

Market Research

OGC's strategic research process blends market research expertise and business counsel, integrating research insights, customer insights, and third-party data. Our cross-functional team uses various research methods, from qualitative intercepts to large-scale quantitative studies and predictive modeling. We prioritize tailored solutions for B2B, B2C, multicultural, and global audiences. Unlike traditional firms that view data collection as the end goal, we see it as the foundation for deeper insights. Our agile approach and in-house execution eliminate inefficiencies, enabling us to deliver strategic, actionable insights beyond just the data.



Core Pillars

Holistic Insights Development

We merge market research, customer insights, analytics, and data to craft comprehensive business stories. Our approach addresses the immediate "what" and "why" of your challenges and outlines strategic "next" steps for a clear path forward.

Tracker Programs

Our team excels in designing and revamping insights tracking programs. We focus on making these programs adaptable and dynamic to meet your business's ever-changing needs, ensuring that you stay ahead of the competition.

Ad-hoc Research

With our global team of insights experts, we offer fast, comprehensive ad-hoc research services. We work collaboratively with you (including fast-turn projects) to deliver investment-effective results that drive impactful decisions.

Insights Team Enhancement

We enhance your organization's capabilities by embedding our insight resources within your team. Using agile research platforms, internal panels, and comprehensive analysis, we support every aspect of your business to maximize the value of your insights. We bring outside perspectives in, and function as an extension of your team.

Capabilities

-  **Product Innovation and Deployment:**
 - Feature, pricing, and packaging optimization
 - Concept development and evaluation
 - Customer demand and unmet needs
-  **Brand Strategy:**
 - Brand strategy development and evaluation
 - Optimizing brand architecture and positioning
 - Tracking brand equity and health
-  **Communications Strategy:**
 - Evaluating messaging and campaign effectiveness
 - Creating narratives by target audiences
 - Refining creative strategies and campaigns
-  **Customer Experience & Development:**
 - Validating customer journeys and touchpoints
 - Assessing customer relationships and satisfaction
 - Voice of Customer and Segmentation
-  **Research Trackers:**
 - Optimizing existing trackers
 - Building new trackers for brand, product, and satisfaction
 - Delivering adaptable and dynamic tracking studies
-  **BI/Advanced Analytics:**
 - Advanced analytics and data integration for strategic insights
 - Techniques like conjoint analysis, discrete choice, and max-diff
 - Comprehensive dashboarding and data visualization

OGC Global is committed to helping businesses grow, adapt, and evolve by providing deep, actionable insights through advanced market research techniques.

Have questions or want to learn more? [Contact us here.](#)