

360° COMPETITIVE INTELLIGENCE

Uncover the full scope of competitive activity

Insights you can Leverage

Luminosity uncovers the full scope of marketing communications activity in your sector. We believe competitive assessments should go beyond a data dump to uncover insights that can be leveraged to create business advantage. We take pride in our ability to deliver deep research, strong data analytics, objective insights and actionable implications.

We deliver deep research by triangulating multiple information sources to improve the accuracy of information gathered. Where other companies rely on single source data, we review multiple datasets, capture internal knowledge, and mine the web to provide a more complete view.

Our highly-trained analysts create rich analyses designed to address your specific needs. Our team includes top industry experts like brand planners, media strategists, MBAs, CRM specialists and market

researchers who generate concise charts and graphs, combined with sophisticated qualitative observations.

Our fresh eyes uncover unbiased insights and opportunities un-mired by historical belief structures.

Finally, we provide clear, sharp prescriptions that can be easily understood and implemented. Deliverables include executive summaries suitable for your C-suite and detailed reports that will excite your marketing research team.

Whether you need a quick pulse check on specific activity or a comprehensive, deep dive into multi-media activity for an entire category, Luminosity's 360° Competitive Intelligence reports are accurate, client-friendly and inspired.

Call today for a customized proposal.

Elements

- Competitive Landscape
- Marketing Message Architecture
- Media Spending
- Creative Samples
- Press Release Activity
- Direct Mail Offers
- Promotions
- Trade Show Materials
- Website Design and Structure
- Blog Activity
- Pricing
- Product Configuration
- Search Marketing
- Sales Interviews
- Historical Trends
- Forecasting

Sample Projects

- Reviewed advertising message strategies for office product category including reverse engineering of positioning statements, supporting benefits, proof points and tone.
- Assessed the online presence of digital camera manufacturers including evaluation of content, visual impact, navigation, personalization, engagement and branding.
- Analyzed the market structure of digital signage in medical offices including an examination of the product and pricing strategies of existing players and identification of new entrants.
- Researched national brand and local dealer association spending trends for the luxury automotive industry to identify retail communications trends.
- Identified program-by-program marketing communication hierarchy for top-ranked graduate educational institutions.