



Michael Alcock

P R I N C I P A L

Mike Alcock is qualitative research specialist working primarily in automotive research and has managed a variety of product and communication projects for automotive brands worldwide.

Mike has been conducting qualitative research in the automotive industry since 1995.

METHODOLOGICAL EXPERTISE

Mike has comprehensive experience in all qualitative disciplines. This includes:

- » Focus group moderation
- » One-on-one and laddering interviews
- » Metaphor exploration and analysis
- » Ethnographic interviewing and observation

He has experience in a variety of methodologies including:

- » Advanced Product research
- » Target Market Exploration research
- » Brand and Product positioning research
- » Vehicle Nomenclature research
- » Advertising development
- » Sales and service process research

AUTOMOTIVE EXPERIENCE

Mike Alcock has conducted qualitative research on most issues touching the automotive marketplace.

AUTOMOTIVE RESEARCH TOPICS:

- » Advanced product research
 - › Design and theme studies
 - › Package and proportion clinics
 - › Dynamic drive evaluations
- » Communication testing
 - › Mediums that have been evaluated include:
television, print, Internet, brochures, brand magazines
- » Financial services
- » Dealership experience
 - › Dealership design and layout
 - › Service experience and wants
 - › Customer satisfaction surveys
- » Vehicle Nomenclature
- » Feature researchw
 - › Usability
 - › New technology



Michael Alcock

P R I N C I P A L

AUTOMOTIVE EXPERIENCE

(continued)

AUTOMOTIVE RESEARCH TOPICS:

- » Powertrain
 - > Nomenclature
 - > Alternative fuels
 - > Hybrid
- » Youth Exploration
- » Sponsorship of events
- » Employee research
 - > Executive
 - > Management

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

- » USA
- » Canada
- » Brazil
- » Germany
- » United Kingdom
- » Australia
- » Taiwan
- » Thailand
- » Japan

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 20
- » Communications / Positioning / Target Development Groups 100
- » One-On-Ones Product and Communications 80
- » Ethnographic In-Home Interviews 50

ACADEMIC BACKGROUND

Mike has an Honors Degree in Business Administration from the University of Western Ontario where he majored in Marketing.