

Market Research Databases

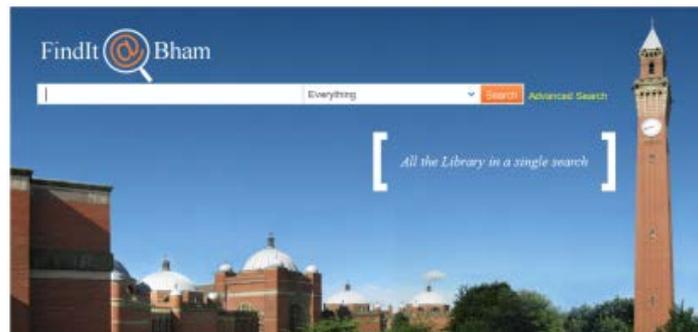
We subscribe to a number of market research databases, which are free to University of Birmingham staff and students. These include:

- Creative Club
- GMID
- Key Note
- MarketLine
- Mintel
- WARC

This guide gives an overview to the key features of each of these resources as well as a brief description of how to use them. The guide begins with an overview of how to access the resources and concludes with information on further help and resources.

1. Accessing Library Material

To access all Library material, print or electronic, held at the University of Birmingham, please go to FindIt@Bham (<http://findit.bham.ac.uk>). This new service replaces eLibrary and the Library Catalogue.



FindIt@Bham can be used to search for books, ebooks, journals, journal articles and databases (e.g. financial databases and marketing databases). On the home page, there is a drop down menu to the right of the search box to help you identify the information you require as quickly as possible. On the results screen, there are further options to refine your results.

It is recommended that you sign in first using your University (ADF) username and password, particularly if you want to search for journal articles and access databases. To access databases, click on the Find Databases link towards the top right of the screen.

Most electronic resources accessible via FindIt@Bham can be accessed from off-campus. Access off-campus is exactly the same as on-campus.

2. Creative Club

Creative Club is a large collection of UK adverts. Full clips of TV and radio adverts are available as well as adverts from other media such as cinema, press and direct mail. Coverage extends back to 1998.

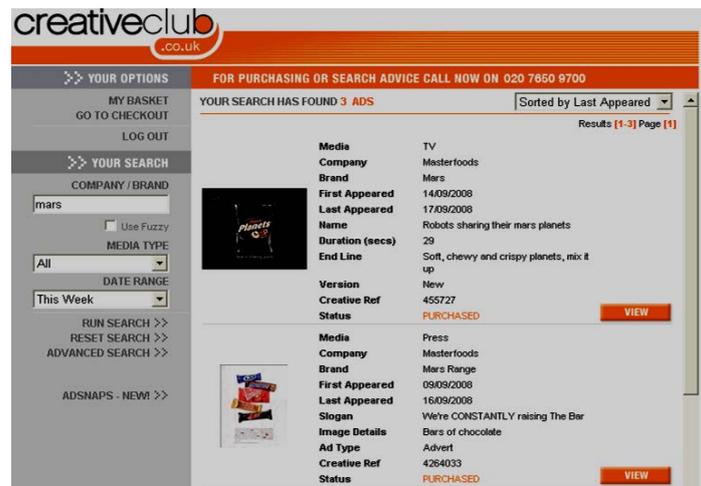
(a) Searching

Enter the company or brand of interest in the left-hand menu and select from the drop-down menus the media type and date range of interest and click 'Run Search'. An advanced search option is also available.

Clicking on 'Adsnaps' from the left-hand menu will allow you to create a profile of a company's advertising.

(b) Results

The results of a search are displayed in reverse chronological order of date the advert last appeared.



Besides the advert itself, other information about the ad is also included, for example the dates it appeared and the end line of the advertisement.

If using Adsnaps, the profile will be presented as a PDF (it may take a few minutes to generate).

3. Global Marketing Information Database (GMID)

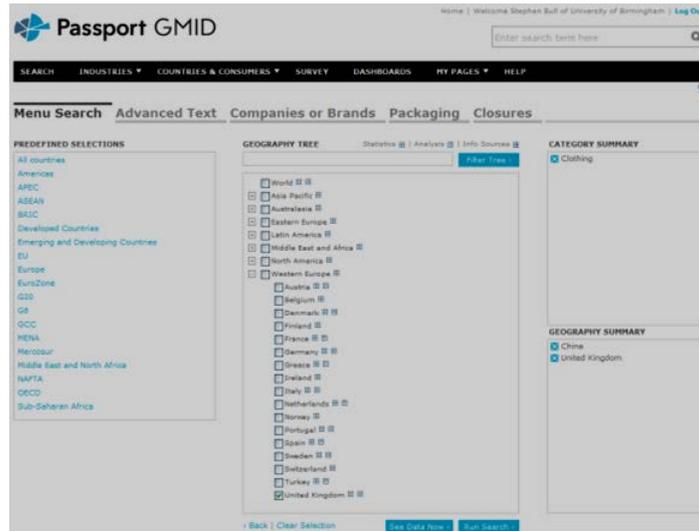
The Global Marketing Information Database (GMID) provides key business intelligence on countries, consumers, markets and companies. Offering global coverage, GMID provides 115 million statistics as well as reports and comment.

Note – On arriving on GMID's welcome page you may be asked to register. This is free to do and only take 1-2 minutes to do. **Please use your @bham.ac.uk e-mail address as personal addresses are rejected.** Read the terms and conditions to complete the registration.

(a) Searching

To search for data click on the 'Search' button from the left-hand side of the top navigation bar. Then:

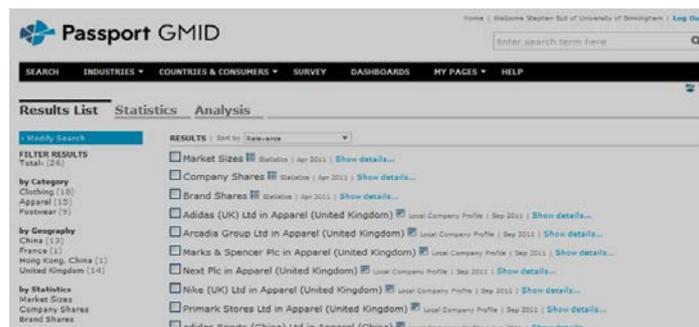
- Select the category (or categories) of interest (using the '+' signs to make the category more specific) by clicking the check box next to it. Alternatively use the 'Category Tree' search box towards the top of this screen.
- Click 'Now Choose Geographies'
- Select the Geography of interest; again use the '+' to make the search more specific. You can select more than one country if required.
- The selections for categories and countries will be shown on the right of the screen:



- Click 'Run Search'

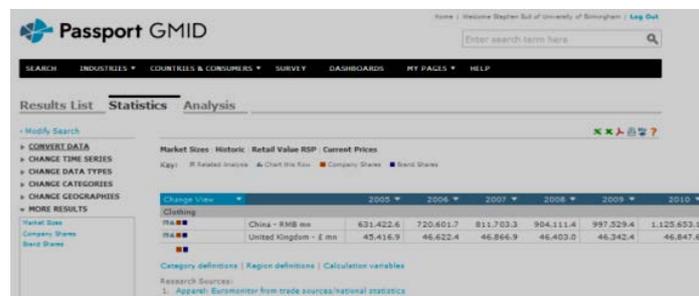
(b) Results

The results are displayed in the main part of the screen.



You can filter using the options on the left. The results can be divided by information type (statistics and analysis) using the tabs located beneath the top navigation bar.

For statistics, the coloured icons towards the left of each entry allow users to change between different statistics as well as display the results graphically and access relevant reports. Data can be printed, saved or exported in Excel and PDF formats.



For reports, use the 'Analysis' tab. The reports available are shown in the left-hand menu under the 'More Results' heading. Click on a title to view the full report in the centre of the screen.

4. Key Note

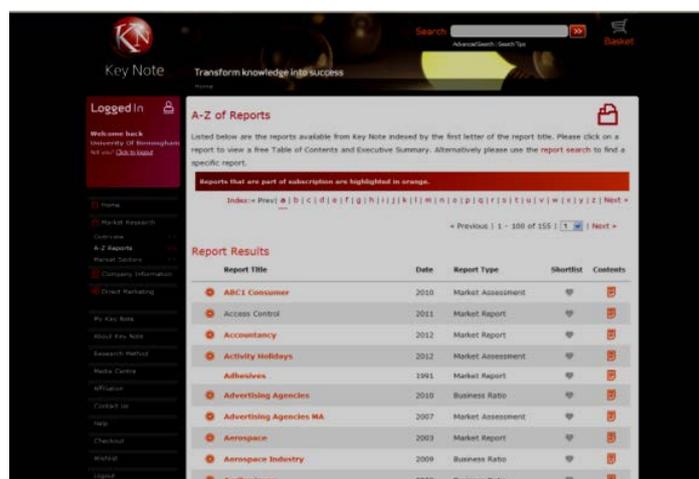
Key Note is a leading supplier of Market and Business Intelligence and has been providing commercially relevant market insight and analysis to the business and academic world for 35 years. Key Note provides access to over 2,800 market reports and business ratio reports, covering 30 different industry sectors. The reports are mainly UK, but most have an 'International Perspective' chapter.

(a) Searching

From Key Note's home page, relevant reports can be searched for using the search box (or advanced search) towards the top right of the screen. Alternatively click the 'Market Reports' button prominently displayed towards the top middle of the screen. You will see a list of reports available arranged in alphabetical order. You can search using the A-Z listings towards the top of the screen and/or navigate using the previous/next hyperlinks towards the top and bottom of the page. You can also search using the 'Market Research' link in the left-hand menu. This link will also give you an option to browse by market sectors.

(b) Results

Reports matching your search will be listed:



Click on the title hyperlink to go through to the report home page. From the top right of the screen you can follow links to the executive summary and table of contents. To download the full-text PDF of the report click on the  icon.

5. MarketLine

MarketLine Advantage provides access to company, country and industry intelligence as well as news and case studies. With over 3,500 industry profiles, 30,000 company profiles and 110 country profiles the resource also includes Financial Deals as well as Consumer Statistics and Market Data Analytics databases. MarketLine Advantage is the new name for Datamonitor 360.

(a) Searching

Information available on MarketLine includes:

- **Industry Profiles:** provides detailed information on market overview, value, segmentation, share, forecast, five force analysis and leading companies in the industry.
- **Company Profiles:** provides detailed information including company overview, history, products and services, employees, competitors and often SWOT analyses.

- **Country Profiles:** provides detailed information on the political, economic, social and technological (and in some cases legal and environmental) structure of a country.
- **Base Drivers:** provides data on key country and market trends – both historically and into the future.
- **Consumer Markets:** market data on value, volume, distribution and company shares for various consumer products (both as a function of time and country).

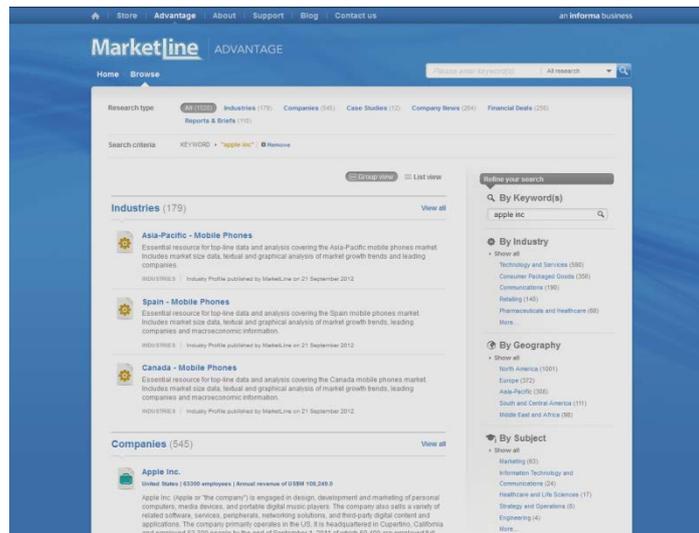
(a) Searching

The easiest way to search in MarketLine is to enter a keyword or phrase into the central 'Search by keyword' box and click the  icon. Alternatively you can select one of the options beneath the 'Browse by' heading. These include selecting an Industry, Company, Geography or Subject.

Access to the Base Drivers and Consumer Markets parts of this resource are via the 'Databases' link. Once inside these resources they work in a similar way to GMID described in the previous section.

(b) Results

All of the results are displayed, according to relevance.



The tabs across the top of the screen (Industries, Companies, Case Studies, Company News, Financial Deals, Countries and, Reports and Briefs) allow you to restrict your results to certain types of information. For example, the Companies section will give access to all of the relevant company profiles, the Industries section the relevant industry profiles etc. The Company News and Case Studies sections are both published by MarketLine.

Within each section the results can be refined down further using the 'Refine your search' menu on the right-hand side of the page.

Each of the results can be viewed by clicking on the title hyperlink. In the cases of the profiles and reports, you will be able to view a PDF of the document. *Where PDFs are available you should use the  link to ensure you get all of the information contained in the report/profile.*

Data from the Base Driver database can be exported to Excel and using the 'Analyze Results' tab allows charts to be plotted. The results can be output to Excel, PowerPoint or Word. Data from the Consumer Markets database can also be exported to Excel or viewed as a chart.

6. Mintel

Mintel Oxygen covers a wide range of original consumer reports. Reports are available for the current year and at least the previous two years. The University subscribes to all of the UK reports in the following areas:

- Beauty and Personal Care
- Clothing and Footwear
- Drink
- Food
- Food Service
- Health and Wellbeing
- Home Retailing
- Household Care
- Leisure
- Technology
- Travel
- Finance (standard plus)

In addition, we also subscribe to the following:

- Retail Intelligence (international)
- Mintel Access Asia China Reports

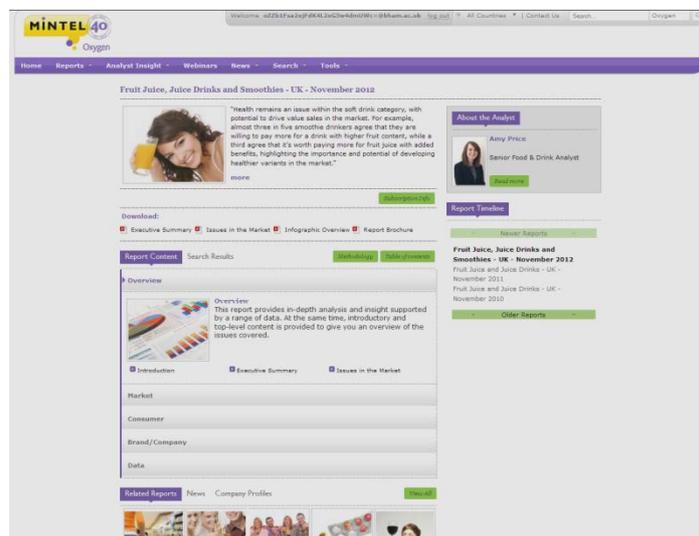
Each report is divided into approximately 10 chapters, which can be viewed separately, and include topics such as: issues in the market, competitive context, strengths and weaknesses in the market and companies and products. Each chapter includes text, charts, graphs and data, as appropriate. Many of the chapters include a short 'key points' overview.

(a) Searching

To search for relevant reports select: 'Search' > 'Advanced Search' from the top navigation bar. Enter your search criteria and, ensuring the 'search type' is set to 'reports' click 'submit'.

(b) Results

A list of results included in the University's subscription is displayed. To view a particular report click on the report title. For example:



An overview of the report is given in the centre of the screen, with a number of related reports shown towards the bottom of the page. Hyperlinks to all of the report chapters are given in the centre of the screen under the 'Report Content' tab. The right-hand menu provides a Report Time Line and provides some more information About the Analyst.

Users can export relevant subsections of a report (go to 'Tools' > 'Export Basket' to find these items) and data tables can be exported to Excel or represented graphically.

7. World Advertising Research Center (WARC)

WARC is a large marketing, advertising and media database with content provided by “over 40 of the world’s leading sources”. It is the latest addition to the University’s market research database portfolio and provides access to over 46,000 articles and case studies, company information, best practice guides, data and industry news.

(a) Searching

From the WARC homepage, information can be sought by either searching for a topic using the search box (or advanced search) towards the top of the screen or by browsing through the subject topic tabs (located below the search box). These tabs include:

- Case Studies
- Topics & Trends
- News & Opinion
- Forecasts & Data

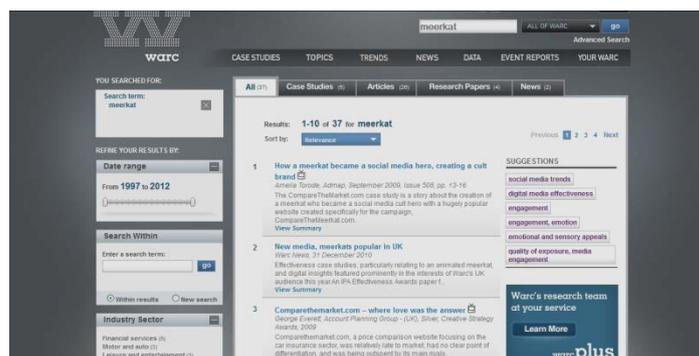


When using the search box all of WARC or a specific content type can be searched. To search a specific content type (e.g. case studies, articles, research papers etc.) use the drop-down menu to the right of the search box.

If browsing by topic, select a topic from the list that appears. In many cases you will be taken onto one or more further screens of categories. Continue to narrow down your search until the results are returned.

(b) Results

The results are listed and arranged by relevance (although this can be changed to date using the drop-down menu in the centre of the screen under the information about how many results have been found).



The tabs towards the top of the screen allow you to refine by content type; e.g. article or case study. On the left-hand side you can refine your results by either looking for a keyword (or phrase) within your results or by refining down by date, country, industry sector, brand or source.

Individual results can be viewed by clicking on the title hyperlink. The full-text can be viewed either as HTML or PDF. An option to view a summary is also available.

Note – The first time you attempt to access the full-text you may be asked to register. This is free to do and takes about 5 minutes to do. **Please use your @bham.ac.uk e-mail address as personal addresses are rejected.** Read the terms and conditions to complete the registration.

8. Further Help

Information Sources for the Birmingham Business School

The guide 'Information Sources for the Birmingham Business School' gives an overview of other key resources for the School: intranet.birmingham.ac.uk/library/bbsresources.

Other Relevant Guides

You can find other guides on our website at: intranet.birmingham.ac.uk/library/databases.

Information Appointments

If you need further help in using these resources you can book a session with the subject specialist in Library Services for the Birmingham Business School. Contact details at: intranet.birmingham.ac.uk/library/busstudies.

Just Ask!

Just Ask! is a one-stop shop facility for all your online information and Library Services needs: intranet.birmingham.ac.uk/justask will allow you to chat with us online, or to contact us via either e-mail or telephone (0121 414 5828).

Library Services Website:

More information about Library Services and the resources, services and facilities available is available from: intranet.birmingham.ac.uk/library.

All Library Services documents are available in other formats, please contact Library Services on 0121 414 5828 or intranet.birmingham.ac.uk/justask for information

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