questionnaire of between 10 and 15 minutes in length (or between 20 and 60 questions) and a margin of error between 3% and 4%.



ANALYTICS

Bespoke, in collaboration with a client. The analysis, whether in the form of presentation or analytical assessment, will comprise the baseline findings in clear, easily understood graphic form.



OPTIONAL EXTRAS

Dial Testing or a Daily Tracking Poll. Both tools allow the client to track the implementation of a new strategy or to test a specific message or product, in real time.



COST

Approximately between R300,000.00 and R500,000.00 [VAT inclusive], depending on the scope of the focus groups and survey.

VALUE

The primary value of these individual offerings is the turnaround time: they constitute a quick, accurate snap short of the market, either in qualitative, or quantitative terms, that allow a client to respond to strategic issues in real-time.

PRODUCTS

A series of individual packages, each designed to offer quick and accurate insights into baseline attitudes and sentiments, to inform decision-making and responses to contemporary forces.

INDIVIDUAL IMPACT SURVEYS AND ASSESSMENTS



QUALITATIVE

A single focus group, ranging between 8 and 12 participants, designed to test key messages or sentiments.



QUANTITATIVE

A snap representative survey, that allows the client to gauge baseline perceptions on a key issue or subject.



ANALYTICS

A presentation or analysis, that sets out core baseline findings in a clear and easily understood graphic format.



TRACKING

Dial-testing or a Daily Tracking poll, that allows the client to track real-time attitudes.

PARAMETERS

A SERIES OF INDIVIDUAL PRODUCTS, DESIGNED TO DELIVER A QUICK AND ACCURATE UNDERSTANDING OF THE MARKET



QUALITATIVE

A single focus groups or battery of in-depth interviews. Groups typically consist of between 6 and 8 people.

Cost: R60,000.00



QUANTITATIVE

A snap representative survey, with a sample size of 400, a 5 to 10 minutes questionnaire, a turnaround of five working days, and a margin of error between 4% and 5%.

Cost: R50,000.00



ANALYTICS

A presentation or analysis, that sets out core baseline findings in a clear and easily understood graphic format.

Cost: R50,000.00



TRACKING

Dial Testing or a Daily Tracking Poll, each designed to track the implementation of a new strategy or to test a specific message or product, in real time.

Cost: On Request



COST

Should more than one product be required, we will work together with a client to construct a package that best suits their objectives and budget.

VICTORY

RESEARCH



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Victory Research is a BEE Level 4 accredited company

