

APPENDIX E: MARKETING ANALYSIS EXAMPLE AND TEMPLATE

(Hypothetical Example)

**AASHTO TIG
Lead States Team
Marketing Analysis**

for

AIR VOID ANALYZER TEST EQUIPMENT

(Name of Technology)

March 25, 2005

(Date of Analysis)



(Hypothetical Example) MARKETING ANALYSIS

What is the need for this technology? Describe all types of benefits that organizations and individuals may derive from using or allowing use of this technology.

This test equipment allows determination of the amount of effective air content in Portland cement concrete. Means of measuring only the volume of air in fresh concrete does not adequately determine if the concrete will have adequate durability. The cost of inadequate protection from cyclic freezing and thawing in concrete pavements and concrete structures can be in the tens of millions of dollars and more in a single structure.

Who are the broad target audiences for the LST? Indicate the organizations that may benefit considerably from use of this technology.

Agency	Primary Target	Secondary Target
All AASHTO member agencies	x	
Metropolitan counties		x
Cities over 1 million population	x	
US military		x
Concrete producers	x	
General contractors		x

Who are the decision makers in the primarily targeted agencies?

Agency	Decision-making Office
All AASHTO member agencies	State Materials Engineer, State Construction Engineer
Specialty contractors	Concrete Pavement Association, Ready-mix Concrete Producers Association

What information will decision makers want to know to reach a conclusion about trying or adopting this technology?

Information	Probable Interest Level	
	Critical	Desirable
What does the test equipment cost?	x	
Will manufacturers provide loaner test equipment for a trial?		x
How do results compare to those from a pressure meter?		x
Does research clearly show that the technology is sound?	x	
Do generic specifications exist for the test equipment?		x
Are there worker safety issues?	x	
Who has used it, and with what results?	x	
Is training needed?	x	
Where can we get training?	x	
Do contractors in my area have any experience with it?		x

What are actual and perceived barriers to be overcome to do a trial or to adopt this technology as a standard?

Barrier	Type	
	Actual	Perceived
Budget and cost	x	
Our contractors have no experience	x	
Our contractors won't want to try it	x	x
Construction specifications will have to be developed for our agency	x	
We will have to buy quality control equipment	x	
We will have to develop a training course		x
Worker safety issues exist with chemicals		x

What marketing opportunities already exist?

Opportunity	Dates
AASHTO SOM Mtg - Memphis	November 22-23, 2004
National Ready-Mix Concrete Assoc Mtg - Seattle	February 12-15, 2005
AASHTO SOC Mtg - TBD	TBD

Who are our potential partners in marketing this technology?

Potential Partner	Possible Supporting Activities
LTAP and TTAP	Workshop coordination and training.
NACE	Information distribution
Johnson Equipement Co.	Technical information source
University of Florida	Technical information source
National Concrete Pavement Association	Information distribution and support with contractors
NICET	Training and addition to certification program

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