

INSIGHTS THAT INFORM

QUALITATIVE AND QUANTITATIVE RESEARCH DESIGN, EXECUTION AND ANALYSIS

OPPORTUNITY

Canon Virginia, Inc. a mold manufacturer, outsourcing solutions provider, industrial products company and beneficiary of business partnerships, set out to promote partnerships to drive innovation and progress across the industry. They reached out to Gardner Intelligence for help gaining insights to what partnership means, how to develop beneficial partnerships, and how to foster their growth.

SOLUTION

Gardner Intelligence, in collaboration with Canon and its marketing agency, designed, conducted and analyzed research that informed Canon's initiative to promote partnerships.

Gardner Intelligence conducted 1:1 interviews with Canon's prospects in Gardner's database that, in combination with the agency's interviews with Canon's customers, yielded depth of understanding and input to survey design.

Gardner lead the development, administration and analysis of a survey to quantify partnership objectives, development processes, ongoing practices and other characteristics to gain additional insights and expertise about partnerships.



Download Canon's Whitepaper

RESULTS

Canon applied Gardner's research insights to:

1. Grow and optimize its own partnerships
2. Develop a white paper to promote partnerships for the benefit of the moldmaking industry as a whole (including Canon!)



The White Paper includes:

- Elements of partnerships
- Common catalysts for partnerships
- Market dynamics
- Engineering the experience

For insights that inform your decisions, contact Gardner Intelligence:

- New initiatives
- Strategy
- Messaging
- Brand equity
- Product development

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