

Network Associates - Research showed that customers are unaware and vulnerable

Situation

On any given day there are 23,000 computer viruses in existence. With the current rash of viruses causing difficulties for computer users at work and home, McAfee, the anti-virus division of Network Associates wanted some in-depth knowledge of their customer base, particularly the home users, who may be particularly vulnerable to attacks due to lack of up-to-date anti-virus software. Network Associates has been a client of Just Media for some time and so turned to them for help and advice.

Challenge

Just Media's research division has been in place since early 2001. This means the media independent is well placed not only to offer clients the best deals on media buying and the best targeted publications through its excellent planning skills, but the value-add of research to improve customer knowledge. Just Media was tasked with finding out Network Associates customers' attitudes to anti-virus products.

Solution

Just Media undertook a comprehensive awareness research campaign in conjunction with leading focus group organisers Technology Research. The groups were held across the major markets in Europe - the UK, Germany and France. Customers were also surveyed by telephone about the knowledge and use of anti-virus software such as child protection internet software and anti-hacking software. The survey was conducted to see if consumers understand the importance of anti-virus software, which is often supplied with a PC and never used or updated. The research showed that most home PC users, no matter how

experienced they may be, don't realise they have a problem with their anti-virus products until they are hit by a virus such as Code Red.

Client Satisfaction

This was the first research conducted by Network Associates and has been so successful that the next piece of research is to be conducted not only in the UK, France and Germany, but will also incorporate Italy and Spain. As each of the telephone surveys was designed specifically for consumers in each country, the research has also proved that there are cultural differences between European countries which has enabled better targeting for future press campaigns. McAfee now understands the importance of research in their marketing communication. Knowing the audience is the first rule to communicating with them effectively.

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