<table>
<thead>
<tr>
<th>BUSINESS ISSUES</th>
<th>RESEARCH SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 Brand / product / service launch</td>
<td>200 General</td>
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<tr>
<td>1.01 Brand / product / service repositioning</td>
<td>201 Advertising Effectiveness</td>
</tr>
<tr>
<td>1.02 Build brand equity</td>
<td>202 Advertising Response Modeling</td>
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<td>1.03 Change brand image</td>
<td>203 Advertising Tracking</td>
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<tr>
<td>1.04 Defend brand position</td>
<td>204 Communications Strategy Research</td>
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<td>1.05 Defend sales, volume</td>
<td>205 Content Analysis Research</td>
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<td>1.06 Defend price premium</td>
<td>206 Copy Testing - Digital Media</td>
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<td>1.07 Defend market share</td>
<td>207 Copy Testing - Outdoor</td>
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<tr>
<td>1.08 Develop, revitalise market</td>
<td>208 Copy Testing - Print</td>
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<tr>
<td>1.09 Drive web traffic</td>
<td>209 Copy Testing - Radio</td>
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<tr>
<td>1.10 Employee relations, recruitment</td>
<td>210 Copy Testing - Television</td>
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<tr>
<td>1.11 Gain new customers</td>
<td>300 Concept Testing</td>
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<tr>
<td>1.12 Global, multinational branding</td>
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<tr>
<td>1.13 Gain trial</td>
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<td>1.14 Increase awareness</td>
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<td>1.15 Increase brand loyalty</td>
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<td>1.16 Increase sales, volume</td>
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<td>1.18 Increase price premium</td>
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<tr>
<td>1.19 Increase market share</td>
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<tr>
<td>1.20 Maintain existing customers</td>
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<tr>
<td>1.21 Social, political, non-profit goals</td>
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</tbody>
</table>

**RESEARCH SPECIALTIES**

### Market Research

- **Advertising Research**
  - 200 General
  - 201 Advertising Effectiveness
  - 202 Advertising Response Modeling
  - 203 Advertising Tracking
  - 204 Communications Strategy Research
  - 205 Content Analysis Research
  - 206 Copy Testing - Digital Media
  - 207 Copy Testing - Outdoor
  - 208 Copy Testing - Print
  - 209 Copy Testing - Radio
  - 210 Copy Testing - Television
  - 300 Concept Testing

- **Brand Research**
  - 211 Brand Equity
  - 212 Brand Identity
  - 213 Brand Image Tracking
  - 214 Brand Loyalty / Satisfaction
  - 215 Brand Positioning
  - 216 Corporate Image / Identity Research
  - 217 Line / Franchise Extension

- **Business-to-Business Research**
  - 218 General
  - 219 Competitive Intelligence
  - 220 Professionals / Executives
  - 221 Industrial & Manufacturing
  - 222 Small Business/Startups/Entrepreneurs

- **Consumer Research**
  - 223 General
  - 224 Attitude & Usage Research
  - 225 Consumer Trends
  - 226 Demographic Analysis
  - 227 Geo-Demographic Research
  - 228 Lifestyle & Value Trends
  - 229 Psychological / Motivational Research
  - 230 Psychographic Research
  - 334 Purchase Behavior NEW 2018

- **Customer Satisfaction / VOC**
  - 231 Benchmark Studies
  - 232 Customer Loyalty / Value
  - 233 Customer Satisfaction Studies
  - 234 Employee Surveys
  - 235 Enterprise Feedback Management

- **Emotional Measurement**
  - 236 Problem Detection / Dissatisfaction
  - 237 Service Quality Needs & Measurement
  - 304 CX/UX – Customer / User Experience

- **International Research**
  - 239 General
  - 308 Business-to-Business
  - 312 Consumer

- **Legal Research**
  - 240 Claims Substantiation
  - 241 Mock Juries
  - 242 Trademark / Trademark Infringement

- **Media Research**
  - 246 General
  - 316 Attribution
  - 243 Audience Research
  - 240 Cross Media
  - 247 Digital Media
  - 324 Passive Measurement
  - 248 Print Publications / Readership Studies
  - 249 Radio
  - 251 Television / Cable / Satellite TV

- **Packaging Research**
  - 252 Package Development
  - 253 Package Testing

- **Pricing Research**
  - 254 Price / Pricing Research

- **Product Research**
  - 265 General
  - 266 Concept Development
  - 267 Concept Optimization
  - 258 Idea Generation
  - 259 Name / Name Development Research
  - 260 New Venture Analysis
  - 262 Product Development
  - 263 Product Optimization
  - 264 Product Purchasing / Sample Pick-up

- **Product Testing**
  - 265 General
  - 266 Concept Testing
  - 267 Car Clinics
  - 268 Home Use Tests
  - 269 Product Usability Testing
  - 270 Taste Tests / Sensory Tests
  - 271 Test Marketing

- **Promotion Research**
  - 272 Promotion Development / Evaluation

- **Public Opinion**
  - 273 Political Polling
  - 274 Public Opinion

- **Retail Research**
  - 278 Controlled Store Tests
  - 279 Distribution Checks
  - 280 Exit Interviews
  - 282 Sales Tracking
  - 283 Scanner Data
  - 284 Store Audits
  - 285 Store Layout / Design / Flow / Signage
  - 287 Trade Surveys

- **Shopper Research**
  - 277 Shopper Insights
  - 328 Journey Mapping
  - 332 Virtual Reality

- **Strategic Research**
  - 288 General
  - 289 Market Opportunity / Evaluation Studies
  - 290 Market Segmentation Studies

- **Website Research**
  - 291 Website Analysis
  - 292 Website Usability

### RESEARCH SERVICES

- **Market Research**
  - 400 Full Service
  - 578 Automated Research NEW 2019
  - 401 Quantitative Research
  - 402 Qualitative Research
  - 403 Hybrid Research / Mixed Methodology
  - 404 Secondary Research
  - 405 Syndicated / Published
  - 406 Tracking Research

- **Biometrics Research**
  - 407 Eye Tracking
  - 408 Facial Coding & Analysis
  - 409 Neuromarketing/Neuromonitoring
  - 540 Timed Response
  - 542 Voice Analysis NEW 2019
  - 544 Wearables / Sensors

- **Data Collection**
  - 410 Field Services
  - 411 Field Audits
  - 412 Field Department – Independent
  - 414 Field Services – Pre-Rekruting
  - 415 Management
  - 416 Online Methods
  - 548 Online Qualitative Methods
  - 417 Questionnaire Design
  - 418 Questionnaire Coding

- **Ethnography**
  - 419 Ethnography / Observational Research

- **Gaming**
  - 420 Gamification / Research Games

- **Implicit Research**
  - 570 Implicit Research NEW 2018

- **Interviewing – Audience**
  - 568 Consumers
  - 421 Ethnic Groups
  - 422 Executives / Professionals
  - 423 Foreign Language
  - 424 International
  - 425 Low Incidence
  - 426 Medical / Health Care

- **Interviewing – Location**
  - 427 Airport
  - 428 Central Location
  - 429 Convention / Tradeshow
  - 430 In-Home / Door-to-Door
  - 431 In-Store
  - 432 Mall Intercept
  - 433 Mall Intercept – Computer Assisted
  - 434 On-Site

- **Interviewing – Method**
  - 552 Cross-Platform Surveys
  - 436 Mail Questionnaires / Surveys
  - 437 One-on-One / In-Depth
  - 438 Telephone – CATI
  - 439 Telephone – General
  - 440 Telephone – IVR

- **Mobile Research**
  - 537 Mobile Communities
  - 443 Mobile Ethnography
  - 444 Mobile Panels
  - 445 Mobile Qualitative
  - 446 Mobile Surveys
  - 556 Passive Measurement

- **Modeling & Predictive Research**
  - 447 Forecasting
  - 448 Marketing & Sales Effectiveness
  - 560 Marketing Mix
  - 449 Market Simulation
  - 450 Prediction Markets

- **Mystery Shopping**
  - 452 General
  - 453 Audio Recording
  - 454 Competitor Shops
  - 457 Merchandising Audits / Surveys
  - 459 Online Reporting
  - 460 Operational Audits
  - 461 Price Audits

- **Omnibus Surveys**
  - 464 Omnibus Surveys

- **Online Communities**
  - 468 Online Communities / MROCs
  - 469 Crowdsourcing & Co-creation

- **Online Focus Groups / Interviews**
  - 470 Bulletin Boards
  - 471 Focus Groups
  - 472 In-Depth / One-on-One
  - 473 Online Diaries / Journals / Blogs
  - 474 Text Chat / SMS / IM Sessions
  - 475 Hosting
  - 476 Moderating
  - 477 Recruiting
  - 478 Software

- **Online Research**
  - 479 Web Broadcasting / Streaming Video

- **Online Panels**
  - 480 Panels
  - 481 Proprietary Panels

- **Online Surveys**
  - 483 Media Research
  - 484 Surveys
  - 564 DIY Surveys (do-it-yourself)
  - 485 Advertising
  - 487 Survey Design
  - 488 Survey Graphics / Interactive Media
  - 489 Survey Hosting
  - 490 Survey Programming
  - 491 Survey Reporting and Analysis
  - 492 Survey Translation

- **Qualitative Services – Moderating**
  - 493 General
  - 494 Online and Mobile Platforms
  - 495 In-Depth / One-on-One
  - 496 Children
  - 497 Consumers
  - 499 Ethnic Groups
  - 500 Executives / Professionals
  - 501 Financial Services
  - 502 LGBT
  - 503 High Technology
  - 504 Mature / Seniors
  - 506 Medical / Health Care
  - 507 Students
  - 508 Teenagers