

ECHO CAPABILITIES

Amplifying the Power of People and Connections



WHO WE ARE

We're a client-centric agency

providing custom solutions through the convergence of people, connections and technology.



25 YEARS OF KNOW-HOW

Many years of research experience working on both the agency and supplier side has created a shared experience with our clients. We approach projects in a holistic way, always applying best practices.



POWER OF PEOPLE AND CONNECTIONS

We engage people where they live and breathe, online.



STRATEGIC CLIENT PARTNERSHIPS

We are an extension of your team and can easily adjust project support based on project demands.



TECHNOLOGY + HUMANITY

The integration of technology into our process enhances the participant experience.



WHO WE ARE

We are nimble, curious, passionate about what we do, human-orientated, and striving for quality, we aim to **push the boundaries** of research, technology and methodologies across all of our service areas. We love what we do and it shows! We're passionate about learning, improving, and helping our clients succeed.

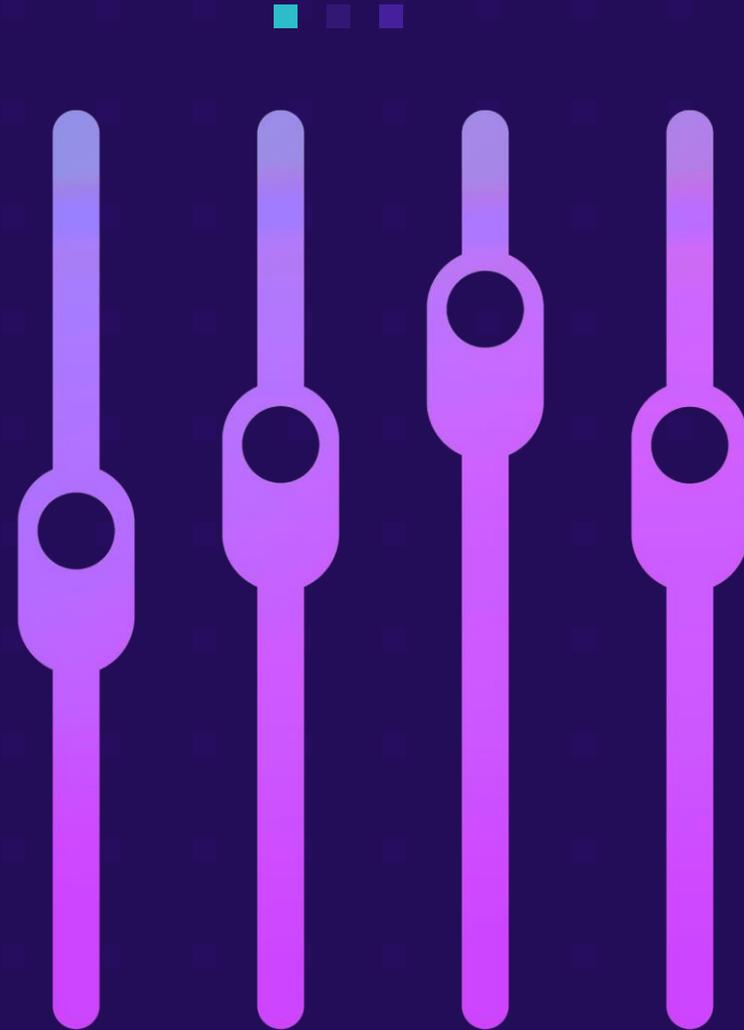
Our mission is to **reinforce the human element** in market research, leveraging technology in a way that ensures authenticity and honest engagement. We work hard to achieve this because we believe authentic voices provide the most insight. Our goal has always been to leave the industry better off than when we found it.

We are, at our core, a project management company built around the idea that there is **no one way** for a project to succeed. Our goal is always to match the objectives of our clients with the way we find participants and manage their engagement. We believe in flexibility in all aspects of our agency. We aim to supply flexible research options to clients to support the software that might need a bit more support than DIY. **We solve problems** at every level and support our clients in their unique approaches with customized solutions.



WHO WE ARE

We provide bleeding-edge recruitment via online channels to recruit respondents **in a way that validates the behaviors we are looking for**. We also provide full-service quantitative and qualitative services including but not limited to: Moderating, reporting, discussion guide development, and stakeholder workshops. We are **platform agnostic**, which makes us experts in building and managing **custom communities** within a variety of MR tech platforms based on the unique needs and objectives of the project.



CORE VALUES



We care. We understand.

- We *care* about our participants and their experience.
- We *understand* our clients, because we were the client. Our services evolve based on their needs.
- We *pursue* innovative solutions to meet our clients' evolving needs.
- We *believe* in building trust and rapport through transparency in everything we do.

"I consider Echo a true partner, not merely a source of recruiting. I value their input but most importantly, they really know their people!"

"Choosing Echo is a no-brainer for our entire team."

"Echo is the industry best. I'm always amazed at their internal processes that have given us much-needed intelligence."

"They are committed to the respondent experience. The caliber of their work is top tier."



WHAT WE DO

All services exist for live, asynchronous, digital and face to face qualitative and quantitative!



FULL SERVICE CAPABILITIES BREAKDOWN



Strategic **consultation** to help flush out and meet your objectives

Screener and guide **development**



Global **moderation** + field management

Lead moderator works directly with moderators in local markets to ensure cultural **nuances** are accounted for



Face-to-face moderating

Digital qualitative moderating both live and **asynchronous**

Monitoring online panel discussions



We have worked across **80+** countries in the past year

Our vast experience with all phases of projects with one point of contact makes for a **seamless** process

← End to End Solutions →

HOW WE WORK

We provide custom scoping and pricing based on the unique needs of each project. The scoping we do once an RFP is received includes determining the best method for recruitment via our recruiting modules and the best overall research design when other research services are needed.

Our approach to recruitment is broken into 3 uniquely defined modules (Module 1, 2 and 3). These modules include but are not limited to networking via our Hivemind Community (module 1), recruiting via social media advertising and other relevant online channels (module 2), leveraging social media influencers and social media group administrators across platforms like Facebook, Instagram, TikTok, Reddit, Discord, Twitch (module 3).

01 **HIVEMIND COMMUNITY**

02 **SOCIAL MEDIA ADS**

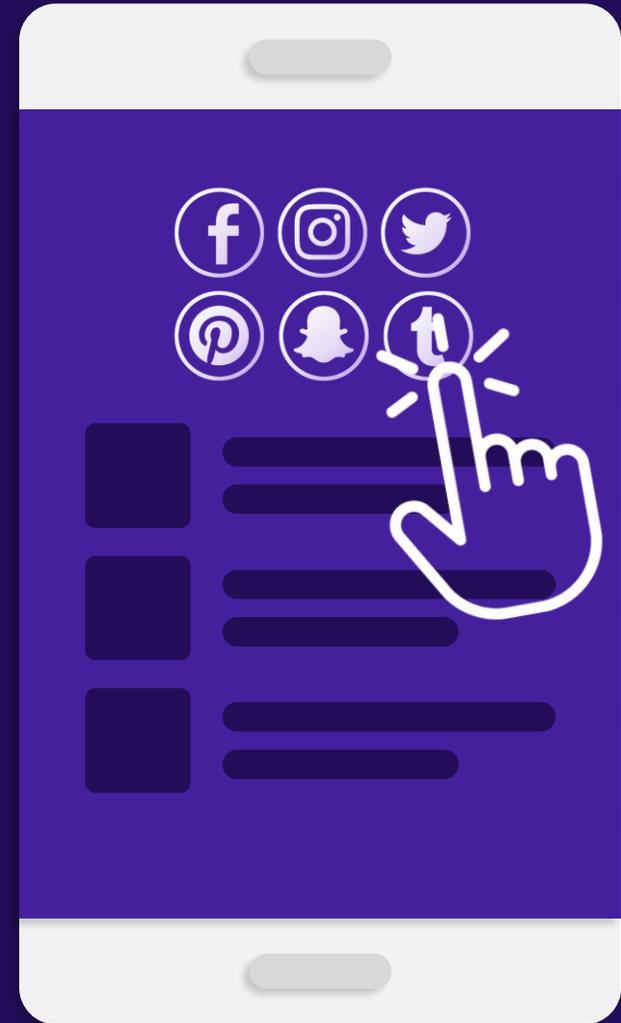
03 **INFLUENCERS + ADMINS**

MODULAR RECRUITING

ACTIVE RECRUITING THE ECHO WAY

PROBLEM: Finding and verifying high caliber research participants.

SOLUTION: Active recruiting is actively working to find those people online and through social outreach, where they live and breathe online, and validates the behavior we are looking for that yields reliable research results.



INSIGHTS TEAM



John Holcombe
SVP, Research & Strategy

John brings over 25 years of domestic and international experience. In addition to his quantitative expertise, he is a skilled moderator and ethnographer trained at the RIVA Institute and a facilitator with training from the Creative Problem Solving Institute.



Steve Becker
SVP, Research & Strategy

Now a 20 year veteran, Steve found his passion for research as an intern and worked his way up. He has held leadership positions at several research and strategy firms helping clients develop strategies to learn about consumer needs and behaviors.



Ana Vanegas
Director, Research & Strategy

Ana has 15 years of qual and quant expertise leading accounts across multiple countries and industries in Latin America. Her passion is to understand clients' needs, and transform data into actionable insights to create opportunities for consumers and brands.

ONGOING CONSULTATION

on sample plan, research approaches / methodologies, activity and survey design, analysis, and reporting

Our Insights team works as strategic partners to support your research teams, with flexibility in when and how to engage.



Echo's senior staff are **knowledgeable and passionate about all research**. We love rolling up our sleeves regardless of the challenge, be it big or small. Our team boasts experience across both quant and qual methodologies and techniques.



What makes us different? We offer the research services to meet your objectives, regardless of the project type or challenge. **Sometimes this means using your brief to design and execute all phases of a research project, and sometimes it means pitching in with à la carte services - we can "Do it Together."**



We help to **connect the dots and coordinate research efforts across various departments and business needs**, to support informed and timely decision-making across teams.

QUALITATIVE INSIGHTS



Our Capabilities

- Study design
- Screener development
- Recruitment
- Moderation
- Note taking
- Analysis
- Report writing
- Presentation of study findings

Methodologies

Focus Groups

In-Depth Interviews

Bulletin Boards

Ethnographies

Usability Testing

Online Communities

Customization: Echo will create a research that utilizes some or all of the items listed to specifically address your needs, goals and budgets.

QUANTITATIVE INSIGHTS



Our Capabilities

- Survey design
- Sampling
- Data collection
- Data tabulation
- Analysis
- Report writing
- Presentation of study findings

Methodologies

Online

Mobile

Telephone

Intercept

Mall Surveys

Social Media

Customization: Echo will create a research that utilizes some or all of the items listed to specifically address your needs, goals and budgets.

OUR APPROACHES

As a full-service marketing research firm, we help you understand issues at various levels. Our aim is to help you to understand your target audience and their needs, to help you better understand perceptions of your brand, products and communications as well as help you to evaluate and improve upon new ideas, products and communications.

Our aim is to work with our clients to design research around their objectives. We don't just force your needs into our research approach, we build a custom approach – quantitative, qualitative, secondary research etc. – around your needs.

The Consumer

- Attitude and usage
- Segmentation
- Barriers and drivers
- Customer Journey

The Brand

- Brand Positioning
- Pre/post testing
- Pricing
- Brand tracking

Products and communication

- Strategy/Idea Evaluation and Testing
- Concept /Product Testing
- Advertising Testing/Evaluation
- Package Evaluation and Testing

INSIGHTS REPORTS



Based on the need, reports can come to life in many ways, from word summaries, to quick memos to more engaging avenues.



STORY REPORT

Built to be visually engaging and connect insight to strategy and recommendations.



EXECUTIVE STORY

Amped up through purposeful use of constructs and talking points to prep the team for executive delivery.



INFOGRAPHICS

1-2 pages utilizing design to showcase the data for easy consumption among stakeholders.



NEWSLETTERS & TREND INSIGHTS

Combining text and video-based formats to share longitudinal insights across stakeholders.



VIDEO STORIES

Driving deep empathy and engagement among stakeholders.

GROWTH



2017

Echo began with small team of 4 to solve the poor quality of database recruiting problem.

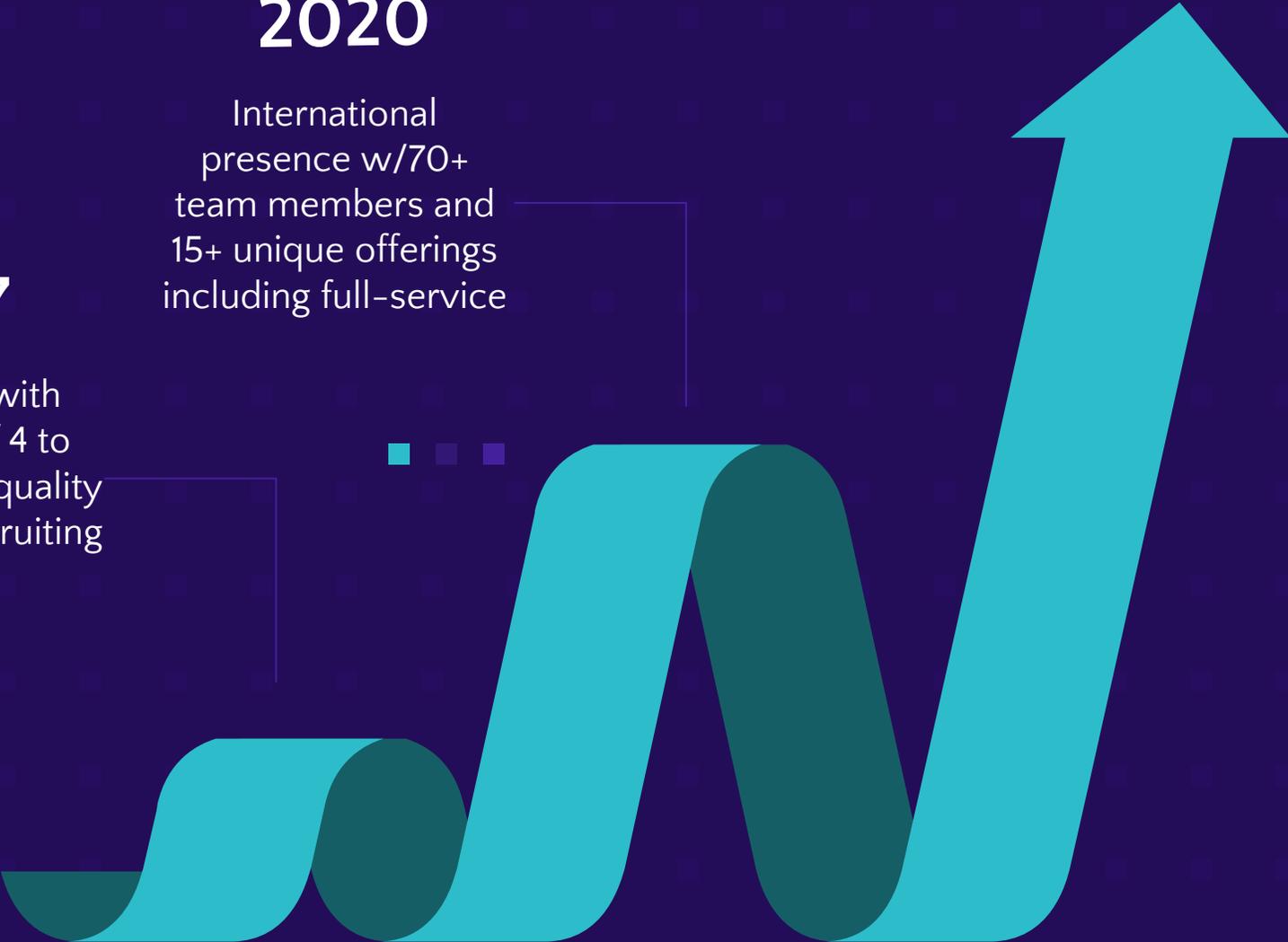
2020

International presence w/70+ team members and 15+ unique offerings including full-service



2024

100+ global team members expertly trained on next gen MR techniques.



CASE STUDY 1

Customer Experience

● THE CHALLENGE:

A global insurance company wanted to improve and enhance their claims process and customer experience.

Most people find buying insurance a necessary evil, but having it for your beloved devices tends to be a smart move. The challenge for insurance companies is that when a customer submits a claim, something super negative has just happened! You can't make a negative process positive, but can you ameliorate the customer experience? Reduce customer uncertainty and stress? Echo-MR was asked to find out.



THE SOLUTION:

Our Approach

Qualitative CX research was conducted via online video interviews with customers across the country. Each step of the claims process was explored, from the initial incident occurring, through to receiving a repaired or replacement product.

Customers of competitors were also interviewed, allowing for a full picture of the claims experience across the industry.

Impact

Common themes were identified across the general claims process, and we uncovered specific "delighters" along with pain points.

Key opportunities were identified throughout the customer journey and the customer experience was improved at core touchpoints.



CASE STUDY 2

Message Testing

● THE CHALLENGE:

A leading cloud-based help desk software wanted to target the Small- and Medium-sized Business (SMB) market.

When it comes to IT, SMBs (< 150 employees) tend to short on budget and staff. Mom-and-pops, innovative startups and everything in between, they all share the need to “keep the lights on” as they grow. Yet SMBs are the lifeblood of the economy at 99.9% of all businesses operating and 48% of American employees.

60% are looking to increase their IT spend. Would they be receptive to help desk software messaging? Echo-MR was asked to find out.



THE SOLUTION:

Our Approach

Qualitative message testing was conducted via online in-depth interviews (IDIs) that lasted one-hour. Our respondents were real-world small business owners and operators, recruited from social media. IDIs often uncover context that you didn't know you didn't know. As such, IDIs are key to qualitative B2B research.

Impact

We identified the key opportunity of targeted messaging to match the company's current customer support situation.

For example, start-ups and fast-growing companies experiencing stressful customer support situations gravitated toward messaging on fast, easy implementation and integration. More mature, data-driven companies related to messaging on deeper insights into their business.



CASE STUDY 3

Packaging Testing

● THE CHALLENGE:

A popular, all natural vitamin brand wanted to better understand parents' perceptions, opinions, beliefs and attitudes regarding children's vitamins to inform new packaging designs.

They also wanted to evaluate their current packaging, which was known to be "dated," as well as some new messaging and slogans.



THE SOLUTION:

Our Approach

Echo Market Research conducted a three-day, online qualitative community with a total of 20 brand users and 20 users of competitive brands (non-users) in the US. All were parents who were regularly giving their children multivitamins.

Impact

We learned from the parents that in a perfect world, children's multivitamins would have no sugar, artificial flavors, dyes, etc. But oftentimes, the "battle" wasn't worth it; children won't take a multivitamin if they don't enjoy the taste/flavor/texture, no matter the messaging or the packaging design! That said, certain colors/designs and messaging/slogans outperformed others and were found more attractive to parents.



CASE STUDY 4

New Product Concept Testing

● THE CHALLENGE:

Health and safety are important concerns for consumers, especially since COVID19 began. Our global CPG client had been working on new product concepts with antibacterial properties with various possible consumer benefits.

They wanted to learn more from consumers to determine the need/desire for a product with such properties. The Innovation Team worked to identify a viable consumer need/desire for the application of this technology, and developed a potential concept for exploration



THE SOLUTION:

Our Approach

Echo-MR recruited regular users of the standard product and forty-three completed a 3-day, online research community. We planned the daily activities and discussions to build in a logical way toward an optimized concept.

Impact

The online community approach allowed us to gather feedback on concepts and iterate in real time to co-create an optimized concept, new product description, explore packaging designs and efficacy claims.

Describing the nanotechnology to consumers in an elegant way that demonstrated the product's benefits was key to achieving overwhelming positive purchase intent.



CASE STUDY 5

E-commerce Segments in Latin America

● THE CHALLENGE:

In 2020, our financial services clients wanted to rapidly assess how the pandemic was impacting consumers in Latin America and identify priority segments.

They wanted to learn more about how customers were adapting to COVID by shifting their regular purchases online, so they could meet and deliver on the exploding demand in the region. But they did not have time for a traditional online survey approach using panelists.



THE SOLUTION:

Our Approach

Echo-MR's team of social media influencers in Mexico, Colombia and Brazil recruited online shoppers 18+ to our survey. A total of 2,078 surveys were completed in just 4 days.

Impact

The survey results revealed five online shopper segments - from the emerging Newbies who were making their first online purchases - to the savvy Disruptors who were now making 75% of the regular purchases online.

Armed with this timely, precise segmentation data the clients were able to target their resources to meet the demand in the region for e-commerce and improve their ecosystems.



CASE STUDY 6

User Experience (UX)

● THE CHALLENGE:

A streaming music service had a new mobile prototype to test out with potential and lapsed users in Brazil. Had the old app been turning potential subscribers off?

They wanted to learn more about brand perceptions and expectations for signing up, logging in and upgrading. What were the user needs? Which prototype performs better?



THE SOLUTION:

Our Approach

Working with our team on the ground in Brazil, we employed Active Recruiting to find a small number of Newbies and Lapsed Users across the country. Using smartphone mirroring, we were able to observe participants' interaction with the prototypes during online IDI's.

Impact

The research showed that users of competitive services were suffering an inferior experience. One of the prototypes appeared to be more likely to drive sign-ups and subscriptions, and opportunities abound to leverage free trials, a variety of affordable plans, and how the service's depth of content had been vastly improved.



CASE STUDY 7

Campaign Development

● THE CHALLENGE:

Our client wanted to create a meaningful PR and advertising campaign that Latin Americans could identify with coming out of the pandemic. Timing was of the essence.

They ultimately wanted to show that their brand understands the highs and lows they had been going through, and how as a company, they would be beside them through it all.



THE SOLUTION:

Our Approach

Utilizing our Active Recruiting approach, we recruited 250 banked consumers in 13 countries in Latin America & the Caribbean to take the survey in one and one-half weeks.

Impact

The research showed that users of competitive services were suffering an inferior experience. One of the prototypes appeared to be more likely to drive sign-ups and subscriptions, and opportunities abound to leverage free trials, a variety of affordable plans, and how the service's depth of content had been vastly improved.



CASE STUDY 8

Hispanic Brands ATU

● THE CHALLENGE:

A local food manufacturer in Florida wanted to understand their brand appeal among Caribbean Hispanics in the state of Florida.

They ultimately wanted to document their extraordinary growth, see where they stood next to the “big food” brands, and plan their future growth around popular products.



THE SOLUTION:

Our Approach

Utilizing a blend of panel sample and Active Recruiting, Echo completed 300 surveys with the main grocery shopper in Hispanic households from Miami to Tampa.

Impact

Our client’s brand was even more popular than we knew. A majority were aware of the brand, almost half had tried at least one of their products, and a quarter were purchasing it regularly. Known for their quality, authentic cheeses, the client is armed for future growth.



CASE STUDY 9

Customer Journey

● THE CHALLENGE:

The challenge: An online education provider wanted to better understand the decision making process of various consumer segments when choosing certification courses, in order to guide their messaging and course structures.

As a secondary goal they were looking to understand this journey through the eyes of core segments that they had previously identified.



THE SOLUTION:

Our Approach

We designed a multi-phased qualitative project to understand the customer journey, beginning with a 3-day online journal assignment. Participants walked through each of the steps in their decision making process, from factors that prompted them to consider taking courses through to their perceptions of various courses they've taken. Following the three days of journaling, we conducted in-depth interviews to probe deeper on their experiences.

Impact

The research identified four core target audiences for our client's courses and provided a persona for each type highlighting their needs at various phases of the decision making process. That information was then used for website messaging, new pricing plans as well as changes to instructor-student communication methods.



CASE STUDY 10

Healthcare/Message Testing

● THE CHALLENGE:

In fall of 2020 when COVID-19 was running rampant and we were on the brink of a vaccine breakthrough, our client needed help driving participation in the clinical trials among the Black Community in the US.

What type of messaging is most relevant and impactful to the target audience? What language will motivate them to participate in the clinical trial?



THE SOLUTION:

Our Approach

We conducted message testing focused on driving participation. In our design, we first asked about the reasons people may be reluctant to participate as well as the factors that might motivate participation. Next we exposed three different messaging ideas in rough format to understand how well each one alleviated concerns and to provide guidance on how to adjust the messaging.

Impact

We learned that from a broad messaging standpoint, trusted experts help them to open up to the idea of participating, but they usually required someone knowledgeable and close to them like their own doctor or someone they know who has participated to get them to consider signing up.



CASE STUDY 11

Survey Optimization

● THE CHALLENGE:

A major cruise line had a number of surveys that they used trying to better understand shipboard employees' experiences working for the company. Each survey was designed for different portions of the journey with overlapping goals, however, the questions didn't align.



THE SOLUTION:

Our Approach

With the help of our client, we identified the core pillars that were key to understanding the employee experience. We then created a custom survey using the various questions that had been asked in the past and fielded it among hundreds of employees in order to test question wording as well as scales. Using three pieces of analysis (correlation, distance and factor analysis), we uncovered which metrics and questions were the right ones to get the best insight about employees engagement and satisfaction.

Impact

We were able to eliminate a number of attributes and streamline the survey to focus on only the most important and actionable metrics to ask through the employees' experience. This streamlined version allowed our client to better assess and act on the needs of their employees.



CASE STUDY 12

Online Groups with Difficult Targets

● THE CHALLENGE:

Our client needed to understand what consumers are looking for when choosing senior care for themselves or loved ones, particularly minority groups. Historically they only held in-person focus groups, but Covid forced them to adapt.

Can you do focus groups online with audiences that struggle with tech? Are you sure? Prove it.



THE SOLUTION:

Our Approach

Our project management team worked hard to coordinate with the participants and their loved ones (if needed) to ensure that they were comfortable logging onto the platform to participate in online groups. Once the groups started our moderators and project managers teamed up to make sure that any issues arose were either addressed quickly and directly by the moderator in real time, or behind the scenes by the project managers to make sure the groups all went smoothly.

Impact

This research provided a richer understanding of the targets' retirement planning and confidence that with proper support, we can find ways to use online solutions even among audiences that aren't always the most tech savvy.



CASE STUDY 13

IHUT/ Longitudinal

● THE CHALLENGE:

Our client needed to understand perceptions of their new shampoo/ conditioner, particularly how the scent impacts consumers' feelings about the product in the short and long term.

What does this scent remind them of? How does it make them feel? How does it compare to the scent of their usual shampoo? No detail was too small.



THE SOLUTION:

Our Approach

We designed a 6-month long in-home use test. Respondents were recruited to replace their current shampoo and conditioner with the client's new product and then kept a journal of the experience. Over the course of 6 months, we asked them to share images of their bathrooms and showers, to create mood boards, to talk to us about how the shampoo and conditioner worked functionally on their hair, how it smelled and even how it impacted their mood. Halfway through and at the conclusion, we also conducted IDI's to speak directly with them about their experience.

Impact

This research helped the client understand the impact that scent has on hair product selection, how long people will stick with a new scented shampoo before deciding to choose a new one, and overall feedback on their product.



CASE STUDY 14

Social Impact

● THE CHALLENGE:

Our client needed help tackling a very divisive topic: climate change. They needed to learn how to communicate the urgency of climate change and motivate consumers to act.

Which information sources are credible, and which are not? What causes someone to believe or disbelieve the urgency of climate change? Where is the common ground?



THE SOLUTION:

Our Approach

When attempting to influence the behavior of a large group of people without any immediate benefit to themselves, understanding EVERY perspective is vital. The goal was not to encourage discussion amongst peers, but to have an in-depth understanding of how consumers perceive climate change. We hosted 90-minute IDIs with climate change deniers, activists, and everyone in-between to capture the full spectrum of viewpoints.

Impact

We found the common ground! While the term climate change is controversial, caring for the environment is universally agreed upon as important. This learning will help our client design materials that will help inform consumers on how they can do their part to care for the planet.



CASE STUDY 15

Dyads & Social Influence

● THE CHALLENGE:

Gen Z is the first generation born into a high-tech world and as such, their perception on apps, services, and social development is very different from generations past. Our client, a music platform, wanted to know not only how to reach Gen Z but also how the influence of their peers affects them.

What issues does Gen Z deal with? What is important to them? How do they interact with their peers?



THE SOLUTION:

Our Approach

While focus groups often seem like the obvious choice to gauge social interaction, dyads do sometimes have an advantage. Watching the interaction between friends/family gives insight into their relationship and interaction with each other, and allows individuals to share more personal information than they might in a focus group. To really grasp *who* Gen Z is and what they care about, we hosted IDIs as well as Dyads in 5 different countries to understand individual perceptions as well as social dynamics in regards to music.

Impact

This work allowed us to deep-dive into the issues Gen Z faces and what role music & music sharing plays in their lives. This recent research is being used to design materials that will better reach Gen Z and educate them on the platform's music sharing capabilities.



CASE STUDY 16

New Service Strategy

● THE CHALLENGE:

As online grocery shopping has become more popular, our client, a major grocery chain, saw they were losing business by not offering delivery or pickup. But how do they create a service that can compete with all the other options consumers have?

What do consumers want/expect? How do we make the experience seamless?



THE SOLUTION:

Our Approach

This is too big of a question to answer in just one study. Working with the client, we developed a series of smaller studies tackling individual topics to build on our learnings over the course of a few months. Using a mix of online journals, surveys, and IDIs, we dug into topics such as comparison to competitors, fears/concerns consumers have, what features they NEED and which are nice, etc.

Impact

Using the information that we gathered from these focused studies,, the client designed an updated app that allows shoppers to place online orders for groceries which has been very popular during Covid. In the spirit of continuous improvement, we continue to host a variety of studies to learn how this service can be tailored to their customers' needs.



CASE STUDY 17

Remaining Online Shoe Shopping

● THE CHALLENGE:

Our client wanted preliminary secondary research to understand their consumer, and the current online shoe shopping experience. Ultimately, looking for opportunities and focus areas to reimagine and lead in the online shoe shopping space.

What are the must-haves for the online shoe shopping experience? What are the 'best-in-class' principles in the category?



THE SOLUTION:

Our Approach

We examined the brand's current shoe-shopping experience, as well as other leading competitors. We also looked more broadly at macro online shopping trends, shopper needs, and technologies beyond the immediate category.

Impact

We developed a customer journey map, to explore the current experience in-depth. We then outlined key areas of opportunity - with 'must haves', current pain-points, and 'best-in-class' examples of how to delight shoppers.

Using the competitor and trends analysis, overlaid with shopper needs, we highlighted several areas for inspiration and opportunity when reimaging the experience.



CASE STUDY 18

Research Synthesis

● THE CHALLENGE:

Our client had recently developed an innovation team for a technology in the healthcare space – relevant across 8 different disease states. They needed synthesis of research to-date across the 8 different disease states, to understand the patient experience, commonalities and nuances, to inform opportunities for technology development.



THE SOLUTION:

Our Approach

We examined over 30 different research reports, across 8 different disease states. By applying different lenses and exploring the patient journey, we identified the common themes across treatment areas, as well as nuances specific to patient type and disease state.

Impact

A highly visual summary of overarching patient 'truths' or insights, and a synthesized patient journey map – educating the technology team of the core commonalities in the experience, as well as the additional layers for each treatment area. We developed hypothesized patient personas for further exploration, in order to help bring to life some of the opportunities for technology development.



THANK YOU

Anything is possible. We'd love to chat.



MAKE CONTACT: hello@echo-mr.com