



VIVO Market Research Services

VIVO offers full-service market research

VIVO performs full-service market research in-house, so we can apply our expertise to capturing the voice of the customer to help our clients achieve their business goals. Our clients have critical, foundational questions to answer: Who is my primary target? How do customers perceive my product vs the competition? Is my marketing strategy aligned with customer needs?

Market research is never just about capturing data. The most important function of market research is delivering accurate, actionable answers. That's why we have built the capability to execute every stage of research, from design to analysis to the final report and recommendations.

What is the advantage of performing market research with a full-service agency?

Our difference is our specialized healthcare expertise. We are a full-service strategic and creative agency working exclusively in medical devices, diagnostics, and health IT. We know the market, and we craft targeted solutions every day for our clients. General research providers have to learn on the fly and have far less insight into how research results are applied in the real world.

As your research partner, we can knowledgeably collaborate with you to define research objectives, differentiate between assumptions and facts, and then craft a methodology (e.g., interviews, survey) that best fits the objectives.

What is market research at VIVO?

Thanks to the far-ranging capabilities of VIVO, market research includes a wide variety of crucial analyses. We use market research to develop and validate everything from products to marketing to corporate branding.

- Developing the right product
 - Competitive analysis
 - Market opportunities
 - Trends and optimal opportunities
 - Market-sizing
 - Defining, understanding, and locating your likely adopters
 - Exploring unmet needs of users
 - Prototype testing
 - Rapid-prototype iterations with end users
 - Pricing and bundling
- Positioning your product for success
 - Value proposition
 - Positioning strategy
 - Concept development and testing
- Reaching your audience
 - Message testing
 - Campaign concept testing
 - Naming
 - Branding
- Defining your company
 - Brand strategy
 - Brand architecture
 - Brand identity
 - Corporate value proposition development and testing
 - Where to invest in new products (open, lucrative, or ripe spaces)



What methodologies can we use?

United States-only or global. Qualitative or quantitative. In-person, online, or by phone. Individuals, pairs, or groups. Based on our deep experience, VIVO can help you decide which method is right to meet your objectives and budget.

Our end-to-end market research service model

We are your partner from start to finish, applying our expertise to guide you, from designing and fielding the research to delivering actionable recommendations.

Step 1: Project grounding

We meet with your core team to align on project objectives, timelines, roles, and responsibilities. We then make sure we have all the relevant background documents—such as previous market research, marketing plans, SWOT analyses, competitive analyses, and current marketing materials. We guide you through deciding who we will include in the study and how many of each. Then we'll define inclusion criteria to use in recruiting. We help you identify the right stakeholders in your company to include and when to engage them to maximize uptake of the results. Then we'll dive into the background you've provided, sketch out initial screeners, and outline the research instruments.

Step 2: Getting the best—and right—respondents

We will design and manage all aspects of the recruitment process, including scripts and screeners, and coordinate across all markets—domestic and global.

Step 3: Designing and fielding the research

We handcraft the research instruments and stimuli to make the project a success. When fielding overseas, our team briefs native-language researchers, and we use the highest quality translation and transcreation techniques to ensure both the questions and the test materials are on-target. Upon request, we can make raw data, transcripts, or other relevant files available to you.

Step 4: Results and recommendations to increase your success

We go beyond the raw numbers to analyze and synthesize research results into clear insights and recommendations. These are delivered to your team in an engaging, interactive format to encourage discussion and build enthusiasm for the resulting strategy.

VIVO Agency can now be your strategic and creative partner at any stage of your product lifecycle, from research to branding to execution.

VIVO Agency – Expertise changes everything.