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:

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