



Competitive Analysis – Case Study

WHY?

Our client was interested in market intelligence about how their competition attracted candidates. They also wanted to invest in some research which could support a more creative execution in their current recruitment campaigns. They needed intelligence to demonstrate where their key competitors advertised, and what size/type/format of advertising they had taken; with a score card to match execution against execution in terms of brand exposure and visual creativity. They wanted all this information mapped out, with a costing analysis attached to the various campaigns.

WHAT?

MEDIA INTELLECT were tasked with providing the client with market data which would help identify where and how they should be seen in several core media options both off and online; in order to be regarded as a major competitor within this market.

HOW?

We agreed the parameters and identified who the top four competitors were. We then looked at which media channels we would undertake – digital, traditional, OOH, and others. We agreed to give two media costs, the rate card and our estimated cost due to market knowledge and activity. We were then to create a score card to measure visual appearance, positioning, format, copy, creativity, targeting, branding and consistency.

RESULT

At the end of this project, we had an informed client who knew all about their competitor's media activity. They had an indication of the their competitors spend, which would help them understand where their budget stood in relation to their competition and therefore how much more they needed to be able to compete on the same scale as their biggest rival. They also now had a tracking model in place so they could repeat the exercise year-on-year to trace potential competitive movement.

The findings in this report assisted our client's agency with their strategy planning to ensure the client was in the same publications and websites as its rivals, but in better, more prominent positions. MEDIA INTELLECT's estimated costs also helped our client arrive at the budget needed to be able to successfully compete in all the core media options. This very important to the client as it gave them the ammunition to go to the board and demand a greater budget in order to achieve the company's mission to be seen as the leader in its sector.