



Orlando Da Silva

P R I N C I P A L

Orlando Da Silva is qualitative research specialist working in a variety of areas including automotive, consumer packaged goods, beer and spirits, and services. His primary category focus is automotive research.

Orlando has been conducting qualitative research since 1995, and his automotive experience stretches back 10 years as well.

METHODOLOGICAL EXPERTISE

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

- » Focus group moderation.
- » One-on-one and laddering interviews.
- » Ethnographic interviewing and observation.

Orlando has been involved in a variety of methodologies including:

- » Product development research.
- » Target development research
- » Brand and product positioning research
- » Advertising development
- » Sales and service process research

Augmenting his qualitative qualifications is wide experience with large-scale automotive clinics. In this area, he has been involved with theme and package clinics, showroom events, drive tests, and market acceptance clinics.

Orlando moderates upwards of 200 groups and interviews a year, and has been doing so for most of his career.

AUTOMOTIVE EXPERIENCE

Orlando has conducted research in virtually every area of the automotive marketplace.

Examples of his work include:

- » Target consumer development work for upcoming minivans, small cars, full-size pickups, SUVs and a full range of luxury vehicles.
- » Advertising development work in the following vehicle segments:
 - › Brand level work for a luxury automotive make.
 - › Nameplate level work for luxury car and trucks; mid-market cars and cross-over vehicles.
- » Brand Positioning work in the following segments:
 - › Brand level work for a luxury vehicle make.
 - › Nameplate level for an upcoming roadster.



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AUTOMOTIVE EXPERIENCE

(continued)

- » Strategic Showroom Research for a major vehicle brand.
 - › A full showroom of vehicles was available for customer review as were 3 key competitive brands.
 - › Groups revolved around understanding the purchase process; primary and nameplate brand imagery and developing tactical marketing measures to capitalize on a strong new vehicle showroom
- » Product Clinic Work – small, mid-size and large car as well as luxury vehicle brands.
 - › Theme and package clinics.
 - › Drive tests.
- » Multi-cultural work
 - › Hispanic advertising development.
- » Dealership Experience
- » Vehicle Nomenclature
- » Financial Services
- » Employee Research

Over his career, Orlando has also developed expertise in the commercial truck area as well. International work is also a strength. Orlando has conducted automotive research in the following markets:

- | | | |
|-------------|------------------|---------------|
| » USA | » Venezuela | » Spain |
| » Canada | » Chile | » China |
| » Mexico | » United Kingdom | » Taiwan |
| » Brazil | » Germany | » Thailand |
| » Argentina | » France | » Philippines |
| » Colombia | | |

In English and Portuguese speaking markets, Orlando moderates the groups himself. In other markets, his role has been that of lead project manager and analyst – responsible for coordinating the project as well as developing the insights, implications, and recommendations.

RELATED EXPERTISE

Orlando also has considerable non-automotive luxury market experience, including:

- » Four Seasons Hotels and Resorts – Residence Club owner Satisfaction Research. Qualitative research into the drivers of owner satisfaction for the Residence Club product.
- » Johnnie Walker Whiskey – A variety of studies including advertising development, brand positioning, lifestyle exploration for all Johnnie Walker sub-brands: Red, Black, the luxury Gold, and super-luxury Blue Labels.



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WORK IN TYPICAL YEAR

(approximate numbers)

» Product Related Groups	60
» Communications / Positioning / Target Development Groups	100
» One-On-Ones Product and Communications	40
» Ethnographic In-Home Interviews	30
» Other Industries	25

ACADEMIC BACKGROUND

Orlando holds a Bachelor in Applied Science - Mechanical Engineering with an option in Management Sciences from the University of Waterloo, Waterloo, and Ontario.