CHAPEL HILL, N.C., Sept. 27, 2013 /PRNewswire/ -- New technologies are transforming how consumers educate themselves and make critical purchasing decisions. Correspondingly, across industry sectors the consumer marketing playbook and market research analysis approaches are evolving to better identify winning tools and techniques.

To help the pharmaceutical industry better engage and understand consumers, research and consulting leader Best Practices, LLC conducted a comprehensive research study that probes current and evolving innovative approaches for consumer marketing research and marketing communications across different industry sectors.

The study addresses many critical consumer marketing issues, including new media for interacting with consumers, new qualitative techniques for insight mining and new quantitative techniques for research data analysis. The new report, Consumer Marketing Research Innovation: Assessing New Tools, Technologies, and Approaches to Understand and Communicate with Consumers, presents data on three segments: pharmaceutical companies, non-pharmaceutical companies and the total benchmark class.

The report includes quantitative and qualitative data around the innovative tools and techniques market research leaders are using for forecasting, positioning, segmentation, brand research, concept testing and patient flow mapping. It also reviews which quantitative and qualitative research approaches market research leaders are currently utilizing most and why.

One of the many findings from the study: Online qualitative research is an emerging tool that removes the geographical and scheduling barriers associated with focus groups. The tool's rapid technological advances have made it much easier to quickly capture consumer insights. Despite online qual's rising stock, market research leaders still believe face-to-face has a place in qualitative research.

Key chapters in the study include:

- Innovation in Marketing Research Approaches
- Innovation in Marketing Research Tools
- Using Innovation to Update the Use of Analysis Tools for Key Market Research Activities
- Marketing Research Trend Changes – Qualitative Trends
- Marketing Research Trend Changes – Quantitative Trends
- Emerging Market Research Tools in Pharma Sector
- Emerging Market Research Tools in Non-Pharma Sector
- Communicating with Consumers
- Trends in Consumer Communication
- Evaluating Direct-to-Consumer Marketing
- Lessons Learned and Pitfalls to Avoid
- Secondary Research on Future Trends in Market Research

Best Practices, LLC engaged engaged 59 Market Research leaders at 58 companies through a benchmarking survey instrument. In addition, research analysts conducted executive interviews with eight selected respondents to collect qualitative data and insights. To learn more about this report, download a complimentary report excerpt at http://www3.best-in-class.com/rr1236.htm .

For more information on other recent primary research studies, contact us at 919.403.0251 or visit our website at http://www.best-in-class.com/ .

ABOUT BEST PRACTICES, LLC Best Practices, LLC is a leading benchmarking, consulting and advisory services firm serving biopharmaceutical and medical device companies worldwide. Best Practices, LLC's clients include all the top 10 and 48 of the top 50 global healthcare companies. The firm conducts primary research and consulting using its comprehensive proprietary benchmarking tools and analysis. The operational insights, findings and analysis form the basis for our Benchmarking Reports, databases and advisory services to support executives in commercial and R&D operations.

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