

How might CFMC create a cohesive brand?

Starting with client feedback:

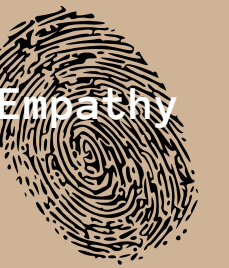
The CFMC should be: "Local and accessible to all"

"Each market within the CFMC is working together to improve its collective quality."

"Each market is different, it is important to have that diversity displayed in a consistent message being shared throughout all markets."



- Elizabeth (Back of the Yards, Chicago)



Research objectives

1. To explore the benefits of increasing the CFMC'S presence on social media.
2. To investigate a sustainable competitive advantage unique to the CFMC.
3. To evaluate the behavioral/socio-cultural trends that are emerging throughout Chicago.
4. To understand the needs of CFMC's target audience.
5. To determine both short and long-term goals for the branding strategy of the CFMC



Identifying the business issues

The objective of our team's research is to use design thinking to identify the client's target market and branding struggles in order to deliver meaningful insight to boost the CFMC's business.

Multiple interviews with the client were conducted in order to get a feel of the CFMC's primary business issue.



Our Team

- Garry
- Frances
- Bobby
- David
- Marynn

Quantitative

Quantitative research seeks to generate numerical data that helps identify distinct trends that can be applied to distinguish statistics.

- Two separate surveys were implemented for the purpose of triangulation.
- By cross-referencing both qual and quanT data, we hoped to minimize bias and promote empathy.

Qualitative

Qualitative data seeks to investigate business issues by analyzing unfocus groups, focus groups, and client interviews in order to better understand the needs of the consumer.

- A Qualtrics survey was used to collect immediate data and encompassed questions that are user friendly and direct.

