

# AttentionMeter

## Who It's For:

- Organizations and teams who are unclear on their current strategy and need a broad overview of market attention conditions
- Organizations and teams who need fresh thinking on how the market might react to a new product or changes to an existing one
- Organizations and teams who need help tracking the specific types of attention their products and services are currently receiving across multiple markets

## Why It Helps:

- Determine where market, national and multi-national attention lie through using out proprietary research methods (broad national surveys + our own AttentionScape methodology)
- Track attention paid to products, technologies or attitudes across market segments, entire nations or multiple nations
- Discover new variables and factors that can be signals of new trends in attitudes and attention

## Process:

- Determine client needs regarding target countries, markets, questions and desired outcomes
- Develop AttentionMeter questions to meet needs of the client, in combination with our standard stable of questions designed to discover where attention is currently going
- Implement AttentionMeter in desired markets or countries (translation and back-translation provided as part of the service)
- Analyze AttentionMeter results according to client needs and within existing methods and practices
- Produce report answering the client's questions with respect to organizational attention across markets, with special emphasis placed on types and amounts of attention, including:
  - Overall amount of attention and how it is divided between different areas
  - Aversive vs attractive
  - Front of mind vs back of mind
  - Captive vs voluntary

## Outputs:

- Report detailing all significant findings in the AttentionMeter process
- Raw data for further client study
- Recommendations on how to align stated goals with AttentionMeter findings