

B-Link™

What do consumers want, and why?

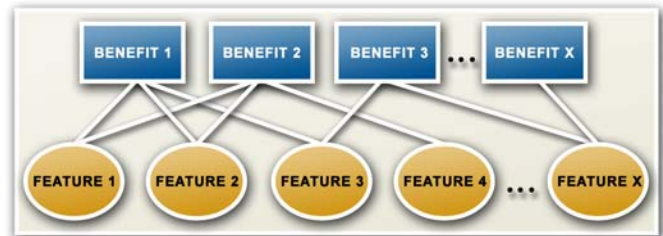
B-Link™ (Benefit Linkages) identifies the *linkages* between the benefits consumers seek from a product or service (the '*want*') and the particular product features that deliver these benefits (the '*what*'). Understanding the *linkages* significantly enhances the product development process, and also provides invaluable guidance for developing a marketing communications strategy.

B-Link™ research and analysis helps you...

- Identify the underlying rational *and* emotional needs driving consumer wants.
- Model how these needs relate to specific product, service, and brand features.
- Tie features, benefits, and segments into an effective market simulation tool.

Most importantly, B-Link™ results provide actionable information for...

- Designing products that better reflect the benefits consumers want and have prioritized.
- Targeting communication strategies to specific market segments more effectively by emphasizing features consistent with desired benefits.
- Leveraging the benefits and features that best fit with your brand strategy.



B-Link™ Structure

The process begins with the end in mind – Consumers don't buy *features*, they buy *solutions*.

- Your **B-Link™** project begins by developing benefits and features lists. The benefits list is typically developed through expert opinion and qualitative research, while the features list is developed in concert with the product developers.
- Consumer preference data is then collected online and linkages are obtained using a modified Association Pattern Technique.
- The data is then analyzed using custom algorithms and placed in a web-based simulator where extensive analyses can take place.

B-Link™ research is proprietary to Morpace. Contact Morpace at 248.737.5300 or information@morpace.com for help in determining why your customers want what they want, as only Morpace can.