

## University of Manchester Q-Step Summer Project 2018

### Ref: #01 UoMQStep 2018 The Interpreters Concept Testing Research

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**Organisation name:** The Interpreters Group

**Team/Department:** The Interpreters

**Address:** The Hub Southern Cross, Level 2, 696 Bourke Street, Melbourne, 3000

**Provisional title for project:** Understanding Drivers of Concept Appeal

#### **Abstract:**

Working with our team, this project seeks to understand which survey metrics have the greatest impact on purchase consideration when it comes to new product innovation. Using a vast array of concept testing research, the student will hypothesise and test a number of models to identify what will drive a consumer to purchase a new product and understand the role and weighting that traditional metrics like appeal, uniqueness and relevance play. They will explore differences between categories, sectors and demographics.

(At this point in time it is not possible to say which clients would be included in the analysis.)

*Data sources:* We have run over 20 concept testing projects in the last 5 years so have a robust and wide range of data sources to analyse.

**Key words:** Driver analysis, quantitative research, survey data, concept testing

#### **Essential and desirable skills:**

*Essential skills:* Excel & PowerPoint Knowledge, Excellent Verbal and Written Communication Skills, Known for Attention to Detail, Strong Numeracy & Writing Skills, Team Player

*Desirable skills:* SPSS, Interest in learning additional statistical packages (e.g Q Software)

**Where the work will be carried out:** Melbourne

**Selection method:** Skype Interview

**Support and training offered by the organization:**

Full support and training will be offered. This will include project support from both the Insights & Strategy Manager and Insights & Strategy Director. Training in all aspects of our business will be provided so the candidate will learn how to use Qualtrics, Q software and be given support with qualitative and quantitative research methodologies used by the Interpreters.

**Supporting information:** The Interpreters is a relatively new and young organisation, entering our 2<sup>nd</sup> year of business but supported by over 30+ years experience within the market research sector. Our clients – as our project work – is varied with international clients such as William Grant & Sons, Manuka Health, Twinings and Australian based clients which include: PZ Cussons, AMP, Vicinity Centres, CrownBet, Australian Labor Party, Freemasons Victoria, Macquarie Bank, Zoos Victoria to name a few. Being a small team of 4, this opportunity will expose the candidate to first hand experience of all aspects of a market research agency and help develop their skills and subsequent career. The atmosphere in the office is fun and relaxed while still delivering exceptional insights to world class clients.

**Financial assistance offered by the organization:**

Contribution to costs of accommodation, subsistence and travel within Melbourne.