



A New Approach to Market Research & Analysis

About Creative Strategies

CREATIVE STRATEGIES, IS A MARKET INTELLIGENCE, MARKET RESEARCH, AND STRATEGY CONSULTING FIRM. FOUNDED IN 1969, IT IS RECOGNIZED AS ONE OF THE PREMIER SOURCES FOR QUANTITATIVE AND QUALITATIVE RESEARCH AND INSIGHTS.

Our team of analysts have over **45 combined years in the industry** as researchers and consultants. Having worked on projects dating back to early days of the PC.

The Creative Strategies' research and market intelligence process is designed to not only capture the base data and trends happening in global consumer technology markets but also seeks to understand what is driving market behavior.

We do this through high level consumer market research, and specific consumer studies more deeply understand behavior, intent, and sentiment.

Our research is updated quarterly and can be analyzed by QoQ or YoY trends. **32 specific countries are studied** and over 5,000 data points are collected which we can analyze by country, gender, age, and profile.



Service Offering

TIMELY, RELIABLE, FOCUSED DATA TOGETHER WITH A DEEP UNDERSTANDING OF THE MARKET AND ITS PLAYERS DRIVE OUR ACTIONABLE, TAILORED STRATEGIC ANALYSIS & ADVICE.

Market Intelligence Reports

Smartphone Market

Wearable Market

PC & Tablet Market

Online Services

Emergent Technologies

Custom Services

Consumer Smart: Custom Research Projects

The Survey Hound: Targeted Hypothesis Testing, Trend Validation with Immediate Results

Consulting services

Smartphone Market

DATA WE HAVE:

Ownership Trends: OS, Brand, Model

Purchase Trends: OS, Brand, Model

Mobile Network Adoption

Usage Including Top Apps

Brand & OS Preference

Intention to Replace/Change Device

User Satisfaction

Brand Sentiment

Contactless Payment Usage

INSIGHTS WE PROVIDE:

Market Segmentation Developments

The Impact on Increased Smartphone Engagement over Other Devices

Consumer Wants & Needs Going Unfulfilled in the Smartphone Market & How to Address Them

How is Usage and User Engagement Changing within the Mobile Landscape

Mobile Payment landscape and Go to Market Strategy

Wearable Market

DATA WE HAVE:

Ownership Trends: OS, Brand, Model

Purchase Trends: OS, Brand, Model

Purchase Intent and Purchase Drivers

Usage and Trending Behaviors

- Break out by type: smartwatch, fitness tracker, fashion accessory, etc.

Brand & OS Preference

Tracking Intent and Interest of Non Intenders

User Satisfaction

Brand Sentiment

Contactless Payment Usage

INSIGHTS WE PROVIDE:

Trend and Current Players' Strategy Analysis

Role of Applications

- Software Trends
- Use Cases

Role in Broader Health Market

Market Segmentation Trends

Demographic Trends

- Analysis of behavior by cohort

Impact on Smartphones and other devices

- Tracking behavior changes on other devices once Wearable enters the digital life

PC & Tablet Market

DATA WE HAVE:

Ownership Trends: OS, Brand, Model
Purchase Trends: OS, Brand, Model
Purchase Intent and Purchase Drivers
Usage and Trending Behaviors
Brand & OS Preference
User Satisfaction
Brand Sentiment

INSIGHTS WE PROVIDE:

Emerging vs Developed Markets Comparison
Upgrade Trends and Interest in New Form Factors
Business vs. Personal Use and Impact on Device Consideration & overall Usage
Market How Form Factor is Driving Different Usage of Consumer Software and Services Trends
PC Usage by Specific Segments such as Mainstream and Early Adopters
Impact on Smartphones and other devices
How to drive Higher Engagement on PCs in a Smartphone World

Online Services

DATA WE HAVE:

Subscriptions Paid For

E-Commerce and M-Commerce Trends and actions

Intent and Interest to Subscribe to New Services

Usage and Trending Behaviors

Detailed Behavior Analysis By Social Media Service

- Networks Used
- Engagement Tracking
- Most Frequent Actions/Usage Patterns

Gaming Hardware Buying and Usage Trends

Services Consumed by Device Type

INSIGHTS WE PROVIDE:

Online Search vs. Online Purchase Analysis

New Service Opportunities as Layers on Top of Social Networks

Social Network Influence on Consumer Habits

Detailed Cohort Analysis on Usage Trends

Emerging Tech

Virtual Reality

Interest & Sentiment Analysis

Retail Exposure

VR/AR Usage Trends & Use Case Studies

Technology Hardware, Software, and Services Analysis

Platform/Ecosystem Analysis

Smart TV

Chord Cutting Trends

App Usage and Engagement by Platform

Gaming Trends

Core Subscription Service Trends

Multi-Screen Behavior and Analysis

Smart/Connected Home

Interest and Sentiment by Category

Existing Ownership by Category

Voice Interaction Usage and Core Behaviors

Detailed Use Case Analysis

IoT Trend Tracking of Hardware, Software, and Services

Connected Car

Use Case Studies

Observations and Landscape Analysis of Platforms, Interest, Hardware, Software, and Services

Speaking Services

Our analysts are highly sought after speakers and presenters at industry conferences, trade shows, summits, and executive off sites.

Featured speakers at



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