



CASE STUDY

CLIENT: INNSBROOK RESORT
TITLE: Innsbrook's Land Development Research
DATE: July – December 2007
APPLICATION: Positioning and Operational Decisions
METHOD(S): Secondary Prizm Analysis, Quantitative Telephone Interviews, In-Depth Hypnosis Interviews, Online Survey Instrument Development

SITUATION: Innsbrook needed to decide how to develop approximately 1,200 acres of new land. Innsbrook executives sought market/consumer research to help them decide what to do with this land to increase property ownership by acquiring new property owners (POs) without inordinately losing current ones.

METHODS OVERVIEW: To help target respondents, Prizm analyses were conducted among Innsbrook's current POs and interested non-POs. Next, telephone interviews were conducted to learn about general awareness and interests. Next, 10 in-depth hypnosis-interviews were conducted to understand deep-seated emotional drivers of property purchase. Finally, an on-line survey was designed to help Innsbrook assess current POs' reactions to the land development recommendations.

RESULTS OVERVIEW: The key insight was that Innsbrook needed to tap into the theme of "Reliving Childhood through Nature." All land development ideas needed to be consistent with how "the child" in all of us finds emotional value in nature.

CLIENT BENEFIT: This research helped Innsbrook fine tune its overall positioning and use that fine-tuned positioning to guide its choices and designs for developing its recently purchased land. (As of this writing [June 08] specific outcomes were pending.)

TESTIMONIAL(S)

"As a marketing professional, I was impressed with your ability to use a structured process to divine the emotions that lead people to buy at Innsbrook and then translate them into actionable data that will positively affect our bottom line. It is rare indeed to find a research professional who truly understands marketing and the bottom line issues of a company. It would be difficult to overstate what a pleasure it was working with you and how pleased we are with the outcome."

Ron James
Vice President, Marketing
Innsbrook Corporation

