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**Seefeld Group launches Premiere Insight to deliver next generation analysis
for today's private aviation marketplace**

*New approach augments strategic marketing capabilities to support forecasting
and product planning*



Montreal, Canada / September 2021 – Seefeld Group, a “voice of the customer” consultancy serving aviation, today launches Premiere Insight, a newly evolved analytical tool that augments intelligent advanced product planning, by tailoring marketing research and forecasting to specific product and services development projects. Filling a need in the aviation marketplace for more robust and reliable predictions of market performance, the pioneering approach systematically listens to, and interprets, customer feedback. The resulting data

delivers rich, new information related to end customer needs and market demand. This value-added insight is required for maximizing sales, reducing risk, and increasing confidence during product design, investment and realization.

Premiere Insight elevates product planning by leveraging a more rigorous, yet proven and integrated methodology which impartially surveys the target market. The intelligent approach digs deep to uncover the real drivers of buyer demand by revealing pain points and desired mission requirements. In addition, it measures the role of brand perception, emotional factors, and end-user preferences, all in a timely, cost effective and highly customized way. The methodology can provide tailored, and realistic forecasts for unit sales, revenues, market share as well as offering unique insights into larger and more game changing business opportunities.

Charles Porteous, President Seefeld Group says, “There is an impressive set of aviation forecasts released each year providing essential broad overviews of market activity and long-term views. Now, Premiere Insight is here to provide an additional level of more customized factual insight and forecast predictability to truly ascertain the optimal road map to sales success for new products and services.”

Designed for product development and marketing executives across all aspects of private aviation, Premiere Insight helps focus the lens on how companies can gain competitive advantage by enabling independent, informed decision making about all key design and marketing decisions, including product specification, market and brand positioning, target market determination, and sales messaging.

Premiere Insight is powered by two industry veterans. As lead at Seefeld Group, Porteous is already dedicated to ensuring customer focused marketing research is optimally used in aviation strategic planning and marketing. As a Seefeld Group associate, Gaetan Handfield, a highly respected aviation analyst and product planning strategist, will oversee the analysis and forecasting for Premiere Insight clients. Handfield has worked for many OEMs and suppliers, and has developed a singular, sustainable market and product planning forecast methodology. Together they bring close to sixty years of experience to clients.

“We frequently hear that significant investment decisions for new offerings, whether products or services development programs, increasingly require integration of rigorous market research with accurate and focused forecasting. Without specific, in-depth analysis, and greater understanding of market needs within the specific target market segment, many new offerings may not reach anticipated full potential,” adds Porteous. “In an increasingly crowded, competitive marketplace, where investor expectations are greater than ever before, Premiere Insight offers a solution. It provides clarity to establish the most viable commercial opportunities and enables prioritization of product investments with the greatest revenue potential.”

The launch of Premiere Insight coincides with a period of rapid change in private aviation. New travel norms driven by pandemic concerns, a rise in new users of private aviation, the VTOL

revolution, a focus on sustainability and a younger cohort of aircraft owners and passengers, are stimulating OEMs, suppliers and operators, to better investigate customer purchasing decisions. Premiere Insight is designed to successfully navigate the evolving marketplace realities.

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