

Strategic Research

Part 2: Planning and Strategy

Chapter 6

Key Points

- Discuss the types of strategic research
- Identify the four uses of research in advertising
- List the common research methods used in advertising
- Explain how account planning works

Research: The Quest for Intelligence and Insight

- Market research
 - Compiles information about the product, product category, and other details of the marketing situation
- Consumer research
 - Used to identify people who are in the market for the product