

VALENCY RESEARCH REPORT

PURPOSE

Our client, HuHot Mongolian Grill, gave us the opportunity to improve hiring and retention rates. We created a multi-facet research plan to determine our primary audience for this campaign. Our research results will be used as a foundation for creating the Integrated Marketing Communications (IMC) Plan.

Our research efforts included:

- Primary research
 - Secondary research
 - Qualitative research
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RESEARCH TOOLS

We started off our research efforts with secondary research. On Thursday, October 7th, 2021, we observed interactions between customers and in-store advertisements pertaining to recruitment. We also noticed employee and manager behaviors/roles. These interactions gave us insight and set the foundation for our primary research.

The majority of our primary research took place on Tuesday, October 19th, 2021, in the form of recorded interviews. We used our client-approved question list to gain insights on college students' job interests.

RESEARCH ANALYSIS & RESULTS

From our secondary research that occurred on October 7th, 2021, we discovered that very few people interacted with the stagnant ads. Many restaurant owners in the market also are looking to hire. HuHot's ads do not stand out in saturated markets, however, positions listed did appear as advertised. Along with this, these positions seemed suitable for a large range of potential employees.

Our primary research that took place on October 19th showed us that a select range of college students are open to work. We noticed, however, many are looking for jobs aligned with their future career. Many students have had little to no work experience in the food industry. Most college students we interviewed said they were open to part-time work opportunities off campus if the opportunity presented itself.

HOW OUR RESEARCH WILL BE USED

Our research will help us identify unique strategies, messaging tactics, and event opportunities that will serve the hiring and retention needs of HuHot Mongolian Grill. We also plan on including the recorded videos as a part of our final presentation. As a result of our IMC plan, the client will be able to target a new, younger audience and increase hiring and retention rate.