

Case Study

Competitive Intelligence on Marketing Strategies
Used in the Pay TV Market



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About the Client



- An India-based media agency, providing specialist communication service globally

Client Objectives / Goals



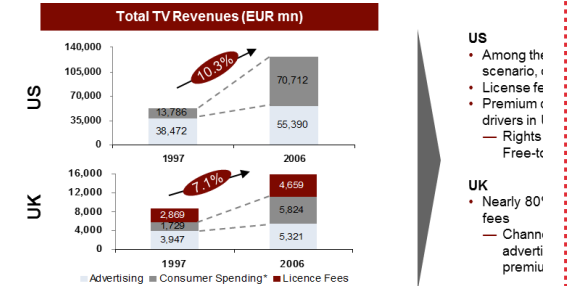
- The client was pitching for its communication services to two prospects: one in the UK and another in the US
- The prospects were Pay TV operators, and the client had limited understanding about this market and the competitive landscape and thus, assigned RocSearch the task to conduct a research study

Approach and Methodology



- Two groups of analysts worked on the project – ones with sound knowledge of the North American market took up the research related to the US market, while those with mastery over the European market worked in that domain
- All the research findings were consolidated, and both the qualitative and quantitative data were analysed
- The results and backup data were shared with the client and all queries were addressed
- RocSearch analysts continued to provide back-end research support throughout the sales pitches

Sample Output



Results / Value-add



Our findings helped the client develop two unique service propositions – one each for the UK and US market respectively

RocSearch's also proactively supported the client during the entire sales process