

My newsletter, MarketIntellibits™ is now back by popular demand! This monthly newsletter will return in January with interesting bits about "Need to Know"™ market intelligence and how it can help your business.

As a preview, I'm re-issuing this popular edition from December, 2006.

MarketIntellibits™

Dec, 2009

www.market-intell.com

"Happy Holidays!!!"

by Jack Miller

This month I arranged for Santa Claus to contribute a special Christmas edition of Market Intellibits.

Santa is a master of marketing, and is arguably the world greatest practitioner of market intelligence. He begins with extensive market research, with thousands of researchers in department stores and shopping malls everywhere, finding out who wants an iPod, or a new bike, or the latest Power Rangers Megazord. These researchers, cleverly disguised as Santa himself, do an outstanding job of probing and finding out what the market really wants.

But Santa's research has to start even earlier so that he can be sure of adequate supply in case of allocations, and while the rest of us were enjoying the warmth of summer, Santa's assistants were conducting focus groups. As a result, Santa was able to project that TXM Elmo would be the hot toy for 2006, and Santa was able to stock up before shortages hit.

Many of my more astute readers may suspect that the story about the sleigh and the eight reindeer is a myth, just another urban legend, and they'd be right. In reality, Santa has a logistics system that is the envy of FedEx, and a CRM system to help manage it. He has a fleet of sleighs, and a veritable army of reindeer to power them. The reindeer are eco-friendly, requiring no fossil fuel and all waste material is fully

biodegradable.

Santa is also expert at market segmentation. Certainly, he begins with geographic segmentation to facilitate efficient delivery, and also segments by language so that toys can be provided with instructions in the proper language. The instructions are still unintelligible, of course, but at least they are in the correct language.

But Santa's market segmentation doesn't stop there. He segments by age and gender to assure delivery of the appropriate toys, and also segments by the critical "naughty" and "nice."

That's a lot to keep track of and Santa uses his advanced CRM system to manage his data base. Unfortunately, Santa is now in the midst of converting to SAP, and this is presenting some challenges. He regrets that as a result, he just does not have time to contribute his article for Market Intellibits, so the secrets of how he does all this will remain secret a while longer. Santa did say, however, that next year he plans to add benchmarking to his market intelligence repertoire.

For help locating that hard to find toy, email santa@market-intell.com. No guarantees, but we'll see what we can do.

For help with some of Santa's market intelligence tools contact Jack Miller at 203 925 0326 or email jack.miller@market-intell.com

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