A. *Mark’s Marvelous Modified Munchies* – new product:

**The SalmApple:** 🍎 + 🐟 = $$!

(A delicious GMO hybrid of two of BC’s best exports – apples & salmon.)

It’s **green** (no fish farms required), **healthy** (omega 3s, protein, & vitamin C), **local** (just need a lab to grow it near your local supermarket), **durable**, and **portable**.

1. *Why should I be a bit disappointed if I found a report that answered all of my questions perfectly?*

2. **Lateral thinking:** *What information do I need before I can estimate demand or put together my marketing strategy? What are my questions?*

   Think in terms of Competitors, Alternatives, Customers, and the broader Environment

B. **Asking Why? to predict sources:**

   Of the key publisher types in this image, which ones might care about your topic and subtopics?

   *Why?*

   ![Source Diagram]

   **Bottom line:**
   
   bit.ly/bottom-line-343
C. Resources #1: Library Guides
Identifying likely publishers gets easier as you start to learn more about key resources. Many of the major marketing resources available to you as SFU students are listed on the following guides:

SFU Library Guides to…

1. Market Research  
   www.lib.sfu.ca/help/research-assistance/subject/business/secondary-market

2. International Market Research  
   www.lib.sfu.ca/help/research-assistance/subject/business/international-market

3. Company Information  
   www.lib.sfu.ca/help/research-assistance/subject/business/company-info

4. Industry Surveys  
   www.lib.sfu.ca/help/research-assistance/subject/business/industry-surveys

D. Resources #2: Sample Resources (all of which are listed in the above guides)

1. Passport

2. Vividata

3. IBISWorld

4. Statista (see this blog post for details: bit.ly/sfu-statista)

5. Business Source Complete

6. Frost & Sullivan (see these blog posts for details: bit.ly/sfu-frostposts)

7. Other useful resources…. SimplyAnalytics, Best Customers, Factiva, Encyclopedia of Major Marketing Campaigns/Strategies, …
E. Practice Questions *(answers at bottom)*

1. **Statista**: Who initially did the research to produce the following statistic, and who published it? >> “Snack attributes preferred by consumers in Canada as of September 2016”
   
   **TIP**: Click on the Source tab to the right of the bar chart, then follow the link.

2. **Passport**:
   
   a. Which country, China or Canada, is forecast to spend more *per household* on *HW Snack Bars* (HW=Health & Wellness) in 2020 using US$ and y-o-y exchange rates?

   **TIP**: Search for *snack bars* at the top of the screen, then choose *HW Snack Bars in all countries* in the Market Sizes section of your results. Then filter your results to focus on *China* and *Canada* in the Geography column. Don’t forget to convert the data and adjust the dates.

   b. I’d prefer more specific data on *fortified/functional snack bars* in *Canada*: What was the overall value of that market in 2018, and what’s the forecast for the future (2023)?

   **TIP**: Try a keyword search for the following report title (analysis): *Fortified/Functional Packaged Food in Canada*. Read closely!

3. **Vividata**: Using the Fall 2019 survey, find the demographics of people who say they “Personally use Omega 3/Fish Oil products.” Specifically, in which province do the largest portion of those consumers live?

   **TIP**: Vividata is complicated! First work through our Introduction to Vividata guide to learn the basics. When you’re ready to build a table, Omega 3 users will be one answer under “*Herbal Supplements – Personally Use.*” Add that topic as a Split to your table, then limit the answers charted to just Omega 3/Fish Oil. Then add “Geo – Province” to the table as a Question.

4. Search **IBISWorld** for a report on *Snack Food Production Canada*. Do you think this information on the broad category of “snacks” is relevant to our “healthy snack bar” focus?

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**Answers**:

1. **Mintel & Lightspeed GMI** did the research, and **Canadian Food Business** published it.

2. a. Canada: USD $66.30/household vs. $0.10/household for China.
   
   b. $217.6 **CAD million** in 2018 and up to **$218.6 million** by 2023. (0.2% growth: 2018-2023)

   (Note: I’m using the March 2019 report in this case.)

3. **Ontario**: 38.5% of the users. (Based on the data from the Fall 2019 Vividata survey.)

4. **Your decision**! Would the **Demand Determinants** or **External Drivers** be useful? How about the **Barriers to Entry**?
Introduction to Vividata

About Vividata

Vividata is an industry organization created through a partnership between Canadian media organizations and Canadian advertisers. They poll Canadians to gather the data needed to answer the perennial questions of advertisers and publishers:

- What magazines and newspapers are Canadians reading, and what products and services are they buying?
- What are their ages, incomes, and other demographic characteristics?
- What are their opinions about such topics as recycling, shopping, traveling, and dieting?
- What leisure activities do they enjoy?

Vividata’s Survey of the Canadian Consumer reaches over 40,000 Canadians each year and produces detailed data on Canadians’ opinions, demographics, and activities, as well as their product, service, and media purchases.

The Vividata database available via the SFU Library allows you to connect those puzzle pieces in many ways to answer different questions.

For instance...

- What energy drinks do female Millennials drink most often?
- Which province has the most people who attend pro hockey games?
- Are Canadian Geographic readers more likely to care about a car’s fuel efficiency than readers of Elle Canada?
- Are frequent gardeners likely to be open to trying new food products?

See bit.ly/vividata-basics for a full version of this guide covering how to create & interpret tables, plus practice questions!

> Our Introductory Guide is focused on creating and interpreting simple tables. See the Vividata Advanced Guide for help with more complex tables.