



Company Profile

About Insight

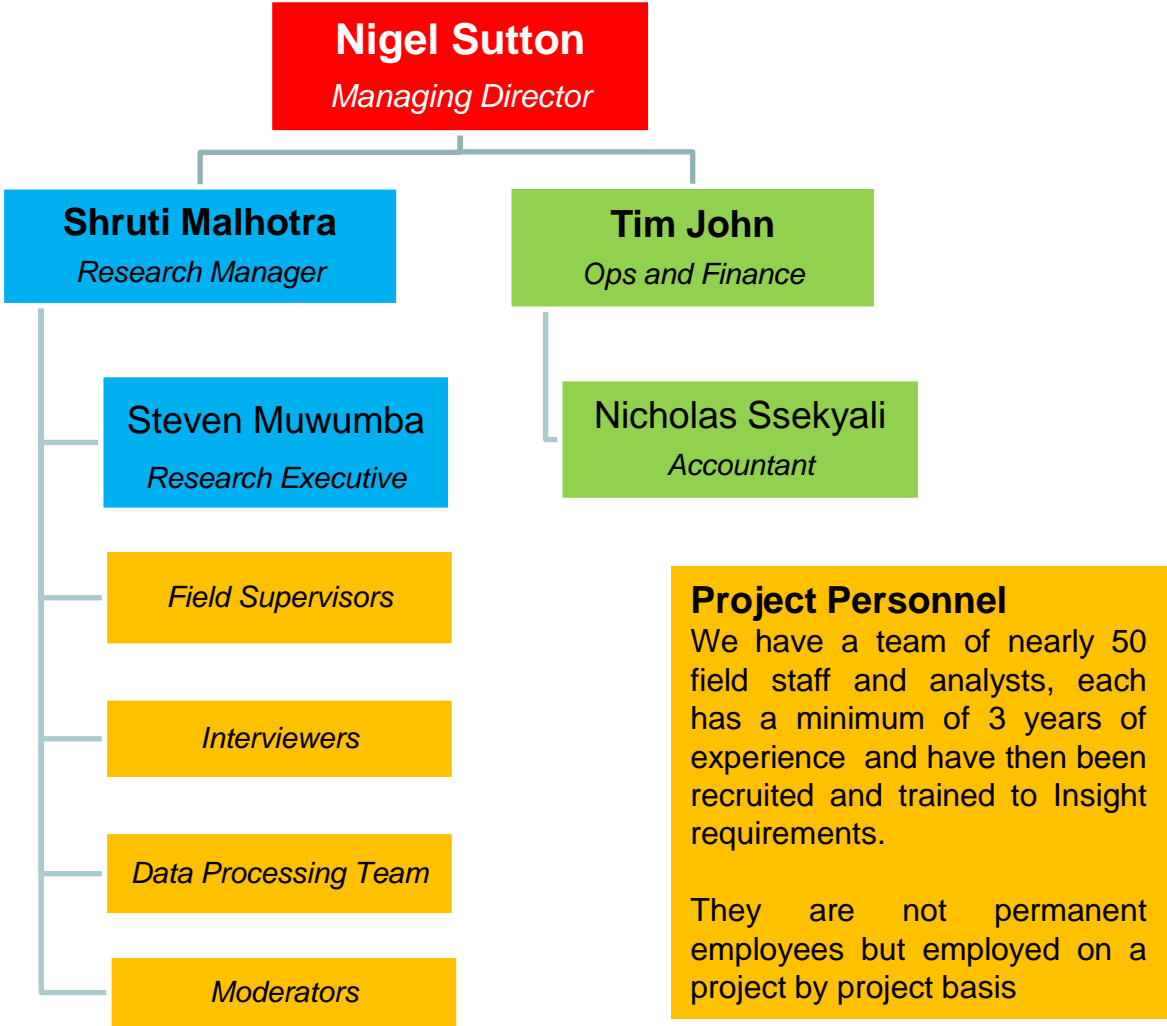
- Insight has been in operation since October 2007 when it became apparent there was a need for a trustworthy, objective and cost effective research agency in the sub Saharan region. Ever since we have been providing fast, flexible, independent and honest insights to our clients requirements.

- **Core strength: Our areas of strength lie in:**
 - Qualitative research – focus groups, in depth interviews
 - Dipstick quantitative research – quick turn around studies
 - Continuous media research – Insight’s syndicated media study, done three times a year

- **Specific organization capabilities**
 - We offer any or all of the following services:
 - ✓ *Preparation of research instruments (recruitment questionnaire and field briefing note, discussion guide, questionnaire)*
 - ✓ *Fieldwork both (Kampala and upcountry)*
 - ✓ *Data entry*
 - ✓ *Data analysis*
 - ✓ *Report writing and presentation*

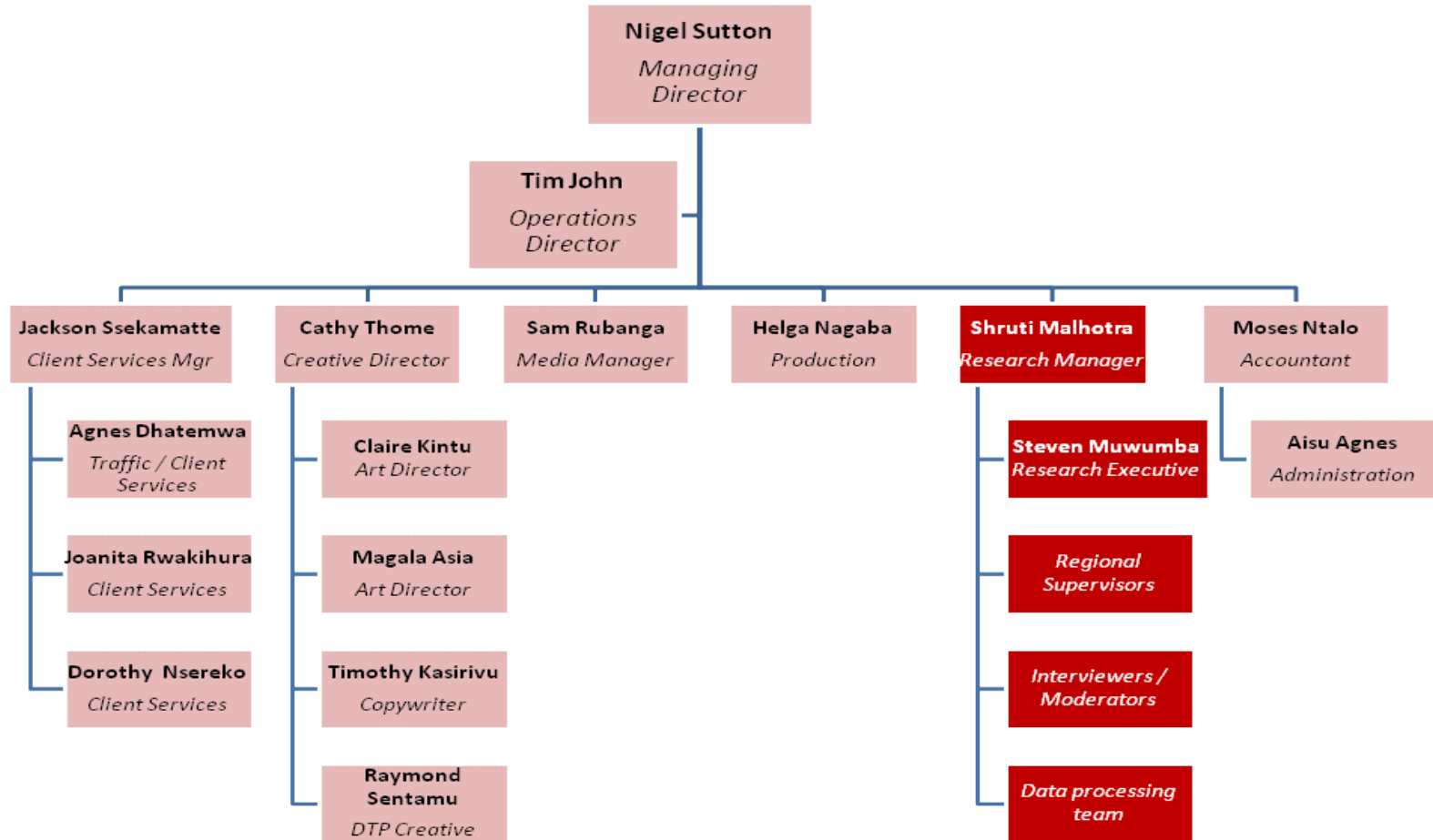
- **Location**
 - Insight is based out of Uganda, however we have research affiliates in the East African region, namely:
 - ✓ *Southern Sudan – Handled out of Kampala office.*
 - ✓ *Kenya and Rwanda – Fieldwork coordinator. Has cross sector expertise in qualitative and quantitative.*
 - ✓ *Tanzania – Account and client servicing manager. Has cross sector expertise with specialty in quantitative research.*

Insight organogram



Related businesses

- Insight is the research arm of TBWA Limelight, which offers a range of advertising services namely: creative, account planning, media management, production and PR. You may find out more about Insight and TBWA Limelight at <http://www.tbwalimelight.com/marketresearch.html>



Key relevant personnel

Shruti Malhotra – Research Manager	
Qualifications	Masters in Business Administration (Marketing), Bachelors in Physics (Honors)
Research experience	Social research, Usage and attitude studies, New product/package testing, Communication research, Brand audit, Consumer profiling, Needs assessment surveys, Diagnostic studies, Customer satisfaction studies, Retail research
Previous stints	Synovate Uganda, TNS Global (New Delhi), IMRB International (Mumbai)
Clients	Orange, Stanbic Bank, Diamond Trust Bank, Britania, Augere, NTV, Zain, MTN, KPMG, Price Waterhouse Coopers, Reckitt Benckiser, Nestle, Unilever, PACE, Ministry of Health, Bamburi Cement, Tilda

Steven Muwumba – Field Manager	
Qualifications	Bachelors Science in Quantitative Economics, Makerere University
Languages spoken	English, Luganda, Lusoga
Research experience	Opinion polling, Customer satisfaction surveys, Social research, Needs assessment, Usage and attitude studies
Previous stints	Synovate Uganda, Makerere University, East African Businessweek
Clients	Stanbic Bank, Orange, Total, Caltex, Innovations in Poverty Action, Uganda Insurers Association, Nation Media Group, Barclays, DFCU, Umeme, DTB, MTN

Client list includes:

Telecom and ICT



Consumer goods



Banking



Media



Other sectors



Other Research

- **Product/name/package testing in the beverage segment: Pepsi Cola Limited, January 2012/April 2010**
- **Market assessment research: Sanyu FM, December 2011**
- **Ad pre testing research: Nile Breweries Ltd., October 2011**
- **Usage and attitude research: Motorcare, September 2011**
- **Customer satisfaction research: Umeme, August 2011, July 2011**
- **Needs assessment research: Yamasec Ltd., June 2011**
- **Consumer profiling and ad pre testing research: Stanbic Bank, April 2011**
- **Need assessment study among users of mobile money: Orange, April 2011**
- **Mystery shopper study: Sadolin Paints Uganda, April 2011**
- **Quarterly media survey: January 2011/September 2010/May 2010/January 2010**
- **Mystery visits: Diamond Trust Bank, January 2011**
- **Usage and attitude study for skin and hair care users: Wispro, December 2010**
- **Needs assessment study for higher education market: Victoria University, November 2010**
- **Business modelling for internet dongles in East Africa: Augere, August 2010**
- **Analysis of financial usage/habits of unbanked/unserved segment: Stanbic Bank, July 2010**
- **Survey of informal retail business: Britania Allied Industries, July 2010**
- **Ad pre testing for 'Gyekiri': Orange, August 2010**
- **Post campaign evaluation for 'Gyekiri': Orange, June 2010**

Other Research (2)

➤ Employee satisfaction research

- New Vision (2009/2010)
- Daily Monitor (2009)
- Hima Cement (2008)

➤ Brand audit

- NTV (August 2008)
- National Housing (2009)
- Hima Cement (2009)

➤ Diagnostic research

- MTN (2009)

➤ Social research

- Ministry of Health (2009)
- BBC World Service Trust/British Council (2009)
- BRAC (2009)
- Innovations for Poverty Action (2009)
- PSI (2008)
- USAID/ NUTI (2008)

Main Areas of Market Research

Marketing questions...

Answered by our research solutions

➤ Product

- *How do I know my consumers needs in order to offer them relevant products/services?*

➤ Pricing

- *What pricing and volumes/SKUs would be accepted?*

➤ Promotion

- *How do I know if the latest ad campaign was a success in the market?*

➤ Packaging

- *Will my product's packaging stand out from the shelf clutter or not?*

➤ Place

- *How does my consumer select a product in a supermarket scenario?*



➤ Ad-hoc Research

- One off studies that answer specific client questions.
- Can be qualitative or quantitative.

➤ Continuous Research

- Periodic surveys that are broad in scope.
- Mostly quantitative in nature, examples include:
 - *Consumer Panels*
 - *Retail Audits*
 - *Television Viewership / Radio Listening panels*

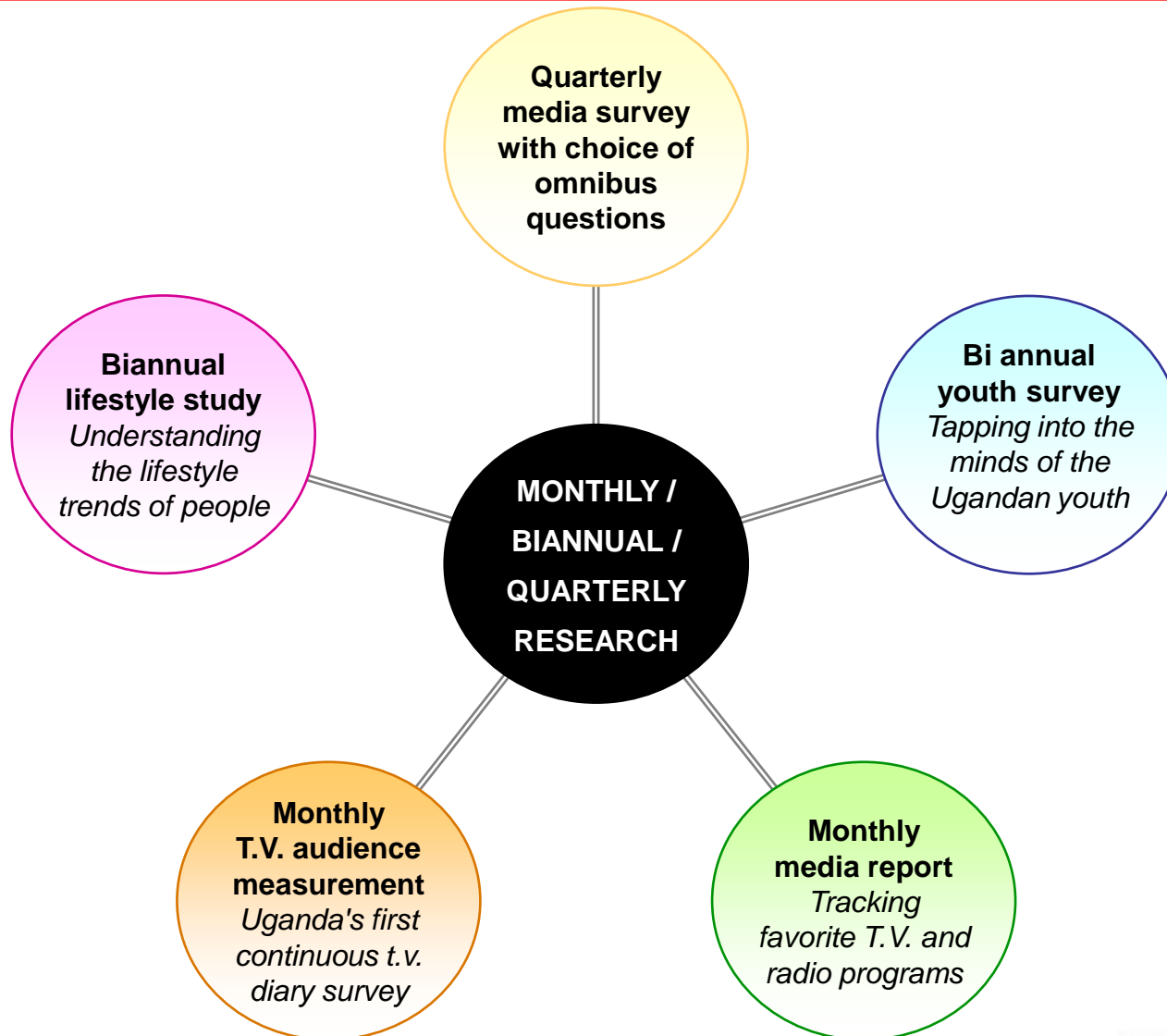
➤ Primary research

- Commissioned research. Data collected through first hand interviewing or observation.

➤ Secondary research

- Desk research. Data gathered through existing information sources.

Examples of Continuous Research by Insight



What is 'Drive Thru' ?

- **A quick turn around survey.**
- **Allows the client to get relatively low cost answers to simple questions.**
- **Can be either quantitative or qualitative.**
- **Benefits include:**
 - **Speed**
 - **Cost efficiency**
 - **Flexibility**
 - **Accuracy**
 - **Independence**
- **Can cover the main commercial regions of Uganda.**
- **Examples of 'Drive Thru' studies are:**
 - **Responding to events e.g. a promotion**
 - **Pre & Post**
 - **Awareness tracking**
 - **Competitive awareness**
 - **Brand image**
 - **News / PR stories**
 - **Public Attitude**
 - **Logo recognition**

What is Drive Thru' ?

No. of Questions

	Up to 5	6 – 10	11 - 15	16 - 20	
No. of Respondents	Up to 100	X			
	300	X	XX		
	400		XX	XXX	
	500			XXX	XXXX
	600+				XXXX

The price will include cross analyses by basic demographics e.g. age, sex, level of education.

Types of Qualitative Research

➤ Focus Groups

- Involve gathering pre screened consumers at a set time and venue.
- Focus groups give a range of opinions in a short time.

➤ In Depth Interviews

- One on one interviews. Used when a) the research topic is sensitive or b) the respondent's profile does not suit a focus group situation.

➤ Immersions

- Provide 'slice of life' information.
- Data is collected mainly by observation supplemented with interviewing.
- Good for holistic questions such as:
 - *Consumer's lifestyle, living environment, office environment etc.*
 - *Nature of interaction with daily products*
 - *Challenges / issues in dealing with products/services*

➤ Video Research

- Face to face at the exit/entrance.
 - *Are you aware of ???? and what they do?*
 - *What services/products do they offer?*
 - *What are your experiences with the service/product they provide?*

Types of Quantitative Research

➤ **INSIGHT PRODUCT – ‘Drive Thru’**

- Market / Customer information
- Competitive information
- Demographics
- Advertising awareness
- Brand awareness

➤ **Telephonic research**

- Used for customer satisfaction surveys
- Respondents are selected from an existing database

➤ **Mystery shopping**

- Measures levels of customer service and identifying issues. Examples include:
 - *Is the front end staff executing key procedures properly?*
 - *Is the overall ambience supportive of a positive customer experience?*
 - *Is your point of sale material being correctly and effectively displayed?*

➤ **Online research**

- An upcoming field of research in Uganda. Examples include consumer evaluation of online business services of a bank.

Types of Secondary Research

➤ **Business modelling**

- Can be done for a new product/service based on desk research (e.g. market population, demographics, median incomes etc.).

➤ **SWOT / PESTEL analysis**

- SWOT → Evaluates an organization on the basis of its strengths, weaknesses, opportunities and threats.
- PESTEL → Assesses the environment in terms of key indicators i.e. political, environmental, social, technological, economic and legal.

➤ **Competitive review**

- Reporting of the main events and developments of key players within an industry.
- Can be conducted quarterly or biannually.

➤ **Corporate profiling**

- Profiling of a sector's leading companies based on their history, employee size, turnover, potential for growth etc.