



Use Discussion Boards to Test Your Messaging

Identify Customer Perceptions of Your Brand

CHALLENGE

A semiconductor giant wanted to explore customer perceptions of its “vision and brand,” specifically testing six vision statements with their target audiences to understand what messages resonate. The client wanted to gather insight to answer if the vision statement was customer centric and aligned with where the audience sees themselves going in the future.

THE GLG APPROACH

GLG tapped its industry-leading network and identified 50 experts across the United States and Europe, Middle East, and Africa. We designed and conducted a two-day online discussion board with this panel to gather insights around innovation and opportunity.

OUTCOME

Following the discussion board sessions, GLG prepared and delivered a final report to the client that included details around research methodologies, major findings, and insights addressing the research questions. We also provided the client with discussion guides and transcripts to allow the client to further understand GLG's insight.

FEATURED PRODUCTS



GLG Qualitative

GLG's qualitative research helped the client gather insight and confirm if its messaging aligned with its target audience's future expectations.

Why GLG?

Research Methods

After consulting with the client, GLG's research team put together an online discussion board, providing more flexible timing for its panel of experts to respond and complete actions, ensuring a large sample could participate in the project.

Recruiting

Our qualitative research team helped source 50 industry-leading experts, including a mix of architects, heads of IT, heads of operational technology, developers, and tech C-suite executives to participate in the research and deliver insights.

[Learn more](#)

As The World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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