



## **A little help for the little agency with big ideas**

Through Creative, the "little agency with big ideas" looked to Itero when their client required professional competitor research to establish market positioning for a new product launch. With a background in Market Research, Consultant Angela Lawrence was well placed to deliver the desk research project.

Competitor analysis and research is a vital component of any product launch activity, crucially determining the market fit of proposed new products. Entry pricing levels, effective strap lines and competitor threats can all be established from a thoroughly conducted project and essentially the exercise should establish how much room there is in the market place for a newcomer.

Seven competitors were identified and research activity included identification of key personnel, Companies House records, pricing information, key messages and strap lines and media coverage. A detailed assignment was undertaken over a period of 5 days, providing comprehensive reports which enabled Through Creative to steer the direction of the product launch for their client.

"Working within the marketing industry ourselves we understand how important it is to trust the people you work with" comments Ed Beattie, Director of Through Creative, "and we definitely trust 'Itero' in fact we look at them as part of the team here, not just because they are great to work with, but because they deliver on their promises"