

# PRWeek

## Master Class

### What kind of research should be done before the launch of a new product?

**Effective launch** communications is developed by recognizing that it's not only what you say, but also how your audience sees, hears, translates, and talks about it. The learning from research enables purpose-driven creativity – ideas that are spot-on in how they address and leverage the communications needs of each audience.

It is important to specify and understand the audiences you most want to engage, excite, and influence. Launch communications are often designed based on target research used to develop the new product or service. While helpful, it doesn't provide full insight on the communications needs and opportunities that lie within each audience.

One objective for research is to pinpoint the bull's-eye of your communication. The best communications, however, are designed by better articulating the target, such as the most enthusiastic groups, those who will most



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– Lynn Fisher

grasp the product's differentiation, and those most likely to trigger further conversation.

Another goal for research is to explore “adoption style.” People vary in terms of how they prefer to process, experience, or share learning about a new product. How much do they prefer facts compared to endorsements? How much will the product's benefits resonate in a direct, sensory way versus a more intellectual, conceptual manner? How much will this new choice operate as social currency? Answers to questions like these help provide insight on what the message should be, as well as how it should be delivered to each audience.

A well-researched product has a good chance to succeed, but only with a well-researched and, consequently, creative communications program can it truly break through.

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