



# GENERAL CAPABILITIES



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## OVERVIEW

Planetarium is a market research, brand planning and communication planning consultancy, driven to help clients make a genuine connection with their audiences.

Did you ever visit a Planetarium when you were a kid? The lights went out. The night sky appeared black, but tiny pinpoints of light emerged. The moderator began illuminating images that weren't immediately visible. The stars began to connect into patterns and the patterns began to weave stories. The vastness of the universe felt suddenly navigable. Wonder and curiosity evolved into newfound understanding.

Wonder, curiosity, patterns and connections -- that's what drives the philosophy of Planetarium. Our aim, through our customized research approaches and methodologies, is to illuminate patterns and make connections with customers -- weaving a story from insights and understanding. We then provide brand and communication strategy, consultation and guidance that help clients navigate the competition, move people and move markets.

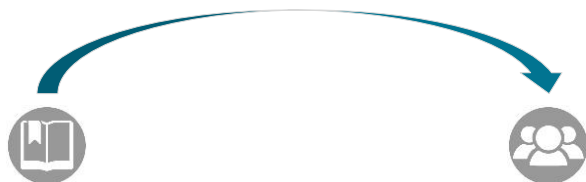




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## OUR APPROACH



*Brand Narrative*

*Brand Engagement*



### **Exploration**

We dig for consumer/stakeholder insight and maximize research outings



### **Navigation**

We negotiate the data, articulate the issues and strategic needs, and then develop positioning and a Brand Narrative to guide the brand



### **Inspiration**

We generate communication/creative strategy that provides insight and inspiration to the creative process, and then execute creative concepts that foster audience belief



### **Activation**

We create communication/rollout plans and then implement multichannel campaigns that create true Brand Engagement



# OUR RECOMMENDED PROCESS



## STEPS

**Exploratory Research**  
(ethnographies)

**Social Media Monitoring**

**Mind Mapping/  
Dayparting Roundtables**  
(group workshops to understand consumer hot-buttons and touch-points)

**Connection Sessions**  
(focus groups with core constituents – e.g. field force & customers in same room)

**Brand Audit**

## STEPS

**Quantitative Segmentation Research**

**Audience Profile Development**  
(flesh and blood portrayal of audience, including video and photos, etc.)

**Positioning/Brand Narrative Workshop**

**Qualitative Positioning/Brand Narrative Research**

## STEPS

**Brand Inspiration Session** (creative ideation/brainstorm)

**Qualitative Creative Refinement Research**

**Qualitative Creative Concept/Message Testing**

## STEPS

**Multichannel Communication/  
Media Planning**

**Training and Development “Rollout” Planning**

**Continuous Measurement and Refinement**

## OUTPUT

**Planetarium Exploratory Report**  
(*“the lay of the land”*)

## OUTPUT

**Planetarium Positioning/  
Brand Narrative Navigational Guide**  
(*“the strategic underpinnings”*)

## OUTPUT

**Planetarium Inspiration Brief**  
(*“the direction”*)

**Finalized Creative Products**  
(*“the work”*)

## OUTPUT

**Planetarium Communication/Media/  
Training Activation Plan**  
(*“the rollout”*)

**Planetarium Client Commitment Session**  
(*“team training, commitment and rallying cry”*)





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## EXPLORATION

### **Exploratory Research**

We generate the most appropriate approach and line of questioning to get genuine insight and a fresh perspective out of research. Our belief is that, upfront, ethnographic research is a powerful approach to truly understanding our audience and their wants, needs, hopes and dreams.

### **Social Media Monitoring**

Through a customizable program, we aggregate the results of search engines and websites to find specified search terms in online discussions. These discussions are broadcast as Really Simple Syndication (RSS) feeds which can be coded for quantitative and qualitative analysis, giving us an insightful view into the terminology, syntax and sentiment being conveyed online by our audience.

### **Mind-Mapping/Dayparting Roundtables**

We use this research/workshop approach to better understand and validate how consumers think about a given category and how to best intersect with them throughout their day.

### **Connection Sessions**

This recommended approach to group research is to spark conversation between different constituents (such as sales force and customers, physicians and patients, etc.) to understand their dialogue, potential tensions and connection points.

### **Brand Audit**

We conduct a thorough deep-dive of all the qualitative and quantitative information and develop a complete assessment of brand strengths, weaknesses, opportunities and threats.



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## NAVIGATION



### **Quantitative Segmentation Research**

We focus on, quantify and prioritize the mindsets and behaviors of different audiences.

### **Audience Profile Development**

We take all the consumer research and information and bring our audience to life in flesh and blood terms via video, photography or various other multi-media approaches. This creates a galvanizing focal point for an organization, around which all communications are developed and evaluated.

### **Positioning and Brand Narrative Workshop**

We bring together all core constituents and help them look at the brand from different angles to determine prospective positionings. We then lead teams in elevating those functional positionings into potential higher-order brand ideas and stories.

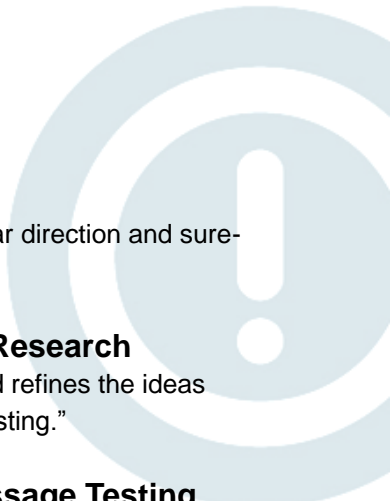
### **Qualitative Positioning and Brand Narrative Research**

Using “mood boards” and other projective approaches, we conduct qualitative research to instigate conversations around the most appropriate and compelling positioning and Brand Narrative for the brand.





# INSPIRATION



## **Brand Inspiration Session**

We kick start the creative process with clear direction and sure-fire ideation techniques and approaches.

## **Qualitative Creative Refinement Research**

This round of research nurtures, grows and refines the ideas before putting them through the rigor of “testing.”

## **Qualitative Creative Concept/Message Testing**

This evaluative research informs the decision of which specific creative pathway and messaging to utilize for the brand.



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## ACTIVATION

### **Multichannel Communication/Media Planning**

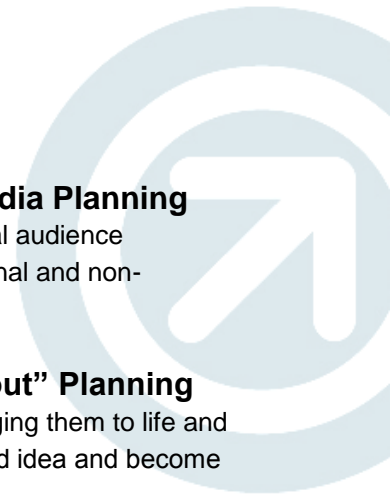
We create 360-degree internal and external audience engagement platforms, inclusive of traditional and non-traditional media.

### **Training and Development “Rollout” Planning**

We lead the internal rollout of brands, bringing them to life and helping internal constituents “live” the brand idea and become its ambassadors.

### **Continuous Measurement and Refinement**

We gauge success and diagnose necessary course corrections along the way.







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## MASTER LIST OF CAPABILITIES

- Brand Audits
- Competitive Analysis
- Brand Planning/Strategic Consulting
- Qualitative Research
- Quantitative Research
- Social Media Monitoring
- Audience Profile Development
- Workshop Facilitation
- Positioning Development
- Brand Narrative Development
- Creative Brief Development
- Creative Concept Development
- Multichannel Media/Communication Plan Development
- Marketing Communications Development (advertising, collateral, websites, etc.)
- Training and Development
- Measurement/Analytics





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## CONTACT

For a more detailed discussion about how Planetarium can help with your specific needs, please contact:

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