



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Insights West Marketing Research
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Insights West is a progressive, Western-based, full-service marketing research company that exists to serve the market with insights-driven research solutions and interpretive analysis, through leading-edge tools, normative databases, and senior level expertise across a broad range of public and private sector organizations.
Primary Target Clients	Insights West provides market research services to a broad range of public and private sector organizations, primarily focusing on those who operate in the province of British Columbia.
Areas of Expertise Related to Market Research Services	Expertise designing and implementing a broad range of quantitative and qualitative research methodologies, with significant experience in the public, food and beverage, agriculture, and not-for-profit sectors. Areas of expertise include strategic research design, online, telephone, and in-person surveys, analytics and normative databases; in-person focus groups, online bulletin boards, and ethnographies.
Number of Years Providing Market Research Services in B.C.	Insights West was incorporated in March 2012, and has been providing market research services in B.C. for over seven years.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR

EXAMPLE 1

Project Title	British Columbia Agriculture Council (BCAC): 2019 Member Association Standards Study
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Client Type	Industry Association
Type of Market Research Conducted	This study was conducted using three different methodologies: <ul style="list-style-type: none"> • An online survey – scripted, fielded and hosted by Insights West; • One-on-one interviews – led by an Insights West researcher with contributions from a representative of BCAC; and • A stakeholder consultation meeting presenting and discussing the results from the online survey and one-on-one interviews – led by an Insights West researcher with contributions from representatives of BCAC.
Scope of Market Research Services Provided	A research study with member associations to understand how they develop and enforce best practices and standards among producers. The goal was to assist BCAC in leading an industry collaboration to bridge information gaps, understand and address concerns, and build trust between consumers and BC's land and ocean-based producers.
EXAMPLE 2	
Project Title	British Columbia Agriculture Council (BCAC): Agricultural Values Research
Client Type	Industry Association
Type of Market Research Conducted	This study was conducted in three phases" <ul style="list-style-type: none"> • Initial general population online survey (800n) – scripted, fielded and hosted by Insights West; • online survey with farmers/producers (265n) – scripted, fielded and hosted by Insights West; • Communications testing general population online survey (800n) – scripted, fielded and hosted by Insights West;
Scope of Market Research Services Provided	A multiphase research study with the general population and farmers/producers to develop a series of values for use in communications with consumers that will help to support the perceptions of the agricultural industry in BC and its producers/farmers.
EXAMPLE 3	
Project Title	British Columbia Liquor Distribution Branch (BCLDB): Agency of Record/Various Projects
Client Type	Industry Association
Type of Market Research Conducted	<ul style="list-style-type: none"> • Annual/bi-annual customer satisfaction survey, undertaken across the retail chain via in-person intercept surveys in many locations, producing a very large sample size each year of approximately 4,800n. • Individual store assessments are undertaken to assess store changes or initiatives. A recent example in 2018 was a study to assess the craft beer market – including 10 ethnographic depth interviews in store and an online study of 1,000n craft beer purchasers.
Scope of Market Research Services Provided	Agency of Record since 2013, Insights West provides strategic advice and design and execution of all consumer research for BCLDB including an annual/bi-annual customer satisfaction survey and individual store assessments.
EXAMPLE 4	
Project Title	SunRype Products Ltd.: New Food Product Testing
Client Type	Food Processor

Type of Market Research Conducted	<p>This study was conducted using two different methodologies:</p> <ul style="list-style-type: none"> • Initial online survey: In-person sensory with 200 consumers (100 adults and 100 children 10-12 years of age) tasting the product and filling out an online survey. • Follow-up focus groups: Among non-rejecters of the product, 20 participants were recruited to participate in two focus groups (10 adults and 10 children) to further contextualize and understand the results.
Scope of Market Research Services Provided	<p>Early stage product testing to determine product development and target audiences, including product's overall potential, and which formulation and flavours to develop further. Two different versions of the product and several flavours were tested.</p>
<i>EXAMPLE 5</i>	
Project Title	Oceans Brands: Multicultural Market Exploration
Client Type	Food Processor
Type of Market Research Conducted	<p>This study was conducted using two different methodologies:</p> <ul style="list-style-type: none"> • Online survey with 500n in each of Metro Vancouver and Greater Toronto Area; and • A series of 6 focus groups of 8 participants each: 2 groups each of Mandarin speakers from China, Cantonese speakers from Hong Kong and Punjabi speakers from India. Groups were undertaken in-language.
Scope of Market Research Services Provided	<p>Exploration of Chinese and South Asian consumers as new target markets for canned seafood products to understand and measure the current size of the market and potential barriers and motivators to use, an online survey and focus groups with members of these two communities in explored attitudes to the product in-depth.</p>