

## STARTER PACKAGE

Designed for businesses needing to survey their target market before designing a product, changing a service, investing in marketing or just needing to rev-up their offering.

### The Starter package includes:

- An initial briefing meeting with your team to find the key research topic.
- A professionally designed and methodologically reliable research project.
- Two focus groups of your customers or potential market.

- A topline report of the key findings.
- A phone briefing with you during the project to give you initial findings.

Total Cost: **\$9,900 +GST**

## SCOPING PACKAGE

This is a more comprehensive package essential when the investment and decisions to be made require more in-depth research. It involves two sets of two focus groups making it ideal for researching several markets, products or customer segments.

### The Scoping package includes:

- An initial briefing meeting with your team to find the key areas of research.
- A professionally designed and methodologically robust research project.
- Four focus groups of your customers or identified market segments.

- A summary report of the key findings and recommendations.
- A phone briefing with you throughout the project to give you initial findings.
- A final meeting with you to present outcomes and recommended actions.

Total Cost: **\$19,000 +GST**

## STRATEGY PACKAGE

This is a full service package which includes both qualitative and quantitative research components. It includes six focus groups as well as a national representative survey. It is a significant research package at an excellent price.

### The Strategy package includes:

- An initial briefing meeting with your team to find the key areas of research.
- A comprehensive and professionally designed research project.
- Six focus groups to gather market intelligence.
- A national survey of your target market.

- A mid-study review as well as phone briefings throughout the project.
- A final meeting with you to present outcomes and recommended actions.
- A substantial research report of the insights and recommendations.
- A Powerpoint summary of the key findings.
- A boardroom briefing
- 1 month of phone consultation after project completion.

Total cost: **\$33,000 +GST**

## SOLUTIONS PACKAGE

A change in direction, a new product offering, or a start-up requires significant investment and therefore a substantial research project. The solutions pack is a comprehensive qualitative and quantitative research study with the output delivered via consulting, briefings and presentations. Yet all priced well below what bespoke research would cost.

### The Solutions package includes:

- An initial and subsequent meeting with your team to discuss the research.
- A professionally designed and methodologically reliable research project.
- Eight focus groups.
- A co-creation group to gather tactical insights.
- A mid-study review.
- Two in-depth national surveys.

- Phone briefing with you throughout the project to give you initial findings.
- A mid-study review as well as phone briefings throughout the project.
- A final meeting with you to present outcomes and recommended actions.
- A powerpoint summary of the key findings.
- A boardroom briefing plus a conference or stakeholder presentation.
- Post-research client meeting.
- 3 months of phone consultation after completion of the project.
- Availability for media interviews.

Total cost: **\$55,000 +GST**

## PR PACKAGE

Robust, original and independent research is one of the best ways to engage with the media and your customers. This PR package provides an excellent opportunity to gather research for media releases and reports and so gain significant media attention.

### The PR package includes:

- An initial briefing meeting with your team to find the key areas of research.
- Assistance in finding areas of editorial interest and media hooks.
- A national methodologically reliable online survey.

- A summary report and findings for media releases.
- Assistance with media releases and media distribution.
- Availability for media interviews and commentary.

Total Cost: **\$9,900 +GST**

# RESEARCH PACKAGE COMPARISON GUIDE



|                                | STARTER PACKAGE        | SCOPING PACKAGE         | STRATEGY PACKAGE        | SOLUTIONS PACKAGE       | PR PACKAGE  |
|--------------------------------|------------------------|-------------------------|-------------------------|-------------------------|---|
| Client Planning Meeting        | ✓                      | ✓                       | ✓                       | ✓                       | ✓   |
| Research Design                | ✓                      | ✓                       | ✓                       | ✓                       | ✓   |
| Initial Focus Groups           | 2                      | 2                       | 2                       | 2                       |   |
| Further Focus Groups           | -                      | 2                       | 4                       | 6                       |   |
| Co-creation Groups             | -                      | -                       | -                       | 1                       |   |
| <b>Total Focus Groups</b>      | <b>2</b>               | <b>4</b>                | <b>6</b>                | <b>9</b>                |   |
| Develop Moderator's Guide      | ✓                      | ✓                       | ✓                       | ✓                       | <b>PR package also includes:</b><br>- survey<br>- findings<br>- topline report<br>- media releases<br>- media comment<br>- media availability |
| Participant Recruitment        | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Participant Incentives         | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Professional Research Room     | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Catering for Participants      | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Professional Moderator         | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Client Viewing Room Access     | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Video & Audio Recording        | ✓                      | ✓                       | ✓                       | ✓                       |   |
| Research Pre-report & Preview  | -                      | ✓                       | ✓                       | ✓                       |   |
| Online Quantitative Survey     | -                      | -                       | 1                       | 1                       |   |
| Further Analytical Survey      | -                      | -                       | -                       | 1                       | -   |
| <b>Total Surveys</b>           | <b>-</b>               | <b>-</b>                | <b>1</b>                | <b>2</b>                | <b>1</b>  |
| Survey Design & Delivery       | -                      | -                       | ✓                       | ✓                       |   |
| Data Collection Analysis       | -                      | -                       | ✓                       | ✓                       |   |
| Written Report                 | Topline                | Summary                 | Substantial             | Comprehensive           | Topline   |
| Summary Powerpoint             | -                      | -                       | ✓                       | ✓                       | -   |
| Client Phone Briefing          | ✓                      | ✓                       | ✓                       | ✓                       | ✓   |
| Client Boardroom Briefing      | -                      | ✓                       | ✓                       | ✓                       | ✓   |
| Post-research Client Meeting   | -                      | -                       | ✓                       | ✓                       | ✓   |
| Post-project Phone Consulting  | -                      | -                       | 1 month                 | 3 months                | -   |
| Conference Presentation        | -                      | -                       | -                       | ✓                       | -   |
| Availability for Media Comment | -                      | -                       | -                       | ✓                       | ✓   |
| <b>Total Cost</b>              | <b>\$9,900</b><br>+GST | <b>\$19,000</b><br>+GST | <b>\$33,000</b><br>+GST | <b>\$55,000</b><br>+GST | <b>\$9,900</b><br>+GST  |

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