

Best use of Research & Insight

Developing a leading, specialist position

SIG reached out to SLG Agency to help it deliver a unifying proposition, and (potentially) a revised group structure to help take the business forwards as it pursues sustainable growth from its core markets in the UK.

After 31 in-depth, qualitative interviews, 24 focus groups, 1,597 survey respondents, 46.5 hours of interviews and 269 hours of analysis (and a lot of coffee), the findings gave SIG a sure platform to make decisions from, which has seen strong financial performance from the group since, and provided a positioning and structure that will pay dividends for years to come.

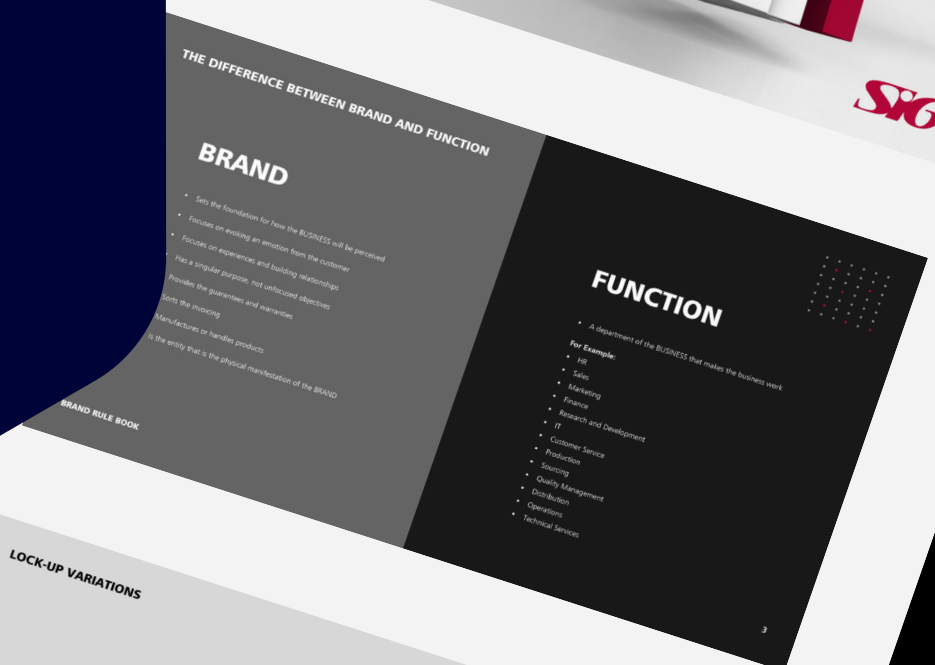
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 SLG AGENCY



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