

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**.

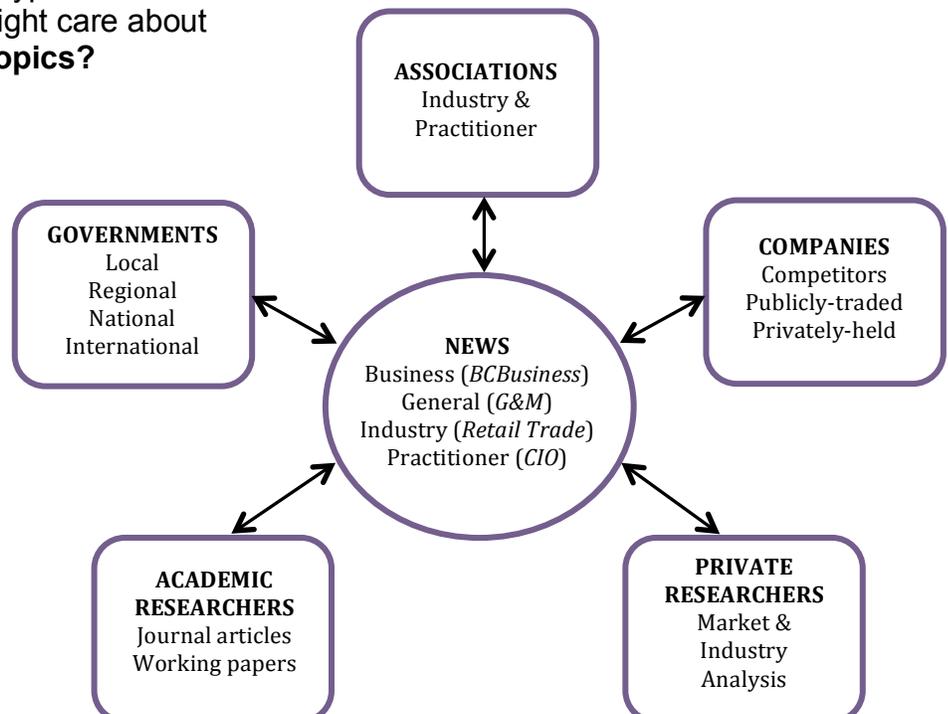
1. *Why should I be a bit disappointed if I found a report that answered **all** of my questions perfectly?*
2. **Lateral thinking:** *What **information** do I need before I can estimate demand or put together my marketing strategy? What are my **questions**?*

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?



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](#), [TechNavio](#), [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 2017, and what's the forecast for the future?

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

3. **Vividata:** Look for 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?

Answers:

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

2.a. Canada: USD **\$56.90**/household vs. **\$0.10**/household for China.

2.b. **\$230.9 CAD million** in 2017 and up to **\$303.6 million** by 2022. (**31.5%** growth: 2017-2022) (Note: I'm using the July 2018 report in this case.)

3.a. **Ontario:** 40.7% of the users.

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

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:

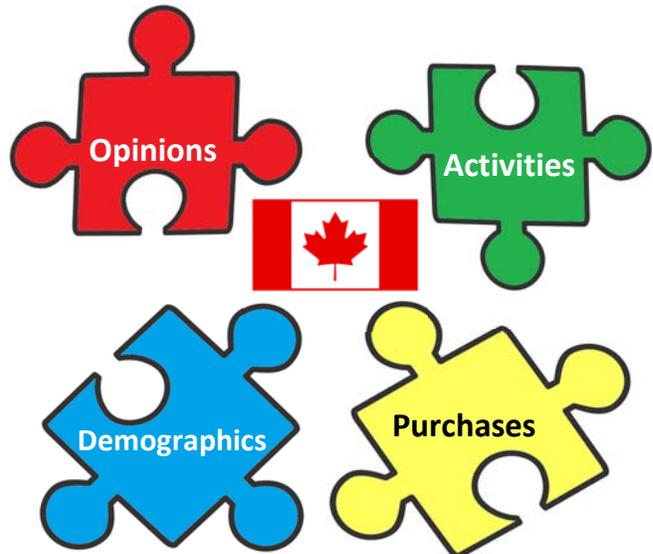
See bit.ly/vividata-basics for a full version of this guide covering how to create & interpret tables, plus practice questions!

- 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?*

>> This introductory guide is focused on creating and interpreting simple tables. See the [Vividata Dapresy Tool Guide](#) for help with more advanced tables.