



IPRO 305

What Works? Testing Creative Marketing Strategies

Objective

The purpose of IPRO 305 was to conduct market research on the State Farm® advertising campaigns developed by three Marketing Research practicum classes at the Stuart School of Business in the Spring of 2007. The team had a number of goals as listed here:

Primary:

- Assess the communication strength of the three proposed advertising campaigns developed in the prior graduate school capstone course to motivate young adults ages 18 – 25 to first purchase State Farm® Auto Insurance.
- Recommend any modifications to the three communication approaches based on in-market research with young adults ages 18 – 25.

Secondary:

- Evaluate the three proposed advertising campaigns against the existing creative.
- Build further insights into the purchase decision dynamics/purchase decision factors utilized by young adults 18 - 25 when first buying their own car insurance.
- Identifying key differences, if any, in the decision making process among three key identified sub-segments; (a.) college students living with parents, (b.) college students living on their own/outside the family unit and (c.) non-college students living on their own/outside the family unit.

Methodology

There are two target markets State Farm sees within the 18-25 year old demographic. There are 18-21 and 21-25 year-old independent adults, both legacy (meaning their parents have State Farm) and prospects.

IPRO 305 conducted 3 focus groups, each comprised of ten students who fit into the target market as described by State Farm. The sessions were used to provide insight into the three creatives and to also help in the development of a survey to further analyze the effectiveness of the three creatives.

A Survey was created and administered online with the help of Global Park and Survey U. This company provided the team with a nationally representative sample



within the target market, and allowed the survey to be created using the company's own software.



The survey was completed by 163 individuals and the results were compiled into a report and successfully presented to State Farm.

Problems Encountered

IPRO 305 encountered difficulties while recruiting for their focus groups. It was difficult to recruit on the IIT campus because of the strict requirements of the screening process. The IPRO team overcame this dilemma by passing out large quantities of flyers and by

advertising on the IIT portal newsletter.

EARN CASH!!

An illustration of several stacks of US dollar bills, including \$100 and \$20 bills, arranged in a fan-like pattern.

**BY PARTICIPATING
IN A FOCUS GROUP**

Must be an (Independent) college student between ages 18-25
(living away from home and paying their own bills)

Send your e-mail address and phone number to:
newidea305@gmail.com

Team Members

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