



THE CLIENT



As the nation's largest home builder, Clayton Homes, Inc. is a vertically integrated Berkshire Hathaway company whose purpose is opening doors to a better life, **one home at a time.**

Through its affiliates and family of brand, Clayton Homes builds, sells, finances, leases, and insures manufactured and modular homes, as well as commercial and educational buildings.



30,000
Families Helped Each Year



Nationally Recognized
for Design and
Construction



71.6%
Average Net Promoter
Score for 2013

THE HANOVER PARTNERSHIP

"Trusting Hanover Research as a strategic partner has enabled our lean team to have a bigger impact."

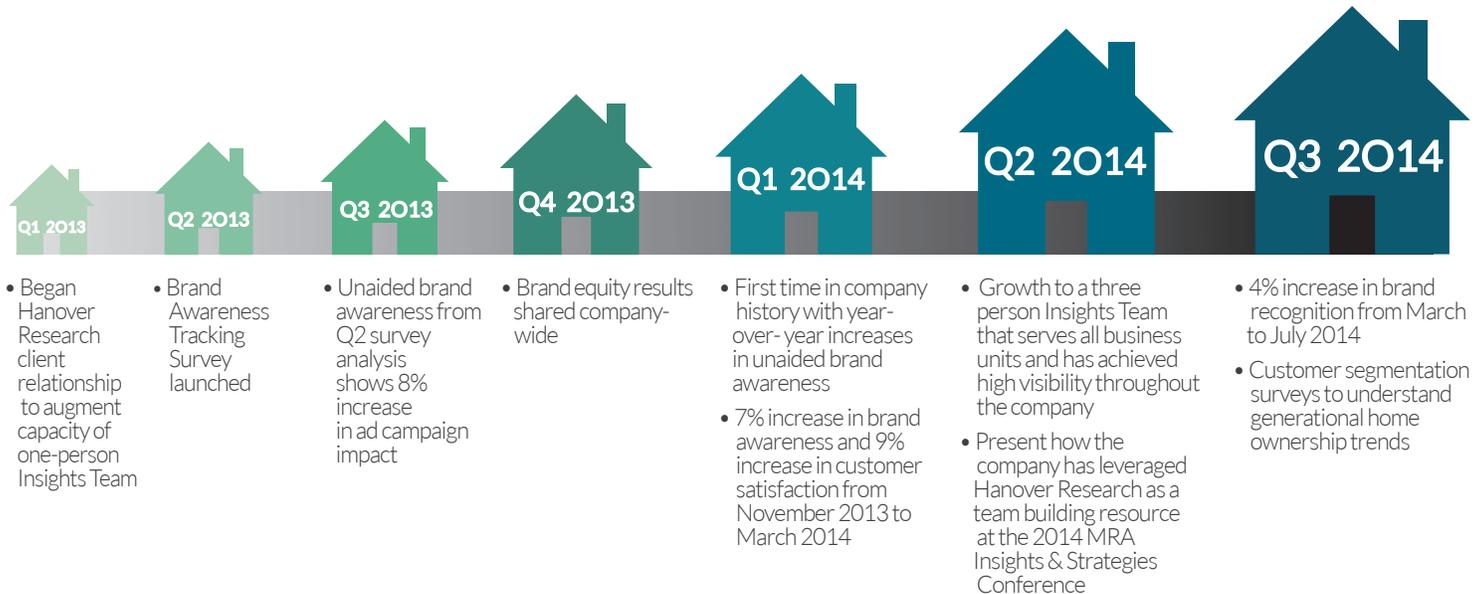
Clayton Homes partnered with Hanover Research in early 2013 to expand the capacity of its Insights Team. The company sought to tap into Hanover's extensive analyst team to help justify marketing expenditures and understand returns on investments.

To address this research need, Hanover conducted iterative brand awareness and equity surveys to general populations of interest and prospective homeowners. Hanover's support enabled the Insights Team to gain a before, during, and after view of media campaigns and the impact they have on the Clayton Homes brand. Further, analysts have helped Clayton Homes evaluate the needs of different consumer segments, enabling the organization to better understand its market and fulfill its mission of opening doors to a better life for all generations of home owners.

"In late 2012, we realized the demand for insights was outpacing our team's growth," said Kristen Kolb, Senior Insights Strategist at Clayton Homes. "For the cost of another full time employee, we had the entire Hanover team dedicated to help with big projects that require consistent attention. I felt confident that experienced Hanover analysts were working on my high-priority projects, which in turn freed up my time to accomplish company-wide goals and grow the internal awareness of the Insights Team. This allowed us to contribute to multiple business units and support different departments with strategic research."

CLAYTON HOMES RESEARCH SNAPSHOT:

The Clayton Homes Insights Team strives to be a business-critical advisor and internal resource. The timeline below outlines how Clayton Homes' partnership with Hanover Research has helped the department achieve this goal, highlighting some of the actionable results garnered from this research relationship.



THE CLAYTON HOMES VALUE:

“Q1 2014 was the first time in company history we’ve experienced an increase in year-over-year brand awareness.”

Clayton’s Insights Team has grown since early 2013, both in size and influence. Now a team of three, the Insights Team is considered a critical resource for marketing functions, C-level executives, and all departments in between. Kristen and her team apply Hanover Research as an extension of their staff, using this added capacity to grow their presence as valued Clayton Homes research advisors and brand strategists.

By partnering with Hanover Research, Clayton Homes and the Insights Team have:

- Identified critical brand messaging for marketplace positioning
- Confirmed a 6% increase in year-over-year unaided brand awareness
- Allocated resources toward high-performing campaigns, yielding increases in PR and Social Media budgets
- Benefited all company departments with recurring pulse checks in respect to customer satisfaction, brand awareness, and competitive intelligence

Clayton Homes and Hanover Research will continue this partnership through 2015, providing the company with continual updates of its brand performance and adding research capacity as Kristen and the Insight’s Team prepare a strategic approach for capturing the millennial housing market.

For more information regarding this case study, contact info@hanoverresearch.com