

BrandPanorama

FROM INSIGHT TO OUTLOOK

Project Management Services

Issue In a 2009 white paper reporting on a benchmarking survey (*"The Consumer's Voice – Can Your Company Hear It?"*) The Boston Consulting Group (BCG) found that unlocking the full value of deep consumer insight is a key imperative for many companies. BCG observed that the two most critical success factors were the engagement model between line management and the insights function and the performance of the insights function. Success involves senior management involvement and representation, the scope of the insights function, upgrading capabilities and talent, and focusing the team on the right activities and deliverables.

In today's recovering global economy, where managing operating costs means paying close attention to staffing levels, this remains a challenge for many companies. Corporate research and insights departments are still tasked with doing more with less.

Solution BrandPanorama Research and Consulting LLC offer clients the ability to outsource Project Management Services on an as-needed basis. Whether you need greater bandwidth -- an extension of your research and insights department without adding to headcount -- or expert support for a special project, or simply an extra pair of capable hands during periods of peak activity, we can help. Services include:

Project Management for a phase of the program or the whole program

Project Design which may include identification of business and research objectives, methodological design, developing RFP's, evaluation and selection of vendors

Trouble-shooting and fixing problem projects

Brand Audits integrating information from multiple data sources, reports, white papers

Analysis special analyses, developing reports and presentations

Best Practice guides and research protocol development

Serve as your Research and Insights department if you don't have one

On-call Expertise or consulting when needed

Whatever the scope of your needs, our goal is to provide senior-level expertise, help you achieve maximum learning from limited resources and deliver actionable business-focused insights.

For more information please contact Mark Stapylton at BrandPanorama Research & Consulting LLC at mark.stapylton@brandpanorama.com or phone 845-702-2045.