



Morar - a Next 15 company

27th January 2016

MORAR
A leap of insight

Morar

A little more about our agency

Background

Founded in 2005 by Roger Perowne and Alistair Cunningham – now part of the Next 15 Group. With headquarters in London and offices operating in New York & San Francisco.

Capabilities

A team of over 25 consultants, analysts & developers delivering research insight, brand strategy & creation. Morar use propriety software to run research, collect data and form insights.

Experience

Currently work with 100+ companies to grow the value of their brands and their businesses.



Team

The Morar senior team



Julian Dailly

Director

Julian has 15 years' experience working with businesses on strategic brand and marketing assignments. Previously he was Global Director of Brand Valuation at Interbrand. Julian regularly advises a range of consumer facing businesses as well as private equity firms in a range of different scenarios.



Roger Perowne

Director

Roger has over 15 years' consulting experience, in research and business strategy development. His work has assisted a broad mix of clients, such as research for Burberry, Dell, Sony Xperia and Primark; market entry research for Samsung and customer research for Mercedes-Benz, Coutts and Pearson & Fitness First.



Mat Sloan

Associate Director

Mat is a highly experienced researcher, business and brand strategist. Mat has run 10+ strategic brand reviews in the hospitality sector in the last 12 months and co-produces and presented the Big Restaurant Survey for the last five years. Mat's expertise is helping businesses at all stages of growth: from expansion to reinvigoration and refocusing.



Paddy Sutton

Creative Director

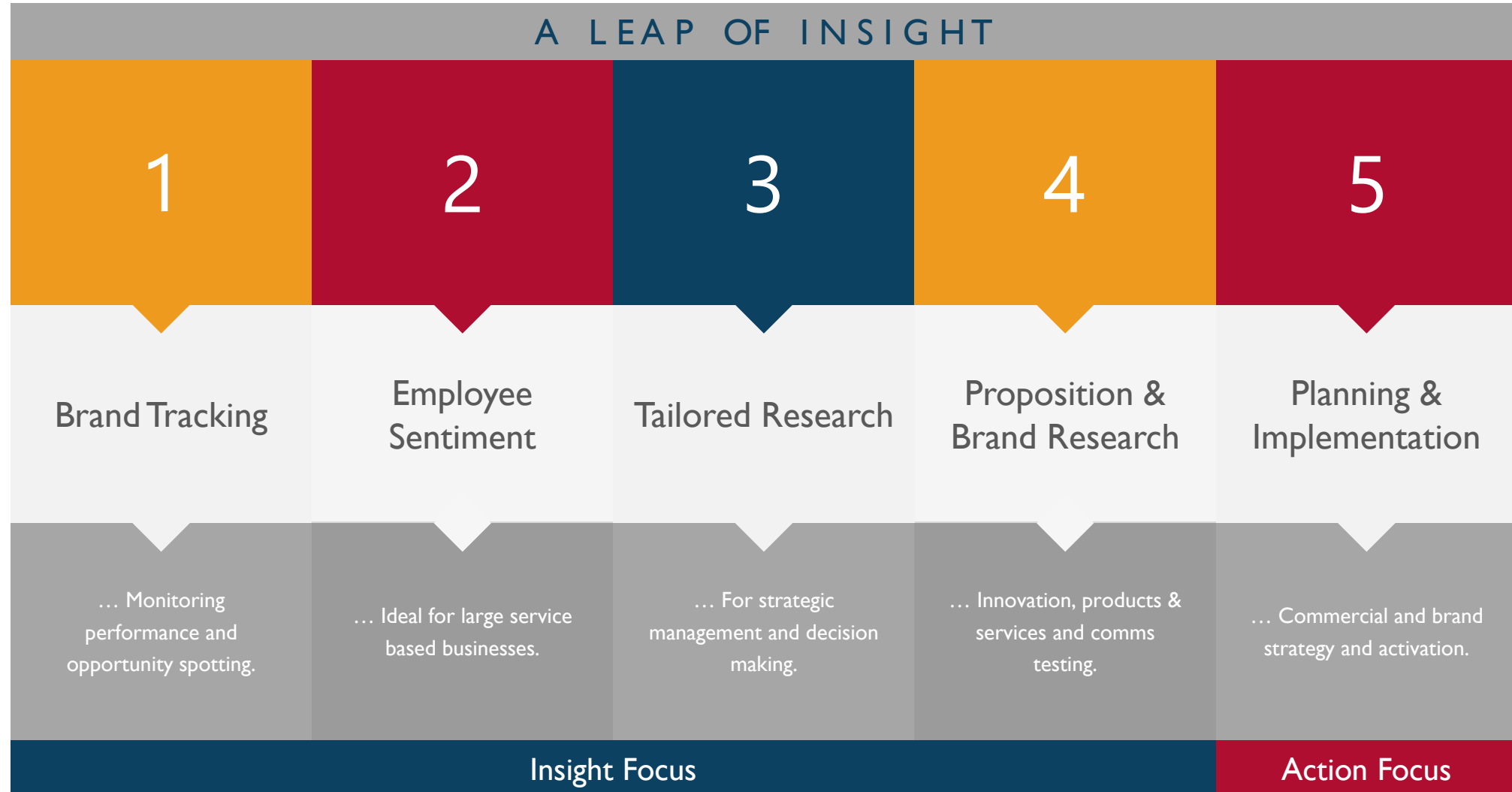
Paddy began his career in advertising working on brands like Carlsberg and Lexus at Saatchi & Saatchi and Peroni at DDB. A brand strategy and communications consultant for the last 15 years his clients have included Diageo, Unilever, Coutts and the WI. Paddy combines strategic thinking with creative delivery.



Caroline Hawkings

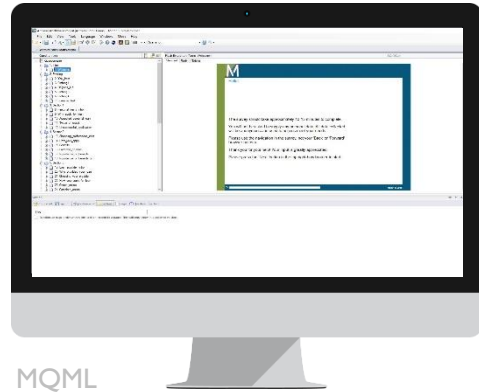
Director

Caroline is a brand research specialist with over 20 years' experience of helping clients measure brand performance. She has worked across a number of sectors including retail, technology and professional services for clients such as Vodafone, John Lewis, Accenture, Google, Samsung, Sony and Primark.

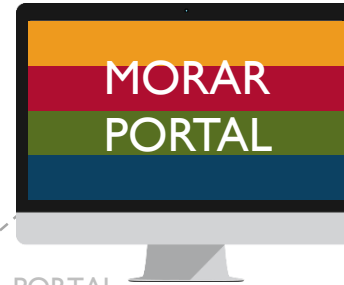


What's Morar's USP?

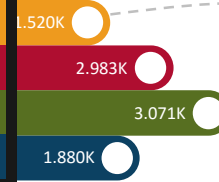
Our proprietary platform enables us to complete the work of multiple teams, in a fraction of the time at a lower cost.



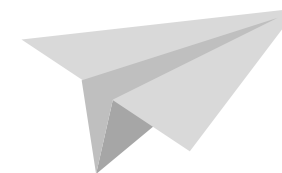
MQML
A questionnaire builder.
Compatible with Flash and HTML5.



PORTAL
A questionnaire management platform.

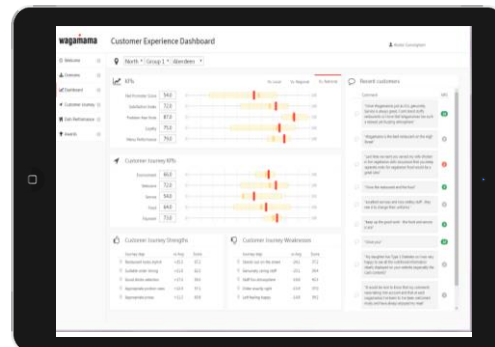


CROWDOLOGY PANEL
Access to 65,000 panellists in the UK & the US.



DASHBOARDS

A report building program, exportable to PowerPoint, Excel or a bespoke dashboard.



MQREP
Data handling program.

What is Morar's competitive advantage?

Over traditional research agencies



SPEED



DATA IMPACT



VALUE

VS.



What are Morar's routes to the market?

Client Relationships

Our core business is solving clients' problems.

By continuing to develop relationships with our clients, we will organically grow the business as new opportunities present themselves.

Category Trackers

Our systems can handle a virtually infinite number of surveys.

We have set up category trackers that house over 200 brands at once, over multiple waves in restaurants, broadcasting and other sectors.

Marketing Services Agencies

Other agencies value our investments in technology and know how.

Data behind the PR industry
Other agencies that leverage data
TV: "Pointless"

Next 15

Being part of the Next 15 group enables a win / win for everyone.

We gain access to new markets, and group companies gain access to data and insight on favourable terms.

Direct

Indirect

Direct: Client relationships: Two great examples



Brand tracking
Tailored research
Campaign strategy
New Product Development



Brand tracking
Tailored research
Innovation testing
Marketing Strategy

Direct to Client: Dashboards



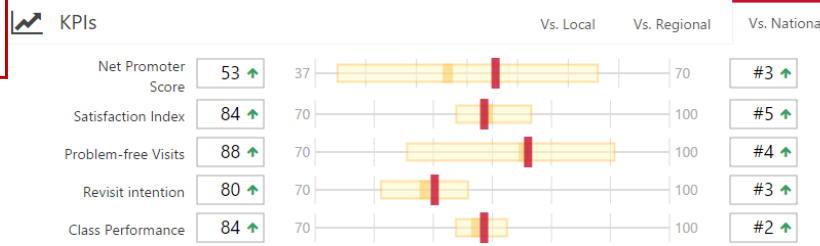
DASHBOARD – ALL THE KEY KPIS IN ONE INTERACTIVE PAGE



Customer Experience Dashboard

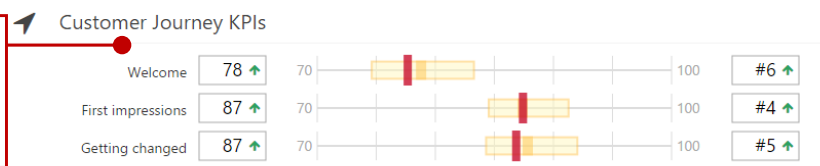
Data levels can be adjusted to look at data vs. different comparison sets (e.g. national vs. regional) and over different time periods.

National London Bishopsgate F15/16 P3 (Mon 22 Jun 2015 - Sun 19 Jul 2015)



Depending on permission levels, users can benchmark their scores against local, regional or national datasets.

KPIs show actual scores, ranking within the chosen comparison set, and the total range of scores (shown by the yellow bar)



Comments are matched to NPS for context

Comment: "BE more proactive to look for people who may need help. For example I know how to use the equipment I go in and use all the time but I dont have the confidence to ask an employee for help nor do I think they have the interest in helping me unless they thought id want to pay for sessions." NPS: 10

Comment: "In addition to giving a large towel to everyone, give a small towel to carry and use while working out to wipe off equipment, etc." NPS: 10

Comment: "CHANGING ROOM FOR LADIES NEEDS MORE SPACE PUT THE TOWELS IN THE LADIES ROOM SO THAT CUSTOMERS CAN TAKE MORE THAN ONE TOWEL ONCE DONE WITH WORKOUT SPACE IS GENERALLY A PROBLEM AT BAKER STREET FF - TOO MANY MEMBERS NOW." NPS: 9

Journey strengths and weaknesses are summarised on the landing page and benchmarked against the regional / national scores

Journey step	vs Avg	Score
Buzz and energy	+2.6	85.3
Atmosphere / ambience	+2.3	81.3
Kept well informed	+1.7	92.9
Variety of ways to work out	+1.0	93.9
Good music	+0.7	76.6

Journey step	vs Avg	Score
Staff were easily available	-4.4	81.3
Deal with people quickly	-2.4	81.3
Interested in me as an individual	-2.3	81.3
Convenient locations	-1.5	68.3
High quality gym equipment	-1.1	87.3

Profile

Day of visit: Saturday 1 August
Time of visit: 4:22 PM

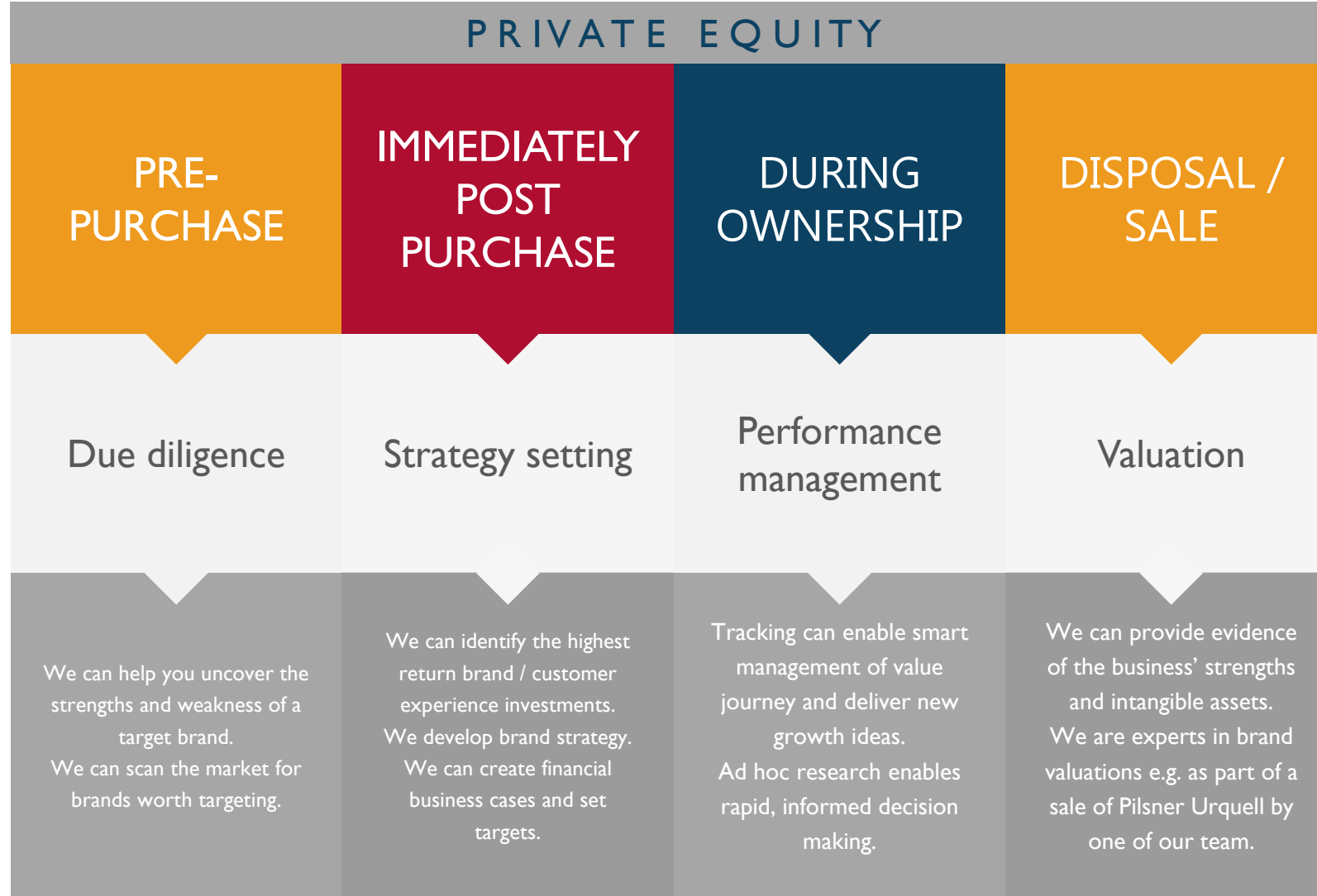
Gender: Female
Age: 33

Recommendation: 8
Revisit intention: 7

Chi Kung: 7
Kettlecise: 9

Clicking on the speech bubble alongside each comment pulls up demographic profiling of each respondent.

Direct to client: Working for private equity



BRS

The Big Restaurant Survey *Bi-annual brand performance and category measurement*

Since 2009, we have delivered the definitive brand tracking study of the casual dining market in the UK. Our bi-annual nationally representative study (all conducted online) of 10,000 regular diners and the 45 leading casual dining brands is the largest and most trusted of its kind and covers 22 million diners in the UK

Currently 70% of the brands we track subscribe to the study, which provides a detailed evaluation of the health and customer experience of the leading brands, benchmarked against competitors.

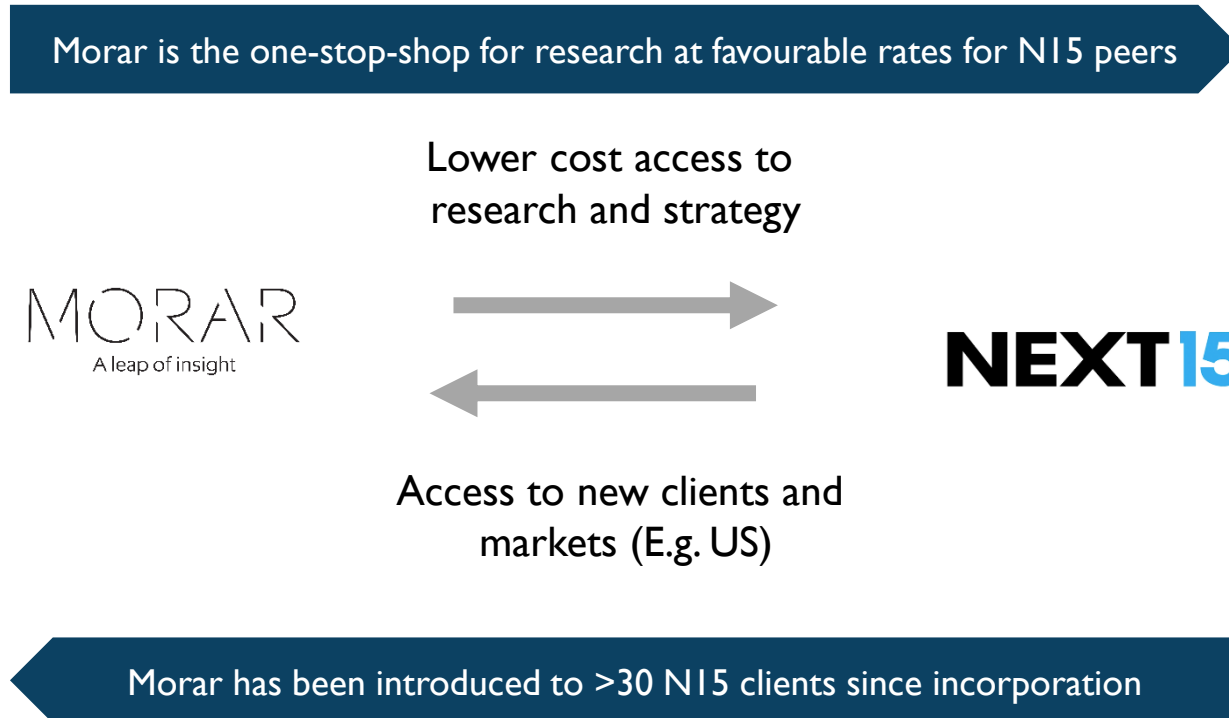
The study provides a fair and independent view of brand performance tracked over time, as well actionable recommendations for brand managers. In addition, the dataset is used as the basis for additional consulting work, some of which we have provided single page 'case studies' of in this brochure.

Indirect: Marketing Services Agencies



Next 15 relationship

A source of synergy for both sides

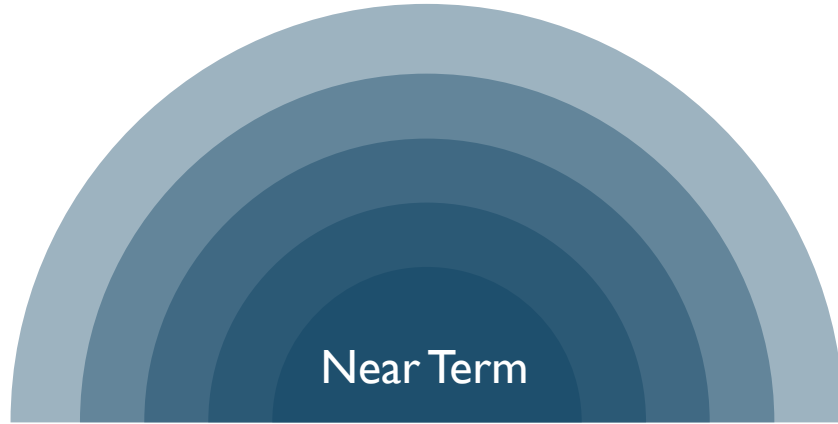


Morar are currently working a range of Next15 agencies and hope to build on these successes in 2016.

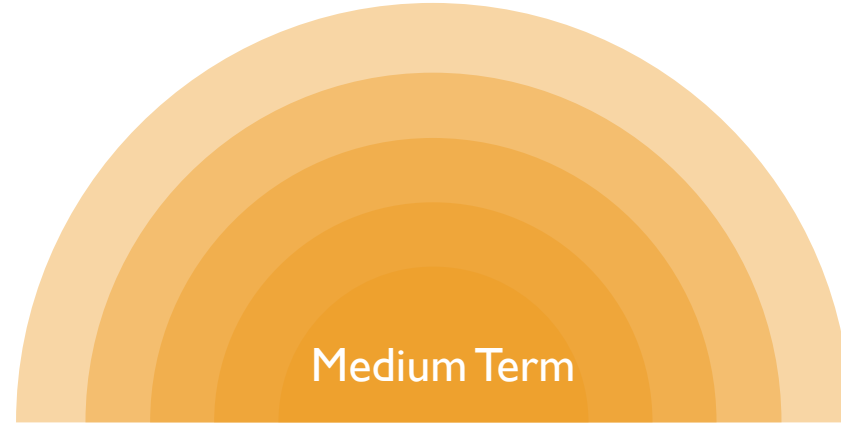


What are our growth drivers?

Sources of earnings over time



- Redshift integration
- Next15 synergies
- Rebrand and website relaunch
- Online marketing push



- Big data: growing client appetite for actionable data
- US Expansion
- Product development: Next generation dashboards



Thank You

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