

- Situation**
- Tundra wanted to better understand market drivers, competitors, customers and prospects
- Objectives**
- Understand what are the main concerns of customers and prospects. Understand the factors that play in going to market
 - Understand the marketing tactics of competitors
 - Determine the USP's (Unique Selling Propositions) of competitors
 - Identify any products and marketing initiatives which don't provide a perceived benefit to current and prospective customers
- Approach**
- Identify competitors
 - Identify round-table participants
 - Create video and email messages to elicit response
 - Conduct competitive intelligence
 - Conduct round-table discussions
 - Conduct individual follow-up interviews
 - Develop read-outs and presentations to key stakeholders
- Results**
- Identified additional competitors
 - Created new performance metrics for brand and product
 - Developed DPs (Ideal Customer Profiles) and Personas
 - Created urgency for increased marketing efforts
 - Developed a baseline for competitive intelligence
 - Research findings gave additional insights into both new customer acquisition as well as that of existing customers
 - Drove acquisition strategies and tactics