

Gaining Insights on niche markets

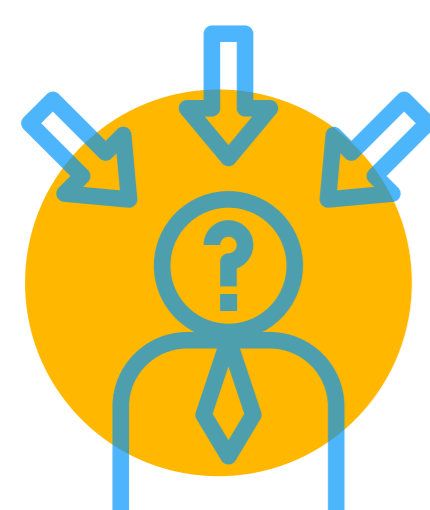


In this case study, we explore how **VNC Group** believed there was a niche opportunity in super-bright white paint formulated specifically for ceilings, they needed help to verify the hypothesis quickly.



The Context:

VNC stumbled upon a market gap for super white ceiling paints and wanted to validate that this was a idea that they should go after



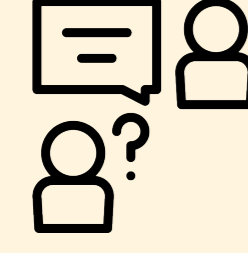
The Need:

VNC needed help to verify the hypothesis quickly. We helped them conduct a Concept Test among their target customers before the product launch.

The Challenges:



Earlier faced concerns in accessing high quality resources for generating insight so they were skeptical about large agencies meeting time and budget constraints

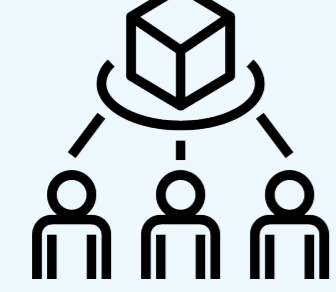


As for small agencies, they were not confident about delivery. Over time, they stopped reaching out to market research agencies altogether.



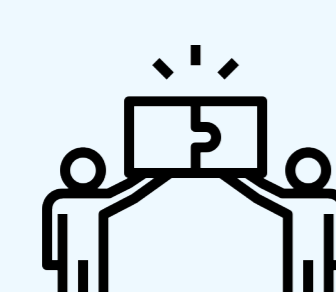
Role of InsightGig:

When InsightGig began engaging with the VNC Group, we followed a systematic yet swift process to gain their confidence, including:



Decoding the need

Converted the business context and objective into a high-quality research brief, ensuring Insight Partners had a precise understanding of the need.



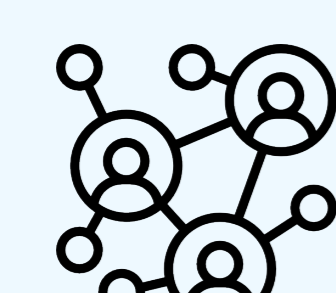
Finding a match quickly

Shared the brief with handpicked pre-vetted freelancers and boutique firms on the InsightGig network whose expertise matched the insight requirement. This was done in 24 hours!



Enabling selection

Within a week of sending out the brief, VNC Group chose Ayvole Insights, due to its high-quality proposal and demonstrated expertise in market research on building materials.



Hitting the ground running

In turn, the Insight Partner chose a fieldwork agency from within the InsightGig network itself.



"InsightGig helped us identify the right partner for our market research requirement quickly and easily. Rahul of Ayvole Insights executed the project end-to-end and delivered the results cost effectively and within time. The output provided an independent onfirmation of our hypothesis, and we will incorporate the learning into our product launch strategy. We also gained additional insight to consumer behaviour which will be useful for our Marketing & Communications. We look forward to using the InsightGig platform for future insight requirements."

Gokul Basker,
Partner, VNC Group



The Outcome:

The project was **completed on time and actioned by VNC Group within a week.**

It was completed with an **estimated savings of more than 25% vis-à-vis large agencies.**

With this experience, VNC Group hopes to continue using the InsightGig platform for data-driven decision making in the future.

Explore InsightGig Managed Services

If you're an Insights Custodian looking to augment your team with the best talent and deliver on-time insights to your clients, we can help. Let us introduce you to the future of market research talent search.

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