



THE TIMES 100

Edition 13

first direct : Using market research to relaunch a brand **Questions**

1. What is market research?
2. Why was it necessary for **first direct** to understand its market in order to relaunch itself?
3. What were the key findings from the market research? How was **first direct** able to find this out? What types of market research did it use?
4. What has the relaunch involved? What do you see as being the main strengths and possible weaknesses of the relaunch?