Market Intelligence Report

Family activities in Dubai, UAE

A fictional activity studio in Dubai wants to understand what families need before booking a weekend session. The studio has asked which message to test first.

Proposed decision

Start by testing whether parents can find the age range, total price and session length before they book.

The business, observations and chart are illustrative. This example uses no client data or measured market results.

The market and the customer

Market Overview

The working hypothesis is that families consider several activities before choosing a session. Compare the dates of initial enquiries with booking dates to see how far ahead families plan. School holidays may change the pattern.

> Ask for a de-identified booking summary covering both school weeks and holidays.

Competitor Analysis

In this example, one studio leads with a price per child and another leads with the activities included. A family cannot fairly compare the two without knowing the session length, included materials and adult admission policy.

> Capture dated offer pages and compare total prices for the same family size.

Audience Insights

A parent choosing an activity for siblings may need to know whether both children can join the same session. Age suitability and supervision are plausible decision factors to investigate in enquiries.

> Group anonymized enquiries by question and ask parents what remained unclear.

Market Opportunities

Try an at-a-glance session summary beside the booking button. Include who can attend, how long the activity takes and what a family pays. This addresses the questions above with details the business can verify.

> Check prices and age guidance with the studio before writing any public copy.

From research to a campaign

Recommended Strategy

Show a small group of parents the current booking page and a version with the session summary. Ask them to choose a suitable session for two children and explain their choice.

> Record whether parents can identify the age range and total cost. Use that first test to decide whether a campaign pilot is worthwhile.

Creative & Campaign Concepts

The draft headline is “Plan your family’s Saturday at the studio.” Pair it with a session photograph, a short description of the activity and a link to available times. A second draft can focus on what children will make.

> The studio must confirm availability, image permissions and the accuracy of each draft.

Evidence & Sources

The example draws on three hypothetical source types: public offer pages for pricing, booking summaries for timing and customer enquiries for recurring questions. No source records were collected for this sample.

> For an actual assessment, record the source, collection date, market and limitations alongside each finding.

Client review

Confirm the actual session details, approve the message and agree on a test budget before publication.