



# Kolin Watts

P R I N C I P A L

Kolin Watts is a research specialist with a range of experience within the market research industry, having worked extensively in the automotive, entertainment, media, brewing, technology, and financial services segments. He has also worked with various aspects of the public sector including transportation, power and telecommunications.

Kolin's diverse segment experiences are leveraged to bring best practices and new research tools to research applications, creating unique and customized solutions to research and business challenges. His creativity in design has led to consumer feedback, product / usage consumer profiling, and advertising recall practices that are still in market today.

Kolin has been in the research industry for the past 10 years, and over the past 5 has conducted more than 200 qualitative events per year. Kolin has managed and conducted custom qualitative and survey-based quantitative studies throughout North America.

## METHODOLOGICAL EXPERTISE

Kolin has extensive experience in all qualitative disciplines including:

- » Focus group moderation
- » One-on-one, dyad and triad interviews
- » Metaphor exploration and analysis
- » Ethnography
- » Observational research

Kolin has experience designing and executing research solutions for:

- » Advanced Products
- » Target Market Exploration and Definition
- » Positioning and Conceptual Design
- » Market Pulse and Competitive Landscape
- » Advertising testing and development

## AUTOMOTIVE EXPERIENCE

Kolin has conducted qualitative research on many issues touching the automotive marketplace; however, he has a stronger focus on product and consumer initiatives, including:

AUTOMOTIVE RESEARCH TOPICS:

- » Target Consumer Research
  - > Developing target customer profiles – psychographic and behavioral
  - > In-depth consumer understanding
  - > Consumer – vehicle relationship



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## AUTOMOTIVE EXPERIENCE

(continued)

### AUTOMOTIVE RESEARCH TOPICS:

- » Product Research
  - > Advanced product testing
  - > Market Pulse research
  - > Competitive landscape evaluation
  - > New vehicle launch consumer traction
  - > Static vehicle dissection
  - > Dynamic vehicle evaluation
  - > Metaphoric image evaluation
- » Communication testing
  - > All stages, from abstract concept idea to storyboard to animatic to finished execution or campaign
  - > Including all traditional media channels
- » Feature research
  - > Usability
  - > New technology
  - > Emerging technology ideation
- » Youth Exploration
  - > Brand research
  - > Product research
  - > Generational profiling (Millennials, Gen Y, Gen X)
  - > Understanding motivation and drive

Over his career, Kolin has conducted automotive research in the following markets:

- » USA
- » Canada
- » Germany
- » United Kingdom
- » Taiwan

Vehicle Segments in which research has been conducted:

- » B class car
- » C class car
- » D/E class car
- » Luxury cars
- » Premium luxury
- » Compact SUV
- » Mid-size SUV
- » Full-size SUV
- » Luxury SUV
- » Minivan
- » Compact Pickup truck
- » Full-size Pickup truck
- » Luxury Pickup truck
- » Commercial truck (08500)

## WORK IN TYPICAL YEAR

(approximate numbers)

- » Advanced Product Clinic Groups 30
- » Advanced Product Exploration Groups 30
- » Communications / Positioning / Target Development Groups 60
- » One-On-Ones Product and Communications 30
- » Ethnographic In-Home Interviews 65



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## RELATED EXPERTISE

Kolin has designed, lead and moderated several luxury and hybrid vehicle studies including the following project topics:

- » Target customer development
- » Target customer immersion
- » Positioning studies
- » Communications development
- » Exterior and Interior Theme research
- » Package research

Kolin has designed, lead and moderated several luxury and hybrid vehicle studies including the following project topics:

- » Interior Features & Innovation research
- » Hybrid Emerging Technology Exploration
- » Luxury Hybrid SUV Application Exploration
- » Hybrid Truck Application Exploration
- » Advanced Product Hybrid Competitive Drive Testing
- » Hybrid Advocate Motivations & Expectations
- » Luxury SUV Hybrid Product Positioning

Kolin's qualitative experience in the US market ranges from brand positioning to strategic planning to product development. His related experience in corporate positioning research, advertising evaluation, and in-depth personal interviewing has provided a strong background across a variety of key market sectors.

## ACADEMIC BACKGROUND

Kolin holds a B.Sc. (Hons.) from the University of Western Ontario with a concentration in applied laboratory methodologies. He has graduated from several professional programs including RIVA applied qualitative techniques in Washington, D.C. As well, he has been a professional member in several industry organizations such as the Professional Market Research Society and the American Marketing Association.