THE 2015 AMA GOLD TOP 50 REPORT
As we publish this year’s Top 50 Report, we want to acknowledge the legacies of both Jack Honomichl and Laurence N. Gold. For more than 40 years, Jack and Larry dedicated themselves to the marketing research industry, serving both as professional researchers and as observers and reporters on the industry. We honor Jack for creating, and Larry for sustaining, these marketing research industry landmarks: the AMA Gold Top 50 Report and the AMA Gold Global Top 25 Report.

CASRO is proud to have honored Jack Honomichl with a lifetime achievement award in 2011 at our annual conference in Palm Beach, Fla. Now, with the unexpected passing of Larry Gold in March, we mourn, yet again, the loss of a respected and innovative market researcher, and a friend to the AMA, to CASRO, and to so many research industry professionals in the U.S. and globally. We extend our condolences to Larry’s wife, Susan, and to his family and friends.

With this report, we endeavor to honor Jack and Larry by continuing their work at the highest possible quality, and finding innovative ways to carry it forward.

2014 IN DETAIL
This iteration of the AMA Gold Top 50 Report marks the 42nd-annual analysis of U.S.-based market research industry trends, a “research on research” effort intended to provide marketers and market researchers with a sense of the health of the U.S.-based research industry, and how it factors into—and is influenced by—the broader U.S. marketplace.

With economists heralding 2014 as a breakout year in terms of recovery from the recession, the U.S. market research industry was more restrained. The 2014 data are quite similar to 2013, with the growth rate in 2014 just slightly lower. For this report, we analyzed revenue inputs from 192 U.S.-based, for-profit research businesses: the Top 50 research companies by revenue, along with 142 full-service research firms that are members of CASRO, the national association of research organizations. The Top 50 companies were asked to submit 2014 U.S. and non-U.S. research revenues, as well as the comparable data for 2013, in order to determine the annual rate of revenue growth or decline. If a firm made an acquisition or divestiture during 2014, then adjustments were made to ensure an apples-to-apples comparison.

Total U.S. research revenue in 2014 for these 192 companies was $10,632.7 million, up 3.2% from 2013. After adjustment for inflation, based on the Consumer Price Index (CPI) of 1.6%, the “real growth” rate for 2014 was 1.6%. Meanwhile, in 2013, the growth rate reported in the Top 50 Report was 3.6%, or 2.1% “real growth” (CPI of 1.5%).

The Top 50 companies account for $9,895.6 million in U.S. research revenue, which represents 93% of the total U.S. revenues for all 192 companies combined. The remaining 142 companies contribute just $737.1 million to the total—clear evidence of the Top 50 firms’ influence and reach in the U.S. marketplace.

From their business conducted outside of the United States, the Top 50 companies brought in a total of $11,962.5 million in 2014, or 54.7% of their worldwide revenue total of $21,858.1 million.

The breakout year is yet to come for the U.S. research industry, but this is neither atypical, nor unexpected. The U.S. research industry historically has lagged behind other industries in recovering from an economic downturn, and the research industry’s pace of recovery following the so-called Great Recession is no different. At the outset of this worldwide economic upheaval, the U.S. research industry in 2007 increased its...
annual revenue by 6.0%. Using the CPI to adjust for inflation, the “real growth” in 2007 was 3.2%. Above is a chart of the Top 50 Reports from 2006 through 2014, showing the initial decline in growth, then the ups and downs in annual growth rates in succeeding years.

It can be argued that the U.S. research industry’s overall decline during the Great Recession is not as severe as for other industries, but this argument may be immaterial to those companies that provide research for industries and sectors hardest hit by an economic downturn.

We also can look to the U.S. Gross Domestic Product (GDP) as another benchmark. The annual U.S. GDP shows the yearly growth of the estimated value of all of the country’s goods produced and services provided. As reported in previous Top 50 reports, the U.S. research industry’s annual growth rate historically has tracked ahead of the GDP, except during the recession of 2009. For the last three years, however, the U.S. research industry has not kept up with the GDP. Although there has been a slight improvement each year, it’s too soon to tell if the research industry will move ahead of the GDP once again.

REVENUE INCREASES AND DECREASES

The Top 50 Report in 2014 includes 15 companies with double-digit increases in revenue; 16 companies with single-digit increases that exceed inflation; and 19 companies whose revenues were flat (did not exceed the rate of inflation) or decreased.

Of the “double-digit increase” companies, there were four companies that experienced remarkable revenue increases in 2014. Public Opinion Strategies (Alexandria, Va.) tops the list with a 115% increase in revenue, with half of its revenue attributable to political polling for more than 75 congressional and
senatorial candidates during the 2014 election year. Three other companies achieved more than 40% revenue increases in 2014: LRA Worldwide (Horsham, Penn.), whose core business is in the hospitality industry, recorded a 62% revenue increase; Hanover Research (Arlington, Va.), with a focus on education and healthcare, had a 50% revenue increase; and Rentrak (Portland, Ore.), with its movies, TV, home entertainment and box office measurement services, increased its revenue by 46%.

The chart on the facing page compares U.S. revenue increases and decreases for the Top 50 companies in 2014 and 2013.

NOTEWORTHY CHANGES IN THE TOP 50 RANKINGS
There are quite a few changes in the composition of this year’s Top 50 list, many of which are worth noting.

Nielsen continues its dominance, and its M&A activity, too. In 2014, Nielsen acquired both Harris Interactive and Affinova (Nos. 17 and 32, respectively, on the 2014 Top 50 list). Standing head and shoulders above the crowd, Nielsen accounts for one-third of the total U.S. 2014 revenues and one-fourth of the total non-U.S. research revenues of the 192 companies in this Top 50 Report.

While there is only modest reshuffling in the top quarter of the list, several companies throughout the Top 50 rankings moved up three or more positions. Rentrak, which launched a
The top 10 companies—Nielsen, Kantar, IMS Health, Ipsos, IRI, Westat, GfK, comScore, The NPD Group and J.D. Power—together represent $7,895.6 million, or almost 75%, of the total U.S. revenue of $10,632.7 million garnered by the 192 companies in this year’s Top 50 Report.

development and strategy, customer loyalty measurement and improvement, and assessing and measuring shopping behavior, moved to No. 33 from No. 36.

Phoenix Marketing International, which provides syndicated, modeling and custom research to measure advertising and brands, product innovation, and customer experience, moved to No. 34 from No. 38. MarketCast, which focuses exclusively on global media and entertainment to support program
development and distribution through campaign analytics and franchise and content strategy, moved to No. 35 from No. 39.

KS&R, which in 2014 expanded its social media analysis and insights platform to support and enhance its client services, moved to No. 41 from No. 44. And Bellomy Research, which specializes in retail and category leadership/shopper insights, incorporating online portals and dashboards and social media research into its portfolio, moved to No. 43 from No. 47.

The dominant focus is the effective measurement of the experiences and insights of customers and audiences in these major industries and sectors: packaged and durable goods; healthcare; media and advertising; and government and public policy, including political polling.

Back on the Top 50 List this year are Public Opinion Strategies, mentioned earlier, at No. 32, and LRA Worldwide, at No. 38, which specializes in customer experience measurement predominantly in the hospitality and travel and tourism sectors.

Newcomers to the Top 50 in 2014 include AlphalImpactRx (No. 22), a new company established by combining AlphaDetail and ImpactRx, which formerly were part of Symphony Health Solutions; Hanover Research (No. 36); Reckner (No. 39); and Fors Marsh Group (No. 50).

Companies that were on the Top 50 list in 2014 but did not respond to invitations by deadline, or declined to participate this year, include Market Force Information, The Pert Group, Symphony Health Solutions, and MetrixLab USA, which merged with MacroMill.

CONTINUED CONSOLIDATION OF POWER
The top 10 companies—Nielsen, Kantar, IMS Health, Ipsos, IRI, Westat, GfK, comScore, The NPD Group and J.D. Power—together represent $7,895.6 million, or almost 75%, of the total U.S. revenue of $10,632.7 million garnered by the 192 companies in this year’s Top 50 Report.

The top 10 companies also dominate non-U.S. research revenues, bringing in $11,109.6 million, or 92% of the total $12,124.1 million garnered overseas by all 192 companies in the Top 50 Report.

The key research services that comprise the major sources of revenue for the top 10 companies also are reflected in the companies that moved up in the Top 50 rankings in 2014. The dominant focus is the effective measurement of the experiences and insights of customers and audiences in these major industries and sectors: packaged and durable goods; healthcare; media and advertising; and government and public policy, including political polling. Increasingly, these measurement processes utilize online platforms (including market research online communities), and social media research.

LOOKING AHEAD
Not addressed in this first Top 50 Report conducted by CASRO in partnership with AMA is the largest elephant in the room: how best to assess and measure the changing research business and its expanding portfolio of services. How do we accurately count (and only once—no double counting!) the large and diverse group of research industry services essential to the conduct of our current research practices and, thinking ahead, helping to define our future business with new technologies or techniques?

In the same vein, how do we account for the new market sectors in information management and analytics and business...
intelligence that some research businesses have already incorporated into their services? If not welcomed into the “new research business” tent, will these new market sectors become research industry competitors?

Finally, how do we expand this assessment to the global research community? Certainly, we will collaborate with our national and international association colleagues, in particular, the other national research business associations in the Global Research Business Network (GRBN), in an effort to address those questions.

I have also spoken with many of the Top 50 companies, as well as with other CASRO members, about the need to discuss these issues, make decisions, and develop a strategy and plan of action. Like CASRO, the AMA is keen to move forward, but both the AMA and CASRO want to address these issues with the involvement and cooperation of research businesses, professionals, associations and other stakeholders—and to make the process enjoyable, to boot.

On behalf of CASRO, the AMA and myself, I want to thank Michael Brereton for his tremendous support, guidance and hard work in developing and putting together the 2015 AMA Gold Top 50 Report. Michael’s role was to develop the Top 50 chart and bring together the company profiles. My role was to invite and communicate with all of the contenders for the Top 50 list, and to write the article and prepare the charts. We built off of the work that Larry Gold started earlier this year, and we plan to continue building in the years ahead.

ABOUT THE AUTHORS

DIANE BOWERS is president of CASRO, the trade association of market, social and opinion research organizations that represents and advocates for the U.S. research industry nationally and globally. Bowers currently is on the board of directors of The Roper Center for Public Opinion Research at the University of Connecticut; a past president of the Market Research Council and the Research Industry Coalition; and a long-time member of AAPOR, the AMA and ESOMAR. She is a founder and CASRO leader of the Americas Research Industry Alliance and the Global Research Business Network, which represents 38 national research associations around the world.

MICHAEL BRERETON currently is a board member of CASRO and an adjunct professor at Michigan State University’s Eli Broad Graduate School of Management. In 2014, Brereton retired from the role of president and CEO of Maritz Research, a position that he served in since 2003. Brereton’s industry leadership roles have included CASRO board chair; founding chair for the CASRO Institute for Research Quality, advisory board chair for Michigan State University’s master of science in marketing research program, and advisory board member for Southern Illinois University’s master of marketing research program.

METHODOLOGY

Invitations to marketing research firms with estimated annual revenue of more than $15 million are sent in January of each year requesting revenue information for the prior calendar year and for the year preceding that in order to assess the growth rate. Other company data also are requested, including a description of the company’s management, services, specializations, etc. Top 50 rankings are based on U.S. revenue. The rate of growth from year to year has been adjusted to account for revenue gains or losses from acquisitions or divestitures. Verification of revenue is required of each private firm for ranking by a third party, generally its outside accounting firm. For more information, please contact Diane Bowers at CASRO: 1-631-928-6954.
Don’t just survey your customers. **Understand them.**

We can help.

Knowing “what” isn’t enough. You need to know “why,” and that’s why organizations rely on Burke as a trusted research partner. We deliver more than just data tables and reports; we deliver insights.

For more information:
Burke.com
info@burke.com
800.688.2674

Reliable Partners. Smart Solutions. Trusted Results.
Top 50 U.S. Market Research Organizations

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nielsen Holdings N.V.</td>
<td>New York</td>
<td>Nielsen.com</td>
<td>$3,415.0</td>
<td>-3.2%*</td>
<td>$2,873.0</td>
<td>$6,268.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>2</td>
<td>Harris Interactive</td>
<td>New York</td>
<td>Harris.com</td>
<td>$3,210.0</td>
<td>-10.6%</td>
<td>$2,873.0</td>
<td>$6,083.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>3</td>
<td>Affinion (2014 acquisition)</td>
<td>New York</td>
<td>Affinion.com</td>
<td>$3,000.0</td>
<td>1.2%</td>
<td>$2,873.0</td>
<td>$5,873.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>4</td>
<td>Ipsos S.A.</td>
<td>New York</td>
<td>Ipsos-NA.com</td>
<td>$2,600.0</td>
<td>3.8%*</td>
<td>$2,873.0</td>
<td>$5,473.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>5</td>
<td>IRI</td>
<td>Chicago</td>
<td>IRIworldwide.com</td>
<td>$533.0</td>
<td>5.8%</td>
<td>$2,873.0</td>
<td>$3,406.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>6</td>
<td>Westat Inc.</td>
<td>Rockville, Md.</td>
<td>Westat.com</td>
<td>$501.3</td>
<td>-11.1%</td>
<td>$2,873.0</td>
<td>$3,374.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>7</td>
<td>GfK USA</td>
<td>New York</td>
<td>GfK.com</td>
<td>$300.0</td>
<td>4.8%</td>
<td>$2,873.0</td>
<td>$3,173.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>8</td>
<td>comScore Inc.</td>
<td>Reston, Va.</td>
<td>comScore.com</td>
<td>$228.9</td>
<td>18.8%*</td>
<td>$2,873.0</td>
<td>$3,101.9</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>9</td>
<td>The NPD Group Inc.</td>
<td>Port Washington, N.Y.</td>
<td>NPD.com</td>
<td>$215.0</td>
<td>9.3%*</td>
<td>$2,873.0</td>
<td>$3,088.0</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>10</td>
<td>J.P. Power and Associates</td>
<td>Westlake Village, Calif.</td>
<td>JPPower.com</td>
<td>$176.4</td>
<td>2.0%</td>
<td>$2,873.0</td>
<td>$3,049.4</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>11</td>
<td>ICF International Inc.</td>
<td>Fairfax, Va.</td>
<td>ICF.com</td>
<td>$153.3</td>
<td>-10.9%</td>
<td>$2,873.0</td>
<td>$3,066.3</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>12</td>
<td>Maritz Research (now MaritCX)</td>
<td>Dayton, Ohio</td>
<td>MaritCX.com</td>
<td>$127.5</td>
<td>-7.1%*</td>
<td>$2,873.0</td>
<td>$3,049.4</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>13</td>
<td>Abt SRBI Inc.</td>
<td>New York</td>
<td>AbtSRBI.com</td>
<td>$127.2</td>
<td>-18.3%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>14</td>
<td>DunhumbyUSA</td>
<td>Cincinnati</td>
<td>DunhumbyUSA.com</td>
<td>$126.8</td>
<td>4.2%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>15</td>
<td>Decision Resources Group</td>
<td>Burlington, Mass.</td>
<td>DecisionResourcesGroup.com</td>
<td>$117.2</td>
<td>8.5%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>16</td>
<td>ORC International</td>
<td>Princeton, N.J.</td>
<td>ORCInternational.com</td>
<td>$81.8</td>
<td>2.2%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>17</td>
<td>National Research Corp.</td>
<td>Lincoln, Neb.</td>
<td>NationalResearch.com</td>
<td>$79.9</td>
<td>9.2%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>18</td>
<td>Lightspeed Research Worldwide</td>
<td>Los Angeles</td>
<td>LRVOnline.com</td>
<td>$77.7</td>
<td>14.3%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>19</td>
<td>Rentak Corp.</td>
<td>Portland, Ore.</td>
<td>Rentak.com</td>
<td>$74.7</td>
<td>46.3%*</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>20</td>
<td>Market Strategies International</td>
<td>Livonia, Mich.</td>
<td>MarketStrategies.com</td>
<td>$69.8</td>
<td>0.0%*</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>21</td>
<td>Communispace Corp.***</td>
<td>Boston</td>
<td>Communispace.com</td>
<td>$63.5</td>
<td>1.0%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>22</td>
<td>Alphametrics</td>
<td>Sharon, Pa.</td>
<td>Alphametrics.com</td>
<td>$62.0</td>
<td>2.6%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>23</td>
<td>Vision Critical Communications Inc.</td>
<td>New York</td>
<td>VisionCritical.com</td>
<td>$56.6</td>
<td>0.0%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>24</td>
<td>Burke Inc.</td>
<td>Cincinnati</td>
<td>Burke.com</td>
<td>$54.5</td>
<td>0.2%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>25</td>
<td>Morpace Inc.</td>
<td>Farmington Hills, Mich.</td>
<td>Morpace.com</td>
<td>$49.3</td>
<td>5.8%</td>
<td>$2,873.0</td>
<td>$3,055.2</td>
<td>45.7%</td>
<td>10,290</td>
<td>$3,194.3</td>
</tr>
<tr>
<td>-----------</td>
<td>-------------------------------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>-------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>---------------------------------------------------</td>
<td>---------------------------------------------------</td>
<td>------------------------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>26 26</td>
<td>Perception Research Services</td>
<td>Teaneck, N.J.</td>
<td>PRSResearch.com</td>
<td>$44.9</td>
<td>22.0%</td>
<td>$20.3</td>
<td>31.1%</td>
<td>145</td>
<td>$36.8</td>
<td>$19.0</td>
</tr>
<tr>
<td>27 33</td>
<td>Service Management Group Inc.</td>
<td>Kansas City, Mo.</td>
<td>SMG.com</td>
<td>$41.0</td>
<td>25.0%</td>
<td>$4.4</td>
<td>9.7%</td>
<td>241</td>
<td>$22.8</td>
<td>$3.8</td>
</tr>
<tr>
<td>28 25</td>
<td>YouGov</td>
<td>Palo Alto, Calif.</td>
<td>YouGov.com</td>
<td>$39.3</td>
<td>26.4%</td>
<td>$7.7</td>
<td>64.9%</td>
<td>135</td>
<td>$31.1</td>
<td>$9.6</td>
</tr>
<tr>
<td>29 30</td>
<td>SRS</td>
<td>Media, Pa.</td>
<td>SRS.com</td>
<td>$38.0</td>
<td>3.5%</td>
<td>$10.5</td>
<td>1.3%</td>
<td>175</td>
<td>$39.7</td>
<td>$0.8</td>
</tr>
<tr>
<td>30 28</td>
<td>Directions Research Inc.</td>
<td>Cincinnati</td>
<td>DirectionsResearch.com</td>
<td>$36.1</td>
<td>-4.5%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>127</td>
<td>$37.8</td>
<td>$0.0</td>
</tr>
<tr>
<td>31 27</td>
<td>MarketVision</td>
<td>Cincinnati</td>
<td>MVResearch.com</td>
<td>$33.4</td>
<td>11.0%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>130</td>
<td>$30.1</td>
<td>$0.0</td>
</tr>
<tr>
<td>32</td>
<td>Public Opinion Strategies</td>
<td>Alexandria, Va.</td>
<td>POS.org</td>
<td>$32.0</td>
<td>11.4%</td>
<td>$6.5</td>
<td>1.5%</td>
<td>36</td>
<td>$14.9</td>
<td>$0.2</td>
</tr>
<tr>
<td>33 36</td>
<td>Radius Global Market Research</td>
<td>New York</td>
<td>Radius-Global.com</td>
<td>$31.2</td>
<td>3.0%</td>
<td>$8.9</td>
<td>2.8%</td>
<td>102</td>
<td>$30.3</td>
<td>$1.2</td>
</tr>
<tr>
<td>34 26</td>
<td>Phoenix Marketing International</td>
<td>Rochester, N.Y.</td>
<td>PhoenixMI.com</td>
<td>$30.4</td>
<td>1.7%</td>
<td>$1.4</td>
<td>13.1%</td>
<td>105</td>
<td>$29.9</td>
<td>$4.5</td>
</tr>
<tr>
<td>35 35</td>
<td>MarketCast</td>
<td>Los Angeles</td>
<td>MCast.com</td>
<td>$30.1</td>
<td>12.3%</td>
<td>$10.9</td>
<td>26.6%</td>
<td>70</td>
<td>$26.8</td>
<td>$8.0</td>
</tr>
<tr>
<td>36</td>
<td>Hanover Research</td>
<td>Aventura, Fla.</td>
<td>HanoverResearch.com</td>
<td>$29.6</td>
<td>49.5%</td>
<td>$1.4</td>
<td>4.5%</td>
<td>291</td>
<td>$19.8</td>
<td>$1.0</td>
</tr>
<tr>
<td>37 33</td>
<td>Informa Research Services Inc.</td>
<td>Calabasas, Calif.</td>
<td>InformaRS.com</td>
<td>$28.6</td>
<td>-18.9%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>167</td>
<td>$32.8</td>
<td>$0.0</td>
</tr>
<tr>
<td>38 31</td>
<td>LRA Worldwide</td>
<td>Horsham, Pa.</td>
<td>LRAWorldwide.com</td>
<td>$25.2</td>
<td>61.5%</td>
<td>$7.3</td>
<td>22.3%</td>
<td>210</td>
<td>$15.6</td>
<td>$7.3</td>
</tr>
<tr>
<td>39 -</td>
<td>Reckner</td>
<td>Chalfont, Pa.</td>
<td>Reckner.com</td>
<td>$24.4</td>
<td>-5.8%</td>
<td>$2.4</td>
<td>9.0%</td>
<td>73</td>
<td>$25.9</td>
<td>$2.3</td>
</tr>
<tr>
<td>40 47</td>
<td>RDA Group Inc.</td>
<td>Bloomfield Hills, Mich.</td>
<td>RDAGroup.com</td>
<td>$23.8</td>
<td>14.4%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>143</td>
<td>$20.9</td>
<td>$0.0</td>
</tr>
<tr>
<td>41 44</td>
<td>KS&amp;K Inc.</td>
<td>Syracuse, N.Y.</td>
<td>KS&amp;KInc.com</td>
<td>$22.1</td>
<td>11.6%</td>
<td>$2.8</td>
<td>11.2%</td>
<td>168</td>
<td>$19.8</td>
<td>$2.6</td>
</tr>
<tr>
<td>42 41</td>
<td>NATION</td>
<td>Philadelphia</td>
<td>NationThinking.com</td>
<td>$21.4</td>
<td>8.7%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>70</td>
<td>$23.7</td>
<td>$0.0</td>
</tr>
<tr>
<td>43 47</td>
<td>Belloncy Research Inc.</td>
<td>Winston-Salem, N.C.</td>
<td>BelloncyResearch.com</td>
<td>$20.5</td>
<td>15.7%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>120</td>
<td>$18.0</td>
<td>$0.0</td>
</tr>
<tr>
<td>44 42</td>
<td>Market Probe Inc.</td>
<td>Milwaukee</td>
<td>MarketProbe.com</td>
<td>$20.2</td>
<td>-1.5%</td>
<td>$14.8</td>
<td>75.1%</td>
<td>75</td>
<td>$20.5</td>
<td>$4.2</td>
</tr>
<tr>
<td>45 43</td>
<td>Gongos Inc.</td>
<td>Auburn Hills, Mich.</td>
<td>Gongos.com</td>
<td>$20.0</td>
<td>-0.5%</td>
<td>$3.8</td>
<td>18.0%</td>
<td>129</td>
<td>$30.1</td>
<td>$2.5</td>
</tr>
<tr>
<td>46 45</td>
<td>The Link Group</td>
<td>Atlanta</td>
<td>TLG.com</td>
<td>$19.9</td>
<td>1.5%</td>
<td>$2.4</td>
<td>10.8%</td>
<td>53</td>
<td>$19.6</td>
<td>$3.7</td>
</tr>
<tr>
<td>47 48</td>
<td>Kelton</td>
<td>Culver City, Calif.</td>
<td>KeltonGlobal.com</td>
<td>$19.0</td>
<td>4.4%*</td>
<td>$0.0</td>
<td>0.0%</td>
<td>56</td>
<td>$17.2</td>
<td>$2.7</td>
</tr>
<tr>
<td>48 50</td>
<td>Chadwick Martin Bailey Inc.</td>
<td>Boston</td>
<td>CMBInfo.com</td>
<td>$18.5</td>
<td>-1.2%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>63</td>
<td>$16.7</td>
<td>$0.0</td>
</tr>
<tr>
<td>49 48</td>
<td>RTI Research</td>
<td>Norwalk, Conn.</td>
<td>RTIResearch.com</td>
<td>$18.4</td>
<td>-5.2%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>50</td>
<td>$17.3</td>
<td>$0.0</td>
</tr>
<tr>
<td>50</td>
<td>For Marsh Group</td>
<td>Arlington, Va.</td>
<td>ForMarshGroup.com</td>
<td>$18.4</td>
<td>25.2%</td>
<td>$0.0</td>
<td>0.0%</td>
<td>65</td>
<td>$13.1</td>
<td>$0.0</td>
</tr>
<tr>
<td>T50 Total</td>
<td></td>
<td></td>
<td></td>
<td>$9,956.6</td>
<td>3.6%</td>
<td>$11,952.5</td>
<td>$21,858.1</td>
<td>54.7%</td>
<td>$33,995</td>
<td>$9,555.6</td>
</tr>
<tr>
<td>All Other CASRO Companies (142 other CASRO members not included in the Top 50)</td>
<td></td>
<td></td>
<td></td>
<td>$737.1</td>
<td>-1.8%</td>
<td>$161.6</td>
<td>$898.7</td>
<td>18.0%</td>
<td>3,225</td>
<td>$750.6</td>
</tr>
<tr>
<td>Industry Total</td>
<td></td>
<td></td>
<td></td>
<td>$10,693.7</td>
<td>3.2%</td>
<td>$12,114.1</td>
<td>$22,756.8</td>
<td>53.3%</td>
<td>37,220</td>
<td>$10,306.2</td>
</tr>
</tbody>
</table>

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.
** These firms were included as separate companies in the 2014 AMA Gold Top 50 Report but were acquired by Nielsen during 2014.
*** Some or all figures are not made available by this company and instead are based upon estimations by the report’s authors.
Need a clear focus on global brand building?

Building a top global brand requires a research partner committed to strategically identifying growth opportunities. And an understanding of the specific issues in different markets that will drive performance over the long run. Our global team of smart marketers and savvy research professionals delivers what your brand needs most: **Clear thinking for a complex world.**

**radius**

*Where in the world do you want brand growth? Learn about our capabilities in the U.S., EMEA and Asia at radius-global.com*

_RADIUS U.S._ New York Albany Austin Chicago Palm Beach Philadelphia Princeton San Francisco Seattle | _RADIUS EMEA_ London Dubai | _RADIUS ASIA_ Beijing Shanghai
Nielsen Holdings N.V. was founded in 1923 by Arthur C. Nielsen Sr., who invented an approach to measuring competitive sales results that made the concept of “market share” a practical management tool. For more than 90 years, the company has advanced the practice of market research and media audience measurement to provide clients a better understanding of their consumers. The company, incorporated in the Netherlands, was purchased in 2006 by a consortium of private equity firms. In January 2011, Nielsen consummated an initial public offering of common stock, and its shares now are traded on the New York Stock Exchange.

Nielsen is a leading global performance management company that provides a comprehensive understanding of what consumers watch and what they buy, and how those choices intersect. Nielsen delivers critical media and marketing information, analytics, and manufacturer and retailer expertise, and its information, insights and solutions help clients maintain and strengthen their market positions and identify opportunities for profitable growth.

Nielsen aligns its business into two reporting segments: Buy (consumer purchasing measurement and analytics), and Watch (media audience measurement and analytics). The Buy and Watch segments are built on an extensive foundation of proprietary data assets designed to yield insights for the firm’s clients to successfully measure, analyze and grow their businesses, and manage their performance. The information from the Buy and Watch segments, when brought together, can deliver insights into the effectiveness of branding, advertising and consumer choice by linking media consumption trends with consumer purchasing data to better understand behavior and better manage supply and demand, as well as media spend and supply chain issues.

The Buy segment provides retail transactional measurement data, consumer behavior information and analytics primarily to businesses in the consumer packaged goods industry. Nielsen’s extensive database of retail and consumer information, combined with advanced analytical capabilities, helps generate strategic insights that influence clients’ key business decisions. Nielsen tracks billions of transactions per month in retail outlets globally, and the data is used to measure sales and market share. Nielsen Buy services also enable clients to better manage their brands, uncover new sources of demand, manage their supply chain issues, launch and grow new services, analyze their sales, improve their marketing mix and establish more effective consumer relationships. The Buy segment represented approximately 56% of consolidated revenues in 2014.

The Watch segment provides viewership and listening data and analytics primarily to the media and advertising industries across the television, radio, online and mobile viewing and listening platforms. The Watch data is used by media clients to understand their audiences, establish the value of their advertising inventory and maximize the value of their content, and by advertising clients to plan and optimize their spending. As a result of the acquisition of Arbitron Inc. in 2013, Nielsen can now measure eight hours per day per person of dynamic media consumption, and includes streaming audio, out-of-home measurements for television consumption and deeper measurement of multicultural audiences in the U.S. The Watch segment represented approximately 44% of consolidated revenue in 2014.

In February 2014, Nielsen completed the acquisition of Harris Interactive Inc. In June 2014, the company completed the sale of Harris Interactive European operations to ITWP Acquisitions Ltd., the parent company of Toluna. In October 2014, Nielsen completed the acquisition of Affinova.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

Kantar was founded in 1993 and is the data investment management division of WPP plc, a London-based public company. Kantar’s businesses span research and consultancy disciplines, offering business insights at each point of the consumer life cycle. The group comprises 12 research business units: Kantar Media, Millward Brown, Kantar Japan, Added Value, Kantar Retail, IMRB International, Kantar Health, The Futures Co., Kantar Worldpanel, TNS (TNS/Research International in selected markets), Lightspeed Research and Benenson Strategy Group.

Kantar’s worldwide services include the following in the United States:

- **Added Value** (Added-Value.com) focuses on brand development and market and media planning insight through its “brand connections” methodology, providing services in the areas of brand marketing, consumer insight, innovation and communications. Its services include cultural trend analysis; portfolio strategy; market segmentation; mindset mapping and brand portfolio management for identifying market opportunities; brand positioning; ethnography and ideation; copy testing; semiotic audits; and touch-point evaluation.

- **Kantar Health** (KantarHealth.com) specializes in healthcare primary research and consulting. The group has seven practice areas: marketing insights; strategic planning; risk management, safety and surveillance; stakeholder effectiveness and brand marketing; health economics and patient outcomes; pricing and reimbursement; and forecasting and epidemiology. Kantar Health maintains panels of healthcare professionals and
UNDERSTANDING “WHY”
EXPLORING PERCEPTIONS, VALUES AND MOTIVATIONS UNDERLYING CONSUMER BEHAVIOR

UNCOVER MOTIVATIONS BEHIND HUMAN BEHAVIOR

Qualitative research allows M/A/R/C to navigate through complex issues and uncover influencers driving consumer buying decisions.

MARCResearch.com
Strong brands start with smart research
patients in the U.S. and Europe who participate in Internet research.

- Kantar Media (KantarMedia.com) offers a range of media insights and audience measurement services. It serves global advertisers, agencies and media companies by providing media and consumer research capabilities through its traditional, social and digital media monitoring offerings.

- Kantar Retail (KantarRetail.com) is focused on digitally delivered intelligence on retailers, and extending shopper insights and consulting capabilities. Specialist areas include retailer insights and trends, organization development and proprietary shopping insights. These areas are supported by products and services including Kantar Retail IQ, Shopcom, ShopperGenetics and ShopperScape, Kantar Retail PowerRanking and Richmix.

- Kantar Worldpanel (KantarWorldpanel.com) is a global provider of consumer panels that offer continuous measurement and analysis of consumer purchasing and usage behavior. The firm collects and analyzes data from samples of consumers using technology matched to the sophistication of local markets, including bar code and POS scanners, Internet, SMS text messaging and diary.

- Lightspeed Research (LightspeedResearch.com) provides market research services by building and maintaining online and mobile panels and associated services, including survey design consultation, sample management, programming, hosting and data collection. They range from proprietary online access panels to specialty panels, custom panels and mobile surveys. Lightspeed also provides custom panel services to address specific client needs.

- Millward Brown (MillwardBrown.com) provides a full range of qualitative, quantitative and consulting services focusing on brands, marketing communications, media and marketing effectiveness. It works across a wide range of industries and categories, operating in areas such as brand strategy and experience; creative development and campaign evaluation; consumer needs and values; media planning and strategy; ROI; forecasting and investment management; brand valuation and analytics; and demand and activation.

- TNS (TNSGlobal.com) is a provider of both custom market research services and qualitative research services providing marketing knowledge and insights into consumers and markets. It has experience in most major sectors, particularly automotive, consumer, finance, technology, political and social. The firm’s practice areas are: stakeholder management, brand and communications, product development and innovation, retail and shopper, qualitative, and digital.

- The Futures Co. (TheFuturesCompany.com) monitors what influences consumer values and attitudes to identify current and future trends, and offers trends and futures consulting and future-facing qualitative and quantitative research. Its work covers the categories of brand, category, company, consumer and macro futures.

- Benenson Strategy Group (BSGCo.com) is a strategic research and consulting group helping leaders in politics, business and public affairs connect with their target audiences. It offers issue advocacy, political and corporate strategies to win elections, launch new products, reposition brands and overcome public affairs crises. It develops questionnaires and uses a variety of means to collect data, then conducts in-depth analysis to develop strategies based on the attitudes and beliefs that voters and consumers bring to their decision making.

* Some or all figures are not made available by this company; instead, they are estimated by the report’s authors.

---

**IMSHealth Inc.**

**U.S. HEADQUARTERS**

**DANBURY, CONN.**

**2014 U.S. REVENUE**

$382.0 MILLION

**CHANGE FROM 2013**

+2.9%

**NON-U.S. REVENUE**

$1,638.0 MILLION

**FROM OUTSIDE U.S.**

62.0%

**U.S. EMPLOYEES**

3,100

---

*Ari Bousbib*  
CHAIRMAN AND CEO  
MBA, COLUMBIA UNIVERSITY

IMS Health Inc. is a leading global information and technology services company providing clients in the healthcare industry with comprehensive solutions to measure and improve their performance. End-to-end proprietary applications and configurable solutions connect complex healthcare data through the company’s IMS One cloud-based master data management platform, providing comprehensive insights into diseases, treatments, costs and outcomes. The company’s 15,000 employees around the world blend global consistency and local market knowledge across 100 countries to help clients run their operations more efficiently. Customers include pharmaceutical, consumer health and medical device manufacturers and distributors, providers, payers, government agencies, policymakers, researchers and the financial community.

Operating in more than 100 countries, the company has built a comprehensive collection of healthcare information, which includes more than 500 million anonymous, longitudinal patient records. Based on this data, IMS Health delivers information and insights on approximately 90% of the world’s pharmaceuticals, as measured by sales revenue. Proprietary healthcare data management and projection methodologies enable the company to extrapolate more precise insights from large-scale databases to provide greater granularity and segmentation for clients.

In April 2015, the company completed its acquisition of Cegedim’s CRM and strategic data businesses. The combination provides new tools to address growing demand for end-to-end CRM, multichannel marketing and master data management solutions. It also establishes a robust healthcare reference database with insights on more than 14 million healthcare professionals, and solidifies IMS Health as the partner of choice for Real-World Evidence (RWE) solutions, helping the company connect solutions across information, technology and services to drive healthcare performance.

Principal offerings include:

- **National information offerings** include services in more than 70 countries that provide consistent country-level performance metrics related to sales of pharmaceutical products, prescribing trends, medical treatment and promotional activity across multiple channels including retail, hospital and mail order.

- **Sub-national information offerings** include services in more than 60 countries that provide a consistent measurement of sales or prescribing activity at the regional, zip code and individual
prescriber level (depending on the regulations in each country).

- **Workflow analytics**, including a broad set of strategic, analytic and support services, help the commercial operations of life sciences companies successfully transform their commercial models, engage more effectively with the marketplace and reduce their operating costs.

- **RWE solutions** integrate information from medical claims, prescriptions, electronic medical records, biomarkers and government statistics into anonymous, longitudinal patient journeys that provide detailed views of treatment patterns, disease progression, therapeutic switching, and concomitant diseases and treatments.

- **Technology and applications** include hosted and cloud-based applications and associated implementation services. The applications, hosted on IMS One, support a wide range of commercial processes that include multichannel marketing, customer relationship management, performance management, incentive compensation, territory alignment, roster management and call planning.

- **Clinical solutions** bring together the company’s information with advanced predictive modeling technology and sophisticated data visualization software to help biopharmaceutical companies and CROs better design, plan, execute and track clinical trials.

*Some or all figures are not made available by this company. Instead, they are estimated by the report’s authors.

---

### Ipsos S.A.

**U.S. HEADQUARTERS**

NEW YORK

**2014 U.S. REVENUE**

$950.0 MILLION

**CHANGE FROM 2013**

-3.6%*

**NON-U.S. REVENUE**

$1,660.0 MILLION

**FROM OUTSIDE U.S.**

70.2%

**U.S. EMPLOYEES**

1,837

---

**Didier Truchot**

CHAIRMAN AND CEO
LICENSE, PANthéON-SORBONNE UNIVERSITY

Ipsos S.A. is a public company founded in 1975 in Paris and is listed on the Paris Stock Exchange.

Ipsos is an independent company, controlled and managed by research professionals. With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: advertising and media, customer loyalty, marketing, public affairs and survey management. Ipsos researchers assess market potential and interpret market trends, develop and build brands, help clients build long-term relationships with their customers, test advertising, study audience responses to various media, and measure public opinion around the globe. Ipsos’ areas of specialization are represented in North America by the following brands:

- **Ipsos Connect** amalgamates the legacy brands of Ipsos ASI and Ipsos MediaCT, and covers Ipsos’ services in the domains of brand communication, advertising and media. As the worlds of brand communications, advertising and media become increasingly complex, fragmented and digitized, Ipsos Connect helps its clients better embrace this modern complexity with investment in new approaches and products that will be a better fit to the digital age.

- **Ipsos Loyalty** is a provider of customer experience, satisfaction and loyalty research. Its creative solutions build strong relationships, which lead to better results for its clients. Ipsos Loyalty advises businesses on all matters relating to measuring, modelling, and managing customer and employee relationships.

- **Ipsos Marketing** helps clients define their marketing strategy, understand market opportunities and consumers’ paths to purchase; build brands, services and products that are relevant and differentiated; and optimize the allocation of their marketing expenditures. Ipsos Marketing also includes several specialized units providing specific services: Ipsos UU (qualitative), Ipsos Healthcare, Ipsos Strategy 3 (marketing strategy), Ipsos SMX (online communities and social intelligence), Ipsos MMA (marketing ROI), Ipsos Business Consulting (market entry in emerging markets) and Ipsos Retail Performance (POS tracking technology).

- **Ipsos Public Affairs** is a non-partisan, objective, survey-based research practice made up of seasoned professionals. It conducts strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but also on elite stakeholder, corporate and media opinion research.

- **Ipsos Observer** is the company’s survey management, data collection and data
delivery specialization serving researchers who have the means to analyze data in-house. From creating surveys to delivering data, its team of market research professionals manage projects across a broad range of online and offline research methodologies including online, telephone, face-to-face and mobile.

- Ipsos OTX. Ipsos’ global incubation and experimentation center, is a multidisciplinary team of researchers, strategists, digital natives and design technologists who are blending advancements in technology and a cultural shift toward social interactions to create the future of research—one that is immersive, collaborative, authentic and relevant.

- Ipsos Laboratories, based in South Africa, enhances the firm’s product offerings and research solutions, making its intellectual property evolve in ways that benefit clients.

- The Ipsos Science Center, which hosts the global community of more than 570 marketing science experts across Ipsos, was established to accelerate the use of marketing science and analytics across the firm in order to add value in addressing client needs.

In the U.S. and internationally, Ipsos is the media polling supplier to Reuters News. In Canada, Ipsos is the pollster of record for CTV.

Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

<table>
<thead>
<tr>
<th>IRI Worldwide.com</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S. HEADQUARTERS</strong></td>
<td>CHICAGO</td>
</tr>
<tr>
<td><strong>2014 U.S. REVENUE</strong></td>
<td>$333.0 MILLION</td>
</tr>
<tr>
<td><strong>CHANGE FROM 2013</strong></td>
<td>+5.6%</td>
</tr>
<tr>
<td><strong>NON-U.S. REVENUE</strong></td>
<td>$421.0 MILLION</td>
</tr>
<tr>
<td><strong>FROM OUTSIDE U.S.</strong></td>
<td>44.1%</td>
</tr>
<tr>
<td><strong>U.S. EMPLOYEES</strong></td>
<td>1,313</td>
</tr>
</tbody>
</table>

**Andrew M. Appel**
President and CEO
MBA, University of Chicago

Originally founded in 1979, IRI delivers market, consumer and media exposure information, predictive analytics and the foresight that leads to action.

In late 2003, Symphony Technology Group, led by Romesh Wadhani, acquired the company. In June of 2011, the company, then called SymphonyIRI Group Inc., announced that an affiliate of New Mountain Capital LLC completed its majority investment in the company, positioning it for the next phase of growth and customer-centered innovation for its roster of clients. With the investment, New Mountain is the majority shareholder in the company. Symphony Technology Group maintains a significant equity position in the company.

The geographic coverage offered by IRI includes multiple countries and markets around the globe. With U.S. headquarters in Chicago, IRI operates across multiple countries and regions through stand-alone operations and wholly owned subsidiaries as well as strategic partnerships and marketing alliances.

In April 2015, IRI acquired Dataesa, one of China’s leading analytic services and market research companies, which has deep knowledge and expertise in the retail and CPG industries. The purchase represents the latest step in IRI’s strategy to expand its global footprint and growth capabilities in emerging markets.

Dataesa is a leader in providing analytic services and market research in China. Its services center on six areas: customer research, brand research, satisfaction and loyalty programs, new product testing, advertising impact evaluation, and distribution strategy. Clients include CPG manufacturers and retailers, as well as companies in related industries, such as quick-service restaurants and cosmetics. It maintains offices in Beijing, Shanghai, Guangzhou and Jinan, and is supported by a nationwide service network.

In March 2014, IRI announced that it was joining forces with comScore and Rentrak. This partnership will bring IRI’s purchase and shopper data, comScore’s digital consumption data, and Rentrak’s TV viewership data together into one platform, powered by IRI Liquid Data. The mission is to empower clients to develop insight into the relationship between all media interactions and purchase behavior to create scalable, targeted, cross-media, one-to-one marketing activation campaigns; allocate resources across media in real time; and optimize ROI.

The IRI Partner Ecosystem

IRI works closely with a broad range of industry leaders to create joint solutions, services and access to capabilities to help its clients more effectively compete in their various markets and exceed their growth objectives. IRI is committed to its partnership philosophy, and continues to actively enhance its ecosystem of partners through alliances, joint ventures, acquisitions and affiliations. The IRI Partner Ecosystem includes companies such as The Boston Consulting Group, comScore, Datalogix (an Oracle company), Experian, GfK, Intage, Ipsos, Kantar, MasterCard Advisors, MaxPoint, Millward Brown Digital, Oracle Data Cloud, Rentrak, SPINS, Unvision and others.

IRI delivers growth to clients through five key areas of expertise:

- **Market performance and strategy:** How can clients achieve growth in a mature market? What should they consider when they are launching a product? Are there opportunities in particular product categories? From market measurement and POS tracking to in-store performance audits and forecasting, IRI’s market performance and strategy solutions help clients understand their brands’ position and how to grow.

- **Consumer and shopper intelligence:** The future of CPG is about bringing a custom marketing strategy to each consumer on demand. IRI’s Consumer and Shopper Intelligence solutions focus on deep shopper insights, segment planning, opportunity sizing, and activation strategies that empower companies to “win” the sale and the shopper.
• **Media:** Can clients be more efficient and more effective with their media spend? Did their ad spend lead to any sales? IRI’s media solutions include household level, cross-media exposure that is tied to actual purchases for deeper insights, targeting, activation and measurement.

• **Analytics and retail execution:** Deciphering vast amounts of data, and using it to find new opportunities with manufacturer and retailer partners, is the holy grail for any business. Whether it’s optimizing pricing, promotion or assortment, or learning how to be more productive with a particular manufacturer or retailer, IRI helps clients analyze and gives them a road map for new opportunities. IRI’s new prescriptive analytics engine, Q-IRI, pinpoints growth opportunities, calculates the value of various actions, and prioritizes recommendations for marketing, sales, strategy and merchandising professionals across a variety of industries.

• **Data management/cloud/software, POS data:** Data management, cloud and software solutions help clients better handle all of their data for faster insights and action. IRI’s Liquid Data Insight platform serves more than 180 clients. In April 2015, the company unveiled the IRI Shopper Marketing Cloud, an integrated purchase and media data set that will provide fast and easy access to comprehensive data that fully links media to store-level purchase, as well as prescriptive analytics for comprehensive planning, targeting, activation and measuring. In addition, IRI also announced ILD Private Cloud, which brings ILD to IRI clients in a platform that can be customized, embedded and integrated into the clients’ own systems behind their firewalls.

---

**Westat Inc.**

**Westat.com**

<table>
<thead>
<tr>
<th>U.S. HEADQUARTERS</th>
<th>ROCKVILLE, MD.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 U.S. REVENUE</td>
<td>$501.3 MILLION</td>
</tr>
<tr>
<td>CHANGE FROM 2013</td>
<td>-11.1%</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$16.1 MILLION</td>
</tr>
<tr>
<td>FROM OUTSIDE U.S.</td>
<td>3.3%</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>2,011</td>
</tr>
</tbody>
</table>

**James E. Smith**

PRESIDENT AND CEO

PH.D., UNIVERSITY OF SOUTHERN CALIFORNIA

Westat, founded in 1963 and now headquartered in Rockville, Md., is a 100% employee-owned research company. As a professional research services firm, Westat applies more than 50 years of

---

**CEM Enterprise Solutions PLUS**

Fixing “customer hot-alerts” and sending “apology letters” is good. NOT having to do these is BETTER for your brand.

“Survey data” is highly multicollinear defying simple statistical analysis. Advanced techniques like Random Forest, MARS, Quantile and Sentiment Analysis are readily available and offer deeper insights to support marketing initiatives and brand building.

Want proof of concept with your own data or a pilot to convince you? Contact info@marketprobe.com
statistical, survey research, and subject matter experience to studies in health sciences and services, social program measurement and evaluation, statistical survey design, all modes of data collection, public communications and social marketing, transportation research, large-scale data analysis and reporting, data systems and information technologies, and domestic and international program monitoring and evaluation.

The firm’s clients are the agencies of the U.S. government, as well as businesses, foundations, and state and local governments.

Westat statisticians and research professionals from many disciplines contribute to developments and innovations in their fields through professional publications and active participation in the international research community. In 2015, David Morganstein, Westat’s vice president, took office as the 110th president of the American Statistical Association, a community of statisticians.

Westat’s projects are increasingly multi-modal, often with combinations of in-person, telephone, Web, mail and mobile device modes of data collection. The company operates telephone research centers, both physical and virtual, with sophisticated communications, quality monitoring and security controls.

Household and institution data collections are supported by a nationwide staff of data collectors, with on-location and distance trainings, and advanced field management and communications systems. International studies may combine in-country and virtual approaches to best high quality and study objectives.

Westat uses many general and specialized IT technologies and products, and provides licensing, training and support for Blaise, a software system from Statistics Netherlands, which supports multiple modes of data collection and post-collection processing.

Beyond its headquarters, Westat maintains research offices in Atlanta; Cambridge, Mass.; Raleigh-Durham, N.C.; Philadelphia; Houston; and several international locations.

GfK USA comprises the U.S. operations of GfK SE, a public company based in Nuremberg, Germany, which was established in 1934 and is listed on the Frankfurt Stock Exchange.

GfK delivers relevant market and consumer information that enables its clients to make smarter decisions. More than 15,000 market research experts combine their passion with GfK’s long-standing data science experience, which allows GfK to deliver vital global insights matched with local market intelligence in the U.S. and more than 100 other countries. By using innovative technologies and data sciences, GfK turns Big Data into smart data, enabling its clients to improve their competitive edge, and enrich consumers’ experiences and choices.

The firm’s services are delivered in the following practice areas and services:

- **Market insights and growth opportunities:**
  GfK can continuously track and analyze the major trends within markets, consumer segments, retail, technology and products to identify what factors are becoming more or less influential, and how these might impact a client’s business. Then it adds a clear understanding of what factors are driving each trend, across all channels, and looks at the likely future demand, and benchmarks current performance against competitors. GfK identifies the priority customer segments for each trend and combines the insight to develop a detailed strategic plan.

- **Product design and optimization:**
  By matching up the latest consumer and market trends, GfK identifies important white spaces and helps design ideas that are in line with market opportunities, and runs idea screening to filter the most favorable options. The firm examines clients’ product concepts, pricing and packaging to maximize their potential, then continuously tracks consumer retail activity in certain industry groups to identify what is currently successful, and where and at what price. It also looks ahead to see when and where it is best to launch new products, assessing the market and brand readiness, and highlighting optimum consumer segments.

  - **Brand value optimization:** GfK starts with the big trends on what brands and why, then analyzes key consumer segments to reveal their different values and attitudes, and how these affect their brand choices. Benchmarking brand performance against competitors, the firm explores the details of consumer-to-brand relationships, competitive positioning and potential brand extensions. It identifies how and to what extent products, channel experiences and promotions feed into brand value, and helps optimize each element. The firm runs ongoing evaluations of overall brand vitality, along with brand reputation among key consumer and customer segments.

  - **Advertising and communication optimization:** GfK identifies the right consumer segments for a client’s brand, products or services, and where the best growth opportunities lie. It evaluates the full retail landscape and projections on demand, and benchmarks current performance across all channels to understand what is working and what areas need support. Then GfK tests variations of advertising and communication across multiple channels, including POP, to identify what achieves the best result. It monitors the ongoing effectiveness of advertising and communications (digital and traditional) to help demonstrate ROI and react fast to market changes.

  - **Channel and category optimization:** The firm helps to select channel mix and categories—adjacencies, product assortment, shelf space, in-store communication and price planning—by exploring the areas of channel trends and mixes, shoppers’ paths to purchase, and the in-store experience, online experience and mobile experience.

  - **Price optimization:** GfK analyzes global retail markets to identify what consumers are buying and at what price, providing...
WE TURN RESEARCH INTO SMART BUSINESS DECISIONS

GfK makes research matter by delivering the future. In a digitized world, we are the trusted source of relevant market and consumer information that empowers our clients to create winning strategies to enrich consumers’ lives.

Growth from Knowledge

www.gfk.com
provide their browsing and transaction behavior, including online and offline purchasing. Its panelists also participate in survey research that captures their attitudes, lifestyles, product preferences and purchase intentions, which can be integrated with their observed online behavior. The company's services fall into three primary segments of digital analytics:

**Audience Analytics**

ComScore Audience Analytics provides digital audience measurement for advertising agencies, publishers, marketers and financial analysts. Audience Analytics reports on the details of online media usage, visitor demographics and online buying power for the home, work and university audiences across 100 local U.S. markets and around the world, including detailed reporting for more than 40 individual countries. ComScore's syndicated measurement is based on the proprietary Unified Digital Measurement methodology, which combines the benefits of both panel-based and site-census measurement into a "best of breed" approach to digital measurement. The methodology, which requires publishers to use a comScore census tag to be measured at the census level, has been adopted by more than 90% of the top 100 U.S. media properties.

ComScore offers tools for reach and frequency analysis, day-part planning, online and offline local market analysis and emerging applications. Other services in the Audience Analytics suite include Video Metrix, for measurement of online video viewing; Mobile Metrix, for interactive measurement of mobile Web and app audiences; qSearch, for measurement of search behavior; Ad Metrix, for measurement of online display advertising; Plan Metrix, which ties lifestyles and attitudes to online behavior; Segment Metrix, which describes the online behavior of various consumer segments (such as Prizm and PersonicX); and Search Planner, a search marketing intelligence tool. The company also has Media Metrix Multi-Platform, its next-generation audience measurement tool that synthesizes Web, video and mobile users into a unified view of digital audiences. And comScore recently introduced Video Metrix Multi-Platform to provide unified reporting of digital video audiences on desktop, smartphone and tablet.

ComScore Marketing Solutions (CMS) combines the comScore Internet user database with the experience of comScore analysts to deliver deep insight into consumers' online behavior for clients in the automotive, consumer packaged goods, entertainment, financial services, media, pharmaceutical, retail, technology, telecommunications and travel industries.

CMS also integrates online behavior with offline purchase and product ownership data. ComScore matches its online database with offline purchase databases (such as grocery store loyalty card data) to create huge data-marts that allow a precise measurement of the impact that online marketing has on offline buying behavior. In conjunction with Information Resources' Consumer Network panel, comScore also has the capability of measuring the impact of online marketing campaigns across retail channels.

CMS offers a full range of custom and syndicated survey research services for a variety of industries, using the comScore panel with offline and online applications. CMS survey services address business issues such as customer segmentation, customer satisfaction, product and market evaluation, and brand performance tracking. CMS also integrates survey responses with online behavior that's passively captured for the same respondents.

ComScore data and services support numerous applications, including market and competitive intelligence for any online category; benchmarking and opportunity gap/SWOT analysis; customer profiling and segmentation models; integration and study of online behavioral data with offline purchase data; choice models based on pricing, taxes and promotions, among other factors; controlled measurement of the effectiveness of interactive marketing programs; and scoring of customer files for direct marketing programs using markers and propensities derived in aggregate within the comScore database and applied using shared attributes. ComScore's e-commerce sales data have become the standard by which online trends are monitored and have been widely published in the media for more than 10 years.

**Advertising Analytics**

ComScore offers several solutions under the Advertising Analytics umbrella, including advertising planning tools, campaign validation and effectiveness measurement, and ad creative copy-testing. Products in comScore's AdEffx suite include Brand Survey Lift, BSL Pulse, Action Lift, Offline Sales Lift, and validated Campaign Essentials (vCE). From understanding audiences and verifying that a campaign actually reached its intended target...
YOU DON'T KNOW JACK, BUT YOU WILL

We know a lot about Jack. Now you can too.

Checkout Tracking is the one and only service that provides the most thorough information on consumer buying behavior at the market basket-level, based on receipts for both online and brick-and-mortar retail purchases.

Checkout Tracking gives you precise, item-level purchase detail linked to buyers and their demographics. And, Checkout Tracking allows you to study the same consumers over time. You can analyze competitive market baskets and identify purchase patterns. Online and in-store data covers purchases at the category, brand, and item levels. Want to know Jack (and everyone else) a lot better? Check out Checkout Tracking from NPD.

It’s never been more important to know your customers. To learn more about Checkout Tracking, visit npd.com or call us at (866) 444-1411.
quantifying the impact of digital advertising on attitudes and behaviors as well as online and in-store sales, this comprehensive suite of products for both digital and multiplatform media campaigns allows for in-flight optimization and overall improved campaign ROI. ComScore also offers its clients proprietary ad viewability measurement and detection of non-human traffic to determine whether display or video ads are actually delivered in-view to the end user.

**Enterprise Analytics**

ComScore Digital Analytics helps analysts and business leaders understand and drive business outcomes by combining the best of analytics and audience demographics. ComScore’s platform stores data in its raw form, enabling fast, flexible analysis and delivery of results in real time.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

**The NPD Group Inc.**

<table>
<thead>
<tr>
<th>U.S. HEADQUARTERS</th>
<th>PORT WASHINGTON, N.Y.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 U.S. REVENUE</td>
<td>$215.0 MILLION</td>
</tr>
<tr>
<td>CHANGE FROM 2013</td>
<td>+9.3%*</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$77.1 MILLION</td>
</tr>
<tr>
<td>FROM OUTSIDE U.S.</td>
<td>26.4%</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>20</td>
</tr>
</tbody>
</table>

**Karyn Schoenbart**

PRESIDENT AND CEO
B.A., UNIVERSITY OF MASSACHUSETTS

**Ted Johnson**

CHAIRMAN AND CEO
M.S.I.A., CARNEGIE MELLON UNIVERSITY

The NPD Group Inc. is a privately held corporation founded in 1966. NPD provides global information and business solutions, helping brands to track their markets, understand consumers and drive profitable growth.

Information is available for the following industries: automotive, beauty, consumer electronics, entertainment, fashion, food/foodservice, home, luxury, mobile, office supplies, sports, technology, toys and video games.

NPD tracking services include retail and distributor tracking, consumer tracking and the company’s newest offering, checkout tracking. Premium services offer more granular data including weekly tracking, store-level-enabled data (for looking at geographies or custom store groupings), account-level information (for participating retailers) and shopper insights. Information is collected from more than 1,200 retailers, representing approximately 165,000 stores worldwide, and from 12 million consumer interviews conducted annually.

NPD also offers solutions for opportunity identification, price optimization, marketing evaluation, and forecasting through its analytics and modeling and custom research capabilities. The firm’s advisory services cover wearables and connected intelligence, which offers reports and analyses on wearable tech and the connected world.

In 2014, NPD sold its technology analyst business, including DisplaySearch and Solarbuzz, in order to focus on its flagship tracking services and the development of the solutions portfolio.

Also during 2014, NPD established a solutions group to expand its portfolio of business solutions to address key marketing, sales and strategic planning issues. NPD also continued to innovate with new data collection methodologies focused on receipt harvesting by launching checkout tracking, which provides information on consumer buying behavior at the market basket level, based on receipts for both online and bricks-and-mortar retail purchases. Sample sizes approach nearly 2 million consumers online and 25,000 consumers for all channels. In 2014, NPD also introduced a wearables advisory service encompassing consumer and point-of-sale data, qualitative reports and industry analysis.

Looking ahead, NPD expects to continue to build checkout tracking with additional data analytics and report offerings. The solutions team will introduce new forecasting tools and solutions designed around expressed client needs and opportunities.

NPD operates in the Americas, including the U.S., Canada, Mexico and Brazil. The company also offers tracking services and analytic solutions in 11 countries in Europe, and tracking services in five countries in the Asia-Pacific region.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.
All the tools you need are now in one place.

We’ve gathered worldwide leaders in qualitative and quantitative market research — so you can power all your research projects from one single source. Gain insight like never before through our full suite of market research products.

**VideoStreaming™**
In-depth interview and focus group video platform to live-stream to your office

**Revelation®**
Mobile and web platform for mobile diaries, bulletin boards and insight communities

**Decipher**
Customizable platform for mobile and web surveying with powerful real-time reporting

**ResearchReporter**
Platform to maximize the use of past research, increase efficiency and manage resources

**Librarian**
Highly secure, cloud-based platform where you can import, store, search, sort and export your data.

**DeviceVu™**
Platform for observing participants interacting with your site or app on smartphones, tablets or gaming systems

**InterVu®**
Webcam interview system for live face-to-face discussions with consumers

**HomeVu™**
Platform for streaming in-home immersions to observe consumers

---

FocusVision™
MARKET RESEARCH TECHNOLOGIES

POWERING YOUR QUANTITATIVE AND QUALITATIVE MARKET RESEARCH
+1.800.433.8128 (US) | +44.1892.556.597 (EMEA) | +65.6818.9015 (ASIA)
FocusVision.com | info@focusvision.com

---

MN June 2015 full ads.indd 59 5/22/15 10:56 AM
ICF International Inc.
ICF.com

U.S. HEADQUARTERS FAIRFAX, VA.
2014 U.S. REVENUE $153.3 MILLION
CHANGE FROM 2013 -10.9%
NON-U.S. REVENUE $59.9 MILLION
FROM OUTSIDE U.S. 28.1%
U.S. EMPLOYEES 875

Sudhakar Kesavan
CEO M.S., MASSACHUSETTS INSTITUTE OF TECHNOLOGY

ICF International Inc., based in Fairfax, Va., was founded in 1966 and acquired Macro International in 2009. It was listed on the Nasdaq in 2006. The company’s clients include U.S. federal agencies, international organizations and multinational corporations, and its services and products include:
• International research and evaluation: ICF serves national governments, in-country organizations and international donor agencies, providing training and technical assistance in developing indicators and metrics, monitoring and data collection, policy formation and disseminating findings to target audiences.
• Experimental and quasi-experimental research: ICF address the full lifecycle of experimental and quasi-experimental research services, including methodology and study design, quantitative and qualitative data analysis, database and systems development, and reports and the publication of results.
• Monitoring and evaluation capacity building: Clients can build program monitoring and evaluation capability with services, including managing change and communicating developments to grantees or awardees, adjusting data collection systems or indicators to reflect program changes, producing report snapshots to show continued progress, and leveraging existing resources to expand capacity in monitoring and evaluation.
• Performance measurement: ICF’s approach supports U.S. federal agencies, nonprofits and commercial firms with performance measurement tools and techniques, including developing meaningful and measurable indicators, creating dashboards and balanced scorecards, setting targets and goals for continuous quality improvement programs, and designing and implementing Web-based data management and reporting systems.
• Program evaluation: ICF applies traditional and state-of-the-art analytic methods and tools, including randomized control trials, propensity score matching, quantitative analysis of designs, ethnographic studies and social network analysis.
• Quantitative methods and analysis: ICF’s range of quantitative methods and analysis includes Web, telephone, paper/mail, in-person and hybrid surveys, cell phone data collection, sampling/weighting, database development and data management, proprietary modeling of complex systems and analytic methods, and cost benefit analysis.
• R&E surveys and analysis: The company’s survey services include questionnaire and manual development, quality control, FISMA-moderate data security capacity, software development, and the analysis and dissemination of findings.

The firm serves the aviation, climate, community development, defense, education, energy, environment, families and communities, health, homeland security and transportation markets. Its geographic coverage spans the globe and includes current projects located in Botswana, Kenya, Mozambique, Tanzania, Thailand, Uganda and Vietnam. ICF has full-service offices in China, India, Russia, the U.K., Brazil and Canada, in addition to more than 40 full-service offices in the U.S.

12 Maritz Research
ICF.com

U.S. HEADQUARTERS FENTON, MO.
2014 U.S. REVENUE $127.5 MILLION
CHANGE FROM 2013 -7.1%*
NON-U.S. REVENUE $40.5 MILLION
FROM OUTSIDE U.S. 26.7%
U.S. EMPLOYEES 449

Carine Clark
PRESIDENT AND CEO
MBA, BRIGHAM YOUNG UNIVERSITY

The 2015 AMA Gold Top 50 rankings are based on companies’ financial data from the calendar year 2014. Thus, Maritz is listed in this report as Maritz Research, headquartered in Fenton, Mo. However, on Dec. 31, 2014, Maritz Holdings Inc. acquired Allegiance Software and subsequently merged Allegiance with Maritz Research to create a new independent company, called MaritzCX. Its new company headquarters are located in Salt Lake City.

MaritzCX started with the simple idea that businesses need more than survey scores and reports to know how to retain customers and meet their customer experience (CX) challenges. The company focuses on four key elements: CX software, data and research science, deep vertical market expertise and managed program services.

MaritzCX has global reach, with more than 800 full-time employees and nearly 2,000 part-time/contract employees in 19 offices and five global regions, serving 500 clients and 1 million users who speak 60 languages in 100 countries. The company focuses on practice areas in the following industries: automotive, financial services, retail, travel and hospitality, technology, telecom, B-to-B, healthcare and insurance.

The company’s Allegiance platform, its flagship software product, has seen new product growth of 38%. Overall, the platform saw 55% new bookings growth and 97% SaaS solutions bookings growth in 2014.

Additional CX products include the new Dashboards 2 capability and the Spotlight data-mining tool. Dashboards 2 provides CX professionals a new way to bring big
At the Heart of Every Business is the Customer

Forget the latest business trends and buzzwords; the real force driving business is always the customer. Discover how a customer-first approach has emerged as the leading strategy to increase results, insight and growth.

22 authors, nearly 200 pages of expert perspective, best practices and advice about customer experience (CX) in business from leading marketers, business leaders, researchers and analysts.

Your complimentary copy is ready for download now.

Download your complimentary copy
www.maritzcx.com/cxbook

©2015 MaritzCX is a trademark of MaritzCX Holdings, LLC
customer data instantly to light, and to capture and share insights using modern visualizations. The patented SpotLight software allows clients to work with massive amounts of Big Data, running complex analytics in seconds.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

Abt SRBI Inc.

**U.S. HEADQUARTERS** NEW YORK

- **2014 U.S. REVENUE** $127.2 MILLION
- **CHANGE FROM 2013** -18.3%
- **NON-U.S. REVENUE** $11.9 MILLION
- **FROM OUTSIDE U.S.** 8.6%
- **U.S. EMPLOYEES** 208

**Kathleen L. Flanagan**
President and CEO of Abt Associates
M.S., University of Rochester

**Scott Royal**
President and CEO of Abt SRBI
Ph.D., Johns Hopkins University

Abt Associates is a global research firm focusing on evaluation and program implementation in the fields of health, social and environmental policy, and international development. The company has multiple offices in the U.S. and program offices in nearly 60 countries. Abt Associates was founded in 1965.

Abt SRBI is the firm’s survey research arm. It’s a full-service global research and consulting firm whose survey research capabilities range from sample design and instrument development, through data collection (telephone, in-person, IVR, Web, mail) and data management, to advanced analysis and market strategy. The firm specializes in large-scale and complex projects for government, regional agencies, major corporations, foundations and the media.

Abt SRBI has four practice groups:

- **The Health Group** conducts health-related surveys and tracking studies for many U.S. government agencies. These projects include epidemiological surveys, healthcare, military veterans, immigration, domestic violence and program evaluations.
- **The Social Policy and Polling Group** conducts large-scale public policy and public opinion surveys for university researchers, foundations, research institutes and the media. This division is responsible for Abt SRBI’s public opinion polling for the Pew Research Center, Time magazine, The Washington Post, and other media.
- **The Transportation, Recreation, Planning and Preservation Group** provides passenger/customer research to leading public transit authorities, transportation planners and engineering firms. This includes household travel surveys, origin/destination studies, new product/service testing, pricing and passenger satisfaction research. This group also specializes in energy, environmental and recreational issues.
- **The Family, Workforce and Nutrition Group** supports large-scale program evaluation projects with a focus on interviews with beneficiaries of federal government programs.

The four practice groups are supported by an Advanced Methods Group and an Interviewing Services Division. The Advanced Methods Group provides consulting support in areas such as complex sample design, non-response bias, cell and dual frame sample designs, weighting, imputation and geographic information systems. The Interviewing Services Division administers telephone, mail, Internet, IVR and in-person interviews with nearly 450 CATI stations across five call centers, a large, national in-person field force, and a centralized technologically advanced survey platform.

The firm has offices in Cambridge, Mass.; Bethesda, Md.; Atlanta; Durham, N.C.; and New York.

DunnhumbyUSA, headquartered in Cincinnati, was founded in 2003 as a joint venture partnership of The Kroger Co. in Cincinnati and Dunnhumby Ltd. in London, which is a wholly owned subsidiary of Tesco plc.

DunnhumbyUSA serves clients in retail, grocery, consumer goods, health and beauty, food service, apparel and advertising, among others. Clients include The Kroger Co., Tesco, Coca-Cola, General Mills, Kimberly-Clark, Macy’s, PepsiCo, and Procter & Gamble.
DunnhumbyUSA’s business model and process revolves around the customer. The firm analyzes a combination of rich, granular shopper data with other data sources at the household level to deliver a complete view of the customer and to uncover insights about those customers: what they want, where they want it, and how much they’re willing to pay for it.

The company works with retailers and manufacturers to leverage those insights in order to personalize their customers’ experiences in and out of the store, online and offline, and before, during and after the shopping trip to earn their lifetime loyalty. Companies can find out when and how their products are consumed, what needs they fulfill, the appropriate focus of media campaigns and messages, consumers’ motivation to buy and barriers to purchase, and the likely success of new product ideas. DunnhumbyUSA also uses those insights to help retailers and manufacturers become more customer-centric organizations, and make more informed and effective business decisions that result in sustained growth.

DunnhumbyUSA’s source of information is customer transaction data from retailers’ customer loyalty (frequent shopper) programs, POS sales and traditional marketing research methods—reflecting what shoppers actually do in terms of what, how and why they buy—to help clients target the customers who matter most and identify the biggest opportunities for retailers and brands to engage more closely with their customers.

DunnhumbyUSA uses a proprietary algorithm, which identifies purchase patterns within and between a customer’s shopping trips, to derive a set of attributes for each customer based upon the products that he buys, the frequency of his shopping trips, and his sensitivity to specific marketing levers (such as price, merchandising, coupons and assortment). This “customer DNA” profile, determined by the collective set of individualized attributes, is the basis for all subsequent targeting, segmentation and analysis.

A majority of the company’s revenue and growth is in the leveraging of this rich data source and proprietary targeting algorithms to deliver personalized communications and offers to consumers designed to benefit them based on their individual lifestyles and preferences. The company’s behavior-based targeted offering delivers redemption rates in excess of 60%. Research revenue is derived through the generation of analytical insights delivered via software tools and custom insights.

* Some or all figures are not made available by this company. Instead, they are estimated by the report’s authors.

+ In April 2015, dunnhumbyUSA’s joint venture partners, dunnhumby Ltd. and The Kroger Co., established a new company, 84.51®, which will operate with certain assets acquired by Kroger from dunnhumbyUSA. Stuart Aitkin, formerly the CEO of dunnhumbyUSA, now is CEO of 84.51®. Dunnhumby will continue to operate in the U.S. as dunnhumby, under the leadership of Andy Hill, managing director for North America.
Decision Resources Group is a portfolio of companies that offer information, analysis and insights on issues within the global healthcare industry. Pharmaceutical, biotechnology, medical technology and managed care companies rely on this analysis and data to make informed decisions critical to their success.


Framing the current status and future trends in target healthcare markets using data, primary research and secondary research is a core competency of Decision Resources Group. Product offerings include high-value analytics, syndicated research, proprietary databases, decision support tools and advisory services.

Decision Resources Group has a number of key specialties, including syndicated research focused on new therapeutic opportunities; portfolio planning, changing industry dynamics and global treatment patterns; insights and data on physician and consumer healthcare e-marketing; and proprietary databases and analytics covering more than 90% of the U.S. managed care markets. Also included are longitudinal data and analytics on marketed drug reimbursement profiles; qualitative insights on drug-specific reimbursement drivers for existing and emerging therapies; managed markets training; and evidence-based market access solutions.

Employee Research

ORC International’s employee research practice helps organizations understand how to attract, engage and retain top employees to maximize performance and profitability. The firm’s suite of employee research solutions helps clients optimize and engage employees effectively; grow awareness of the employer’s brand; retain talent and reduce costs of hiring and on-boarding; understand customer-centric employees; become an “employer of choice”; and link customer- and employee-related initiatives to optimize performance and growth.

Marketing Research

ORC delivers the comprehensive knowledge and the objective external perspective that clients need to develop a blueprint for next-generation strategies. The ORC teams can help assess brands’ positions; detect innovation opportunities within the market; gauge demand for new products; develop and evaluate new products and offerings; identify target markets for products; and assess opportunities in new geographies.

Strategy Research

ORC helps clients identify and capitalize on emerging trends, innovation and decision support tools to remain at the forefront of industry transformations and opportunities. ORC teams provide go-to-market research and access to industry experts; forecasting, modeling and trends; insight about market characteristics; size and economic value; innovation strategy development; NPD assessments; and benchmarking against competition and markets.

Customer Research

ORC believes that the customer journey begins with the initial exposure to the brand and carries through goodwill, brand loyalty, advocacy, satisfaction and lifetime value. From specific tactical challenges to broad strategic initiatives, the firm helps clients pinpoint priorities, implement improvement plans and gauge progress. Its customer solutions help engage and provide meaningful experiences for customers throughout the customer journey; identify and acquire new customers; engage and retain the best customers; and link customer- and employee-related initiatives to optimize performance and growth.

15 Decision Resources Group
DecisionResourcesGroup.com

2014 U.S. REVENUE $177.2 MILLION
CHANGE FROM 2013 +8.5%
NON-U.S. REVENUE $45.8 MILLION
FROM OUTSIDE U.S. 28.1%
U.S. EMPLOYEES 500

James Lang
CEO
MBA, DARTMOUTH COLLEGE


ORC is a research and business intelligence firm that focuses on discovering what engages people around the world. By combining data, synthesis and digital platforms, the firm delivers insights that power clients’ growth and drive the future of their businesses.

ORC specializes in customer equity, employee engagement, marketing research and strategy development, with an aim to engage, empower and elevate clients’ market knowledge to become innovators in their fields, to capitalize on new opportunities and to drive results.

Simon Kooyman
CEO
MBA, VLERICK UNIVERSITY, BELGIUM


ORC is a research and business intelligence firm that focuses on discovering what engages people around the world. By combining data, synthesis and digital platforms, the firm delivers insights that power clients’ growth and drive the future of their businesses.

ORC specializes in customer equity, employee engagement, marketing research and strategy development, with an aim to engage, empower and elevate clients’ market knowledge to become innovators in their fields, to capitalize on new opportunities and to drive results.

Customer Research

ORC believes that the customer journey begins with the initial exposure to the brand and carries through goodwill, brand loyalty, advocacy, satisfaction and lifetime value. From specific tactical challenges to broad strategic initiatives, the firm helps clients pinpoint priorities, implement improvement plans and gauge progress. Its customer solutions help engage and provide meaningful experiences for customers throughout the customer journey; identify and acquire new customers; engage and retain the best customers; and link customer- and employee-related initiatives to optimize performance and growth.

Employee Research

ORC International’s employee research practice helps organizations understand how to attract, engage and retain top employees to maximize performance and profitability. The firm’s suite of employee research solutions helps clients optimize and engage employees effectively; grow awareness of the employer’s brand; retain talent and reduce costs of hiring and on-boarding; understand customer-centric employees; become an “employer of choice”; and link customer- and employee-related initiatives to optimize performance and growth.

Marketing Research

ORC delivers the comprehensive knowledge and the objective external perspective that clients need to develop a blueprint for next-generation strategies. The ORC teams can help assess brands’ positions; detect innovation opportunities within the market; gauge demand for new products; develop and evaluate new products and offerings; identify target markets for products; and assess opportunities in new geographies.

Strategy Research

ORC helps clients identify and capitalize on emerging trends, innovation and decision support tools to remain at the forefront of industry transformations and opportunities. ORC teams provide go-to-market research and access to industry experts; forecasting, modeling and trends; insight about market characteristics; size and economic value; innovation strategy development; NPD assessments; and benchmarking against competition and markets.

16 ORC International
ORCInternational.com

U.S. HEADQUARTERS Princeton, N.J.
U.S. 2014 REVENUE $83.8 MILLION
CHANGE FROM 2013 +2.2%
NON-U.S. REVENUE $42.3 MILLION
FROM OUTSIDE U.S. 33.5%
U.S. EMPLOYEES 312


ORC is a research and business intelligence firm that focuses on discovering what engages people around the world. By combining data, synthesis and digital platforms, the firm delivers insights that power clients’ growth and drive the future of their businesses.

ORC specializes in customer equity, employee engagement, marketing research and strategy development, with an aim to engage, empower and elevate clients’ market knowledge to become innovators in their fields, to capitalize on new opportunities and to drive results.
National Research Corp. in Lincoln, Neb., was founded in 1981 and has been a public company since October 1997. National Research offers performance measurement and improvement services to hospitals, healthcare systems, physicians, health plans, senior care organizations, home health agencies and other healthcare organizations. National Research works to address key objectives to help clients improve performance in the following areas:

- **Growth offerings:** These solutions have historically been marketed under the Market Insights, Healthcare Market Guide and Ticker brands. National Research’s growth offerings are subscription-based solutions that include the measurement of community perception (Market Insights), brand tracking (BrandArc) and advertising testing (Advvoice). Market Insights measures the opinions and behaviors of 270,000 healthcare consumers in the top 250 metropolitan areas annually.

- **Retention offerings:** These solutions include patient and resident experience, physician engagement, and employee experience measurement and improvement tools. These solutions enable clients to comply with regulatory requirements and to improve their reimbursement under value-based purchasing models. Additionally, clients use these applications to positively impact patient experience by using the company’s prescriptive analytics to enable improvement planning and the implementation of best practices. Finally, with a growing body of research linking employee and physician satisfaction levels to provider quality and patient experience, National Research’s offerings also measure satisfaction from those constituents and integrate that data into prescriptive analytics for improvement.

- **Engagement offerings:** These solutions include National Research’s patient outreach and discharge call program (Connect Transitions), health risk assessments (Payer Solutions) and post-acute analytics (OCS). These offerings enable the firm’s clients to understand the health risks associated with populations of patients, analyze and address readmission risks, and efficiently reach out to patients to impact their behaviors outside of the healthcare provider settings. The company’s health

---

**Market C&C Research**

Connecting you & Consumers across the United States, and the world!

Providing you the largest most reliable data collection network.

- Quantitative Research
- Qualitative Research
- On-Site Interviewing
- Panel Augmentation
- Bi-Lingual Interviewing
- Project Management
- Programming
- Over 100 Mobile Interviewing Devices
- 50 Mall Locations Nationwide
- Worldwide Network

Contact C&C Market Research:
corp@ccmarketresearch.com
877-530-9688

www.ccmarketresearch.com
risk assessment solutions enable its clients to effectively stratify and manage care for those who are most at risk, engage individuals, increase preventative care, and manage wellness programs to improve patient experience and outcomes. National Research’s patient outreach and discharge call solutions are provided to healthcare organizations on a subscription basis.

The company employs a "custom market research provider that is based in
London (European headquarters) and Shanghai (Asian headquarters), and its affiliate network of more than 60 affiliate companies, the firm conducts research in more than 80 countries worldwide. LRW serves a wide range of industries, including entertainment, pharmaceutical, technology, consumer packaged goods, healthcare, retail, food service, financial and business services, automotive and more.

LRW emphasizes five core areas of research experience:

- **Strategy development through segmentation research:** Strategy expertise is LRW’s core strength, particularly actionable segmentation research. The firm determines targets, optimizes the marketing mix and develops strategies to maximize performance within target segments that drive business impact. It also deploys techniques and analytic processes to understand where value resides within brands, along with the implications for brand building. LRW utilizes both “fusion” and “segmentation by optimization,” allowing clients to reach unique segments and gain a clearer understanding of their needs. Blending the two segmentation approaches with trade-off analyses enables the firm to optimize product coverage and line demand for target segments.

- **Brand strategy and tracking:** LRW has developed a proprietary framework, Brand Stereotypes, an active lens that influences consumers’ perceptions, emotions, actions and identity connection with brands. Monitoring and measuring Brand Stereotypes is a critical component of LRW’s BX offering, a new model that hybridizes traditional brand tracking with social media monitoring. BX operates in real time and allows consumers of LRW’s clients’ products and services to explain their experiences in their own words, turning brand tracking into a robust marketing and brand feedback system.

- **Customer experience diagnostic evaluation and tracking:** LRW’s experience in analyzing consumer attitudes and behavior has enabled the firm to successfully link customer satisfaction to financial performance. LRW’s proprietary methodology, including Ideation and Evolution, to general approaches to new product development.

- **New product development:** Using advanced analytical techniques, LRW is able to provide powerful product optimization studies with actionable deliverables. The firm uses a proprietary methodology, including Ideation and Evolution, to general approaches to new product development.

- **Advertising:** ImplicIT is LRW’s proprietary approach to improve advertising’s effectiveness. LRW evaluates the core centers of brain decision-making through the use of traditional survey methods combined with facial recognition software, Rapid Choice, WOM...
simulation, VOICE-IT including linguistic coding, and delayed memory recall, allowing deep understanding of the emotional, non-conscious and rational reactions to advertising.

In 2014, LRW increased its effectiveness as a consultative, data-agnostic research partner by incorporating a number of techniques beyond traditional qualitative and quantitative research. Working with leading academicians in the field, LRW created its AppliedVR business unit, now a fully incorporated subsidiary of LRW, leveraging virtual reality technology for both market research and behavior change applications. Additionally, LRW’s social media unit now integrates social media and digital data into nearly 20% of the company’s total engagements, expanding upon a strategic partnership with a CIA-spinoff, network-mapping software company. Lastly, LRW piloted its new BX product, offering up-to-the-minute brain experience data alongside social media and digital metrics in a custom dashboard.

In 2015, LRW is expanding its Pragmatic Brain Science Institute by developing new tools to measure emotion and other non-conscious consumer attitudes. LRW will formally roll out its BX product to help companies to more fully integrate tracking into strategic decision-making.

Rentrak measures movies and TV with its census-like currencies. Its services measure movies from theaters worldwide, video on demand on every TV in the U.S., and national and local TV content on 25 million TVs throughout every market and zip code in America. By merging TV and movie measurement information with information about viewers’ lifestyles and the products that they buy, Rentrak helps advertisers, agencies, the movie industry, multichannel video programming distributors, local stations and national networks better understand how to target and reach viewers and consumers more efficiently, and more profitably.

Movies Everywhere
Rentrak answers three key questions about consumers and the movies: Will they go? How much did they spend? And, what did they think? Services include:
• Box Office Essentials reports on how many people go to the movies and how much they spend in virtually every theater in North America, all in real time.
• International Box Office Essentials delivers worldwide box office results from more than 110,000 screens in more than 25,000 theaters in 37 countries.
• PreAct measures the health of a marketing campaign up to one year in advance of a movie’s release.
• PostTrak reports audience demographics and the aspects of each title that trigger interest and attendance.

TV Everywhere
Rentrak’s TV Everywhere services combine television viewing with consumer behavior information to provide the most precise understanding of the total television audience, from the programs that viewers watch, to the cars in their garages, to the way that they vote, to the products in their pantries. TV Essentials provides U.S. television measurement from more than 30 million screens and approximately 14 million households, and its services include:
• StationView Essentials: Measures television viewing in every U.S. local market.
• OnDemand Essentials: Measures video on demand (VOD) viewing from 117 million TVs in the U.S. and Canada.
• Digital Download Essentials: Measures viewing of purchased and rented movie and television content downloaded or streamed via the Internet.
• Multiscreen Essentials: Reports live and time-shifted viewing from television and VOD in a single total audience measurement system.
• Branded Entertainment: Quantifies and evaluates the impact of brand integration in movies and TV content on consumers.

Other services include Digital Download Essentials Industry, Dynamic Studio Share, AdEssentials, Internet TV Essentials, Mobile OnDemand Essentials, Mobile TV Essentials, Mobile StationView Essentials and VOD Monitor.

Home Entertainment
Rentak’s Home Entertainment services report consumer DVD and Blu-ray disc rental (Home Video Essentials) and retail (Retail Essentials) sales activity and provide reporting for content providers involved in revenue-sharing programs (Studio Revenue Share Essentials).

Rentak measures more than 95% of the theatrical box office worldwide, and 99% of the box office in the U.S. and Canada. Rentak has VOD and TV operations in the U.S., Europe and China. Rentak measures linear TV viewing from more than 30 million TVs and VOD viewing from more than 114 million TVs across every local market and every residential zip code in the U.S.

In 2014, Rentak launched a new total audience measurement service, Multiscreen Essentials: launched a new long lead box office measurement service, PreAct; and acquired the U.S. television measurement business of WPP’s Kantar business unit, Kantar Media.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

Market Strategies International
MarketStrategies.com

U.S. HEADQUARTERS LIVONIA, MICH.
2014 U.S. REVENUE $68.8 MILLION
CHANGE FROM 2013 0.0% *
NON-U.S. REVENUE $1.2 MILLION
FROM OUTSIDE U.S. 1.7%
U.S. EMPLOYEES 265

Rob Stone
CEO
PH.D., COLUMBIA UNIVERSITY

Market Strategies International, based in Livonia, Mich., and founded in 1989, is a market research consultancy that drives confident business decisions through research and consulting engagements with its clients. Market Strategies uses a wide range of market research techniques, including traditional survey and qualitative methodologies, and new social media, ethnographic and community research platforms.

Market Strategies’ reputation has been built on the application of advanced analytics to behavioral, financial, attitudinal, demographic and “firmographic” information.

Market Strategies focuses on six industries, including consumer and retail, energy, financial services, healthcare, technology and telecommunications. Senior staff experience is based in the industries that the company serves—as marketers, communications practitioners, customer experience advocates, and market research and competitive intelligence experts. Client-facing consultants provide research-based conclusions and recommendations, drawing upon primary and secondary data, predictive modeling and their own industry experience.

Market Strategies provides research and consulting expertise on brand research to build the most equity from brand positioning and messaging; communications research to design and track effective communications through traditional and new media channels; customer experience research to drive customer and stakeholder satisfaction and advocacy; product development research to develop, launch and maintain winning products and services; and segmentation research to select optimal targets for products and services. Syndicated research offerings help clients understand the market environment, explore industry trends, and evaluate their brands and products within the competitive landscape.

Market Strategies has invested in its own research infrastructure, which includes three data collection centers in North America, supporting the research lifecycle from sample design, to data collection and processing, to analysis.

In May 2013, Market Strategies acquired Cogent Research, a market research and strategic consulting firm with a focus on wealth management and a suite of syndicated products that provide intelligence for executives in the asset management and investing sector. Now, Market Strategies’ Syndicated Division offers Cogent Reports, a portfolio of traditional products in the wealth management, energy and health space, as well as new portal-based research solutions that provide continuous data collection and online reporting.

Market Strategies has invested heavily in quality processes and procedures. The company is certified in SAS 70 and ISO 20252, the global standard for organizations conducting market, opinion and social research. Each year, Market Strategies conducts several international tracking studies.
programs and custom research assignments for its clients, involving work in more than 75 countries across eight regions.

* Percent change calculation reflects adjustment of previously reported 2013 U.S. research revenue due to acquisition/divestiture activity or other business change during 2014.

21 Communispace Corp.® Communispace.com

**U.S. HEADQUARTERS**

**Boston**

2014 **U.S. REVENUE** $63.5 MILLION

**CHANGE FROM 2013** +1.0%

**NON-U.S. REVENUE** $16.5 MILLION

**FROM OUTSIDE U.S.** 20.6%

**U.S. EMPLOYEES** 343

**Charles Trevail**

CEO

B.A., UNIVERSITY OF DURHAM

Communispace was founded in 1999 and acquired by Diversified Agency Services, a division of Omnicom Group Inc., in February 2011. Communispace connects the world’s best-known brands with the people whom they serve, to create customer-inspired growth. The company’s range of services builds customer-centric cultures, and enables clients to act with confidence and agility because they have designed the customer into their entire organization. Through its use of private online communities, immersion events and innovation projects, Communispace gives companies the insight of the customer, allowing them to design better products and experiences, improve business performance and achieve measurable growth.

Communispace’s ability to do this starts with Catalyst, a proprietary community software platform. Unlike other community and panel software solutions that have been developed primarily to provide the most efficient access to respondents, this platform has been developed with a strong emphasis on encouraging deep engagement and enabling collaboration. Services offered via Catalyst include discussions, surveys, media galleries (pictures and video), “Idea Cloud” (an online ideation tool), digital collaging, live chat, “on the go” mobile ethnography activities, voicemail projects in which members can record voice messages, video chat, instant messaging, implicit association testing, metaphor-building, and “emotion-centric” and “emotive elicitation” surveys.

The company’s service capabilities are grouped into three buckets.

1. **Next-generation research** enables faster feedback, better insights and the more effective communication of learnings, which includes:
   - **Testing**: Faster, cheaper and more accurate ways to get customer input throughout the development process.
   - **Exploring**: To know customers as people, and understand their whole lives (not just where your brand intersects with them) to develop more powerful insights.
   - **Communicating**: Communicate learnings in a variety of ways to help ensure that the learnings are heard by the business and put to work.

2. **Business solutions** engage customers as partners to inform business strategy, to create new products, services and experiences, and to change the conversation with distribution partners. This includes:
   - **Informing business strategy**: Engaging customers as partners in determining key business decisions.
   - **Creating new**: Enrolling customers as a key stakeholder in creating anything new.
   - **Changing the conversation**: Providing thought leadership and added-value perspective to enhance and improve distribution relationships.

3. **Cultural immersion** builds broad customer empathy and understanding to create more customer-centric cultures. This includes:
   - **Changing perceptions**: Creating new conversations to help organizations broadly internalize new learning or change long-held beliefs.
   - **Building customer “gut”**: Providing regular customer touch points to help build customer “gut,” understanding and empathy.
   - **Inciting action**: Moving organizations to adapt and evolve by hearing the pain or opportunity directly from the customer.

* Some or all figures are not made available by this company. Instead, they are estimated by the report’s authors.
AlphaimpactRx is a privately held company owned by Symphony Technology Group, with offices in Horsham, Pa., and San Mateo, Calif.

AlphaimpactRx is a provider of custom and syndicated primary research to biopharmaceutical, consumer health and medical device companies, and helps its global healthcare clients make informed and timely business decisions to develop and market their products. By focusing entirely on the healthcare vertical, AlphaimpactRx has built a unique combination of healthcare-specific consulting expertise and analytic capability, innovative technology, proprietary physician panels and syndicated data assets.

AlphaimpactRx brings together two organizations, each with 15 years of experience in providing primary research-based insights and solutions to its clients. AlphaDetail offers global custom market research and influence network mapping across all stages of the product life cycle. ImpactRx pioneered mobile market research direct from physicians' offices, and measures the effectiveness of promotion across the biopharmaceutical industry with proprietary products including BrandImpact and ProVoice. Now combined, AlphaimpactRx leverages the complementary research, analytics and therapeutic experience and expertise of these two organizations to deliver insight and actionability through both custom research and proprietary syndicated products.

AlphaimpactRx Custom Research helps clients make important business decisions by leveraging its analytic and therapeutic capabilities against AlphaimpactRx's extensive and active shared global physician panels. The company delivers a broad range of custom solutions in areas such as early-stage pipeline, launch planning and KOL mapping. Additionally, with the recent expansion of its analytic services team, AlphaimpactRx supports a wider array of advanced analytic solutions across the client base.

AlphaimpactRx's syndicated products, including BrandImpact and ProVoice, leverage proprietary data collection technology, panels, and flexible reporting and analysis options to deliver insights:

- **BrandImpact** provides biopharmaceutical clients with insights into the execution and effectiveness of their promotion, and the impact that it has on prescribing behavior captured directly from physicians’ offices. BrandImpact is supported by a globally deployed, mobile, proprietary, syndicated, longitudinal data collection platform, which annually captures more than 1 million promotion and prescribing encounters at the physician level, fueling promotion response analytics in the U.S., the U.K., France, Germany, Italy and Japan.

- **ProVoice** enables clients to improve their understanding of the competitive dynamics of Rx’s consumer health and medical device promotion by delivering insight into physician recommendations for their brands and into the effectiveness of their professional promotion. ProVoice also helps clients develop and validate claims for advertising (for example, “No. 1 doctor recommended”), and to find new and valuable professional targets for their marketing messages. ProVoice has nearly 60,000 respondents, including physicians, nurse practitioners, physician assistants, optometrists, dentists and hygienists in 13 countries, and measures recommendations across more than 120 over-the-counter categories. ProVoice is delivered to the client using a cloud-based reporting and analytic platform.

Vision Critical Communication’s Inc., based in Vancouver, B.C., provides a cloud-based customer intelligence platform that allows companies to build engaged, secure communities of customers whom they can use continuously, across the enterprise, for ongoing, real-time feedback and insight. Vision Critical’s technology helps large, customer-centric enterprises discover what their customers want so that they can deliver what they need. The firm’s customer intelligence platform replaces static data and cumbersome reports with real-time actionable customer intelligence.

Since its founding in 2000, Vision Critical has grown across the globe, with more than 16 offices and 700 employees worldwide. Vision Critical’s software is used by businesses and organizations including Yahoo, Molson Coors, SingTel and Horizon Healthcare Services. In the past year, Vision Critical has opened offices in Singapore and expanded in Australia, with a new Melbourne office and a new Sydney location.

This year, Vision Critical brought on Kobi Ofir as CEO and Derek Smyth, formerly an OMERS Ventures executive, as chief revenue officer. Smyth was appointed COO in June 2015. Vision Critical also welcomed Eileen Campbell, IMAX’s CFO, to the company’s board of directors.

Product development also has been a main focus in the past year, and will be in the year ahead. Vision Critical just launched the Sports Fan Council solution, which is an online community made up of thousands of fans and is designed to help sports organizations address the key business
challenges affecting teams today, helping
teams increase fan satisfaction and loyalty,
improve ticket sales, maintain and secure
corporate and media partnerships, and
leverage fan creativity to improve existing
products and effectively release new ones.

Burke Inc.
Burke.com

U.S. HEADQUARTERS CINCINNATI
2014 U.S. REVENUE $54.5 MILLION
CHANGE FROM 2013 +0.2%
NON-U.S. REVENUE $5.0 MILLION
FROM OUTSIDE U.S. 9.9%
U.S. EMPLOYEES 219

Jeff Miller
PRESIDENT AND CEO
MBA, UNIVERSITY OF CINCINNATI

Founded in 1931, Cincinnati-based Burke is
an employee-owned, full-service custom
marketing research supplier. Burke’s
researchers use an objectives-driven focus,
and help clients define business objectives,
craft smart research designs, execute
complex projects, employ advanced data
analysis techniques, and communicate the
business significance of research results.
Their expertise extends across a range of
industries, both domestic and international,
and across many data collection platforms.
All of Burke’s core competencies are
supported by a dedication to continuous
research and development efforts.

Burke’s primary areas of focus include:

• **Brand engagement:** Burke’s portfolio of
  brand management products provides
  end-to-end solutions for measuring the
  health of clients’ brands and providing
  strategic direction for growing these
  valuable assets.

• **Product/service development:** Burke
  offers a holistic approach to product
  development with a range of solutions
  from market assessment, concept
  screening, product optimization and
  pricing to post-launch assessment
  research.

Mail/Paper Surveys
- Full print and mail capabilities
- Automated inbound mailroom
- Postage discounts
- Scanning/data entry
- Verbatim open end capture – over 30 languages

Open End Comment Coding
- Computer assisted traditional coding
- Coding of photos, videos and recordings from
  mobile interviews
- Text analysis
- Over 30 languages
- Healthcare, financial and technical specialists

Transcription
- Recorded open ends from mobile, IVR and recorded CATI
- Focus groups
- 1-on-1 interviews

Contact Dave Koch
dkoch@adaptdata.com
(952) 939-0538 ext.114

Go Global Go Gat
TRANSLATION • LOCALIZATION • CONSULTING
To learn more about the GAT experience
contact us info@gatintl.com
• Customer engagement and employee engagement: The company’s Digital Dashboard online reporting solution provides secure, real-time access to survey findings. In addition, Burke offers a full set of tools to help support and advance employee engagement and retention management.

• Linking data sources: Burke works to quantify financial, customer, operational, employee and secondary data streams, enabling clients to anticipate the financial impact of each decision they make and optimize organizational performance.

• Market segmentation: Burke partners with clients to identify and target actionable market segments, and further informs strategic decision-making by combining proprietary reclassification techniques with product optimization modeling to help clients more effectively develop and market new products and services to each of the targeted groups.

• Shopper research: Burke offers a diverse set of qualitative and quantitative shopper research services. Qualitative services include “shop-alongs,” in-store observations, in-home interviews and online bulletin boards. Burke’s quantitative services include shopper segmentation, retailer loyalty, shopper decision hierarchy, path to purchase, and shopper habits and practices.

• Research education: Burke Institute professionals have conducted training seminars in more than 40 countries worldwide. Through these public and customized in-house seminars, the company has trained more than 80,000 participants from more than 10,000 companies. Seminars cover a range of research-related topics such as questionnaire design, advanced multivariate techniques, marketing research application, moderating, training, and next-generation qualitative research tools.

In the past year, Burke acquired Seed Strategy, a growth acceleration firm that specializes in new product innovation and strategic brand development.

Morpace Inc. is a privately held corporation founded in 1941 and headquartered in Farmington Hills, Mich., with regional hubs in Los Angeles, London and Shanghai.

Morpace is a fully integrated market research and strategic consulting organization that conducts custom qualitative and quantitative research in more than 60 countries and on five continents.

Named the 2014 CASRO Research Organization of the Year, Morpace has been recognized for its leadership, overall consistency, and excellence in the planning and execution of research services. Morpace employs industry experts who are more than just researchers. They are brand, customer experience and product counselors who deliver results-driven insights because they understand client challenges.

Morpace focuses on three areas: brand and communications, customer experience management, and product development. These solutions are applied within the company’s core areas of industry expertise, including automotive, healthcare, and retail and consumer goods.

Morpace’s data scientists and qualitative consultants offer tools for data collection, analysis and reporting, which include:

• Morpace Claros Communities: A qualitative/quantitative online community in which consumers share their opinions and experiences in an engaging environment, delivering deeper insights and quick turnaround. One example is the MyDrivingPower panel, which specifically targets electric/hybrid vehicle owners and their unique buying trends and preferences.

• Mobile ethnographies: Captures consumer behavior via video, photos and written expressions, as it occurs in their own environment, no travel required.

• Strategic Optimization of Complex Offerings: Service or product content optimization based on value and satisfaction, utilizing a configurator research design and advanced modeling tools.

• Brand Barometer: Identifies a brand’s core equity, highlights its true competitive value, and provides strategic, qualitative insight on how to move a brand forward.
RESEARCH. WITH CONFIDENCE.

WHEN CREATIVE MINDS AND INTELLIGENT SOLUTIONS BLEND TOGETHER, the outcomes help our clients reach previously unattained levels of clarity.

That's because our leaders are more than just researchers. They're industry experts. They're brand counselors. And they've been in your shoes.

SEE FOR YOURSELF WHY CASRO NAMED US the first ever recipient of the Research Organization of the Year Award.

morpace.com  248.737.5300
DETROIT, LOS ANGELES, LONDON, SHANGHAI
used primarily for in-store and in-home research. The firm recently opened a series of PRS Retail Labs, simulated store environments used primarily for qualitative research and ideation sessions. The company’s core services include:

- **In-store studies** (with PRS Mobile Eye-Tracking) to document shopping behavior, understand retail channels and assess shopper marketing efforts.
- **Qualitative exploration and screening studies** (at PRS Retail Labs) to screen and refine product, packaging and merchandising concepts.
- **Quantitative validation studies** (PRS On-Shelf Evaluation) to pre-test new packaging, shelving and display systems, via in-person and Web-based studies.

The firm has approximately 200 employees, with regional offices in metro New York, London, Geneva, Rome, Singapore, Shanghai and Mexico City.

**Service Management Group Inc.**

**SMG.com**

**27**

<table>
<thead>
<tr>
<th>U.S. HEADQUARTERS</th>
<th>KANSAS CITY, MO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 U.S. REVENUE</td>
<td>$41.0 MILLION</td>
</tr>
<tr>
<td>CHANGE FROM 2013</td>
<td>+25.0%</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$4.4 MILLION</td>
</tr>
<tr>
<td>FROM OUTSIDE U.S.</td>
<td>9.7%</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>241</td>
</tr>
</tbody>
</table>

**Andy Fromm**

**CHAIRMAN AND CEO**

**B.A., BOSTON UNIVERSITY**

Service Management Group Inc. (SMG), based in Kansas City, Mo., is a privately held firm founded in 1991 as a unit of Barkey Evergreen and spun off as a separate company in 1999. SMG partners with more than 325 brands to improve customer experience, and its holistic approach offers measurement, technology and insights that help clients listen, understand and act. Strategic solutions include customer experience measurement, employee engagement, OmniView feedback, social monitoring and publishing, and brand research.

Focused in the restaurant, retail, grocery, convenience store, and travel and entertainment industries, SMG has a global footprint and evaluates more than 110 million surveys annually in 46 languages across 116 countries.

**Customer Experience Measurement**

SMG’s customer experience measurement solution captures and analyzes transaction-level customer metrics and unstructured feedback to deliver financial results. Enabling companies to continuously monitor service levels and satisfaction in each location and across the company, SMG reports customer feedback on a real-time, role-based dashboard that includes online analytics, close-the-loop functionality, unit-specific action-planning tools, and industry-specific text analytics. SMG also maintains a benchmark database of comparative quantitative and qualitative data across the measured industry segments.

**Employee Engagement**

SMG’s employee engagement practice, SMG Associate Voice, assesses and tracks performance on key measures of engagement at the company and location level. Designed to demonstrate ROI to the entire organization and have notable impact for the front line, SMG’s integrated program includes goal-setting, survey design, reporting, analytics, action-planning and follow-up.

**OmniView Feedback**

SMG’s OmniView Feedback solution measures customer experiences through multiple touch points, including online, contact center, home delivery, mobile and in-app. Additionally, SMG aggregates multiple data sources, such as operational audit, mystery shop, and sales data, providing clients with a holistic view of their customer through integrated analytics and reporting.

**Social Monitoring and Publishing**

SMG’s social solution comprises three tools: SMG Advocate connects respondents with clients’ social media sites to share their feedback; SMG Social Voice harvests social posts, allowing brands to search, monitor, analyze and respond to conversations; and ratings site Trumpet ratings leverages customer feedback to drive advocacy and SEO, and improves search results and review quality.

**Brand Research**

SMG offers a business intelligence tool that makes it possible for individual brands and market researchers to answer their brand research questions in real time. Powered by consumer feedback and behavioral data collected through SMG’s consumer research app SurveyMini—which includes 100,000-plus consumers weighing in on more than 500,000 individual locations for 4,000-plus brands—SMG’s business intelligence platform provides immediate access to consumer preferences and behaviors across industries and geographies, with the ability to analyze behavioral data alongside consumer opinion on the spot.

**28 YouGov**

**YouGov.com**

**U.S. HEADQUARTERS**

**PALO ALTO, CALIF.**

| 2014 U.S. REVENUE | $39.3 MILLION |
| CHANGE FROM 2013  | +26.4%        |
| NON-U.S. REVENUE  | $72.7 MILLION |
| FROM OUTSIDE U.S. | 64.9%         |
| U.S. EMPLOYEES    | 135           |


YouGov is a global market research company that provides insights for brands, institutions, investors and media across the world, and delivering custom research, omnibus research and syndicated products.

- **Custom research:** YouGov offers a range of advanced quantitative and qualitative research and consulting services addressing business questions related to market structure and composition.
Discover what research can really do.

YouGov Custom Research offers a full spectrum quantitative and qualitative research services to help you make smarter decisions about your markets, customers, and offerings.

YouGov BrandIndex’s daily brand perception tracker lets you see how your brand is viewed in just one country, compare across multiple countries or even monitor a global picture.

Our Omnibus can provide you with 1,000 nationally representative responses (aged 18+) from 24 hours in the US and abroad.

And our new product, YouGov Profiles offers clarity on your understanding of your target audience across tens of thousands of connected data points, with greater granularity and accuracy than ever before.

All from our proprietary panel of over 1.8 million US residents, fully profiled from household income to health issues to their last major purchase.

Visit us at today.yougov.com/research and find out what research can really do.
innovation and product development, product and service optimization, customer experience, branding and market effectiveness. YouGov’s research focuses on tangible, financial-based implications and outcomes, and operates across a range of industry sectors.

• Brandindex: Brandindex is a daily measure of brand perception, tracking thousands of brands across multiple sectors. Subscribers gain a real-time picture of their own brand’s health, as well as their competitors and whole sectors. Brandindex is available in 20 countries, and surveys more than 2.5 million people daily in the U.S., with more than 2.5 million interviews worldwide every year.

• Omnibus: The YouGov Omnibus is a multi-client, shared-cost approach for fast turnaround studies.

• Public affairs: The Washington, D.C.-based public affairs practice leverages online and traditional research methods to measure stakeholder opinion and sentiment on critical issues.

• Scientific research: The scientific research group provides full-service survey research for academics, health researchers, policy think tanks and corporate clients. Survey methodologists serve clients who conduct survey research intended for peer-to-peer review. Survey research includes multi-wave panels, cross-national studies, surveys with complex experimentation and embedded media, and hard-to-reach target populations.

YouGov currently has 24 offices in 16 countries, providing geographic coverage in the U.S., the U.K., Europe, the Nordics, the Middle East and Asia-Pacific. The YouGov online panel currently engages more than 3 million people across more than 33 countries.

---

SSRS (formerly ICR and SSRS/Social Science Research Solutions) in Media, Pa., was founded in 1983. Since 1986, it has been a subsidiary of Mount Laurel, N.J.-based AUS Inc., a privately held company.

SSRS is a full-service market and survey research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. The firm provides the complete set of analytical, administrative and management capabilities needed for successful project execution. It designs and implements solutions to complex strategic, tactical, public opinion and policy issues in the U.S. and in more than 40 countries worldwide. Its in-house resources include four interviewing centers as well as the corporate headquarters.

SSRS focuses on public opinion polling, social science research, policy research, education, religion, and sports and leisure. SSRS has expertise in surveying low-incidence and multicultural populations. The company is known for its sample designs and its experience with all modes of data collection, including those involving multimodal formats. Additionally, SSRS designs and accomplishes custom research for market sizing and segmentation, concept and product testing, pricing, brand positioning, messaging, strategy and motivational research, advertising effectiveness, usage tracking, customer loyalty and satisfaction.

In addition to its full set of market research capabilities, SSRS is a leading provider of omnibus research services in the U.S., including SSRS Omnibus, a weekly sample of 1,000 adults age 18 and older, which includes interviewing in Spanish and

500 interviews with cellphone households; SSRS TeenOmni, a monthly study of 500 teens ages 12 to 17; SSRS SmallBiz, a quarterly study among 500 decision-makers at companies with fewer than 100 employees; and SSRS HispanicOmni, a quarterly omnibus targeting a nationally representative sample of 500 Hispanics in the U.S.

---

Directions Research Inc. is a privately held company founded in 1988 and based in Cincinnati, with multiple regional offices. Ownership is in the hands of 31 members of its senior staff.

Directions Research focuses on innovation and optimization, customer and brand experience, and strategic business intelligence across a wide range of industries. The company has a concentration in the areas of consumer packaged goods, restaurants, medical devices, pharmaceuticals, retail/shopper/packaging, financial services, technology and consumer health. The firm offers B-to-C and B-to-B services globally, surveying consumers, professionals, employees, medical staff and other difficult-to-reach audiences using a broad selection of data collection methods.

The Directions Research team not only delivers insights, but also frames the story in a way that influences decisions and communicates effectively by using motion graphics, management summary videos and infographic-oriented written reports.

The Directions Research staff has a mix of client-side and supplier-side experience, and the organization is structured to allow
Marketing News is mobile!

And the AMA’s other publications are, too.

Now you can read Marketing News, Marketing Insights and Marketing Health Services on your smartphone, tablet or computer.

Learn more at AMA.org/digitaleditions. For digital and mobile access to the AMA’s journals, go to journals.AMA.org.
senior researchers to work with clients on a day-to-day basis, doing research, rather than handing it off.

Directions Research regularly invests in R&D projects designed to examine issues of interest to clients, prospective clients and the industry. In 2014, these efforts included work in several emerging areas: moving the executive phase of brand equity from online to mobile interviewing; tablet and smartphone refinement of “on-premise” surveys in retail, restaurant and entertainment venues; and the modeling of “connected data” by tying primary survey results to other client-based information to leverage the insights obtained and maximize business results.

Directions Research partners with experts who provide high-quality data and information at competitive prices, which keeps the Directions Research team data-agnostic in creating the best approaches for their clients’ business or market research challenges.

Directions Research has offices in Chicago; Dallas; Phoenix; Washington D.C.; Seattle; Greensboro, N.C.; Austin, Texas; and San Francisco.

31 MarketVision
MV-Research.com

U.S. HEADQUARTERS CINCINNATI
2014 U.S. REVENUE $33.4 MILLION
CHANGE FROM 2013 +11.0%
NON-U.S. REVENUE $3.0 MILLION
U.S. EMPLOYEES 130

Tyler McMullen
PRESIDENT AND CEO
MBA. UNIVERSITY OF VIRGINIA

MarketVision, based in Cincinnati, is a full-service primary marketing research consultancy, providing clients with actionable insights about their markets, customers, brands and products. Research areas of focus include product and portfolio development, pricing, branding, segmentation and customer satisfaction. The company offers a full suite of quantitative and qualitative research capabilities, and works across industry groups. MarketVision completes research in both consumer and business sectors. Major industries covered include fast-moving consumer goods, retail, healthcare, pharmaceutical, financial services, agribusiness, travel and leisure, and durables. The firm invests significantly in its research-on-research program, particularly in the area of advanced quantitative research design and analysis, and this work is frequently shared with the research community. MarketVision also leads a variety of qualitative research training and development programs for clients and individuals.

MarketVision’s research-on-research approach has explored the following topics: a new approach to segmentation, evaluating a choice-based alternative to traditional ratings for segment identification; new mobile survey platforms, evaluating alternatives for survey design for multiplatform respondent participation; and relevant topics, exploring the topic of risk compensation and its role in managing patient compliance for pharmaceutical therapeutic response.

MarketVision focuses on providing its clients with insight-driven deliverables as part of every research endeavor, which may include interactive simulators for “What if?” analyses and storytelling techniques to help bring research to life for clients’ business partners. These capabilities include:

• Optimization: MarketVision’s marketing sciences group blends technical sophistication with creative approaches to deliver to clients unique insights into their business. The group offers discrete choice modeling and optimization, with application to areas such as product and service development, branding, packaging and pricing.

• Innovation: MarketVision has a team of 15 moderators and qualitative research specialists, as well as an experienced client and project services team. Many are former client-side research directors. The group conducts much research around innovation, using qualitative research with consumers to fill in the gaps in the innovation process, and matching those insights with quantitative research.

• Online communities (MROCs): MarketVision provides online communities that are managed and developed in-house. The platform is mobile-enabled, and clients are provided proactive research plans with timely deliverables.

In 2014, MarketVision opened an office in Indianapolis to support its growing healthcare practice; enhanced and mobile-optimized its MROC platform and other online research tools; and more.

32 Public Opinion Strategies
POS.org

U.S. HEADQUARTERS ALEXANDRIA, VA.
2014 U.S. REVENUE $32.0 MILLION
CHANGE FROM 2013 +14.8%
NON-U.S. REVENUE $0.5 MILLION
FROM OUTSIDE U.S. 1.5%
U.S. EMPLOYEES 36

Bill McInturff
CO-FOUNDER AND PARTNER
B.S., BOSTON UNIVERSITY

Public Opinion Strategies LLC, based in Alexandria, Va., is a partnership of 13 founded in 1991, and is a national political and public affairs research firm. Public Opinion Strategies has conducted more than 6 million interviews with voters and consumers in all 50 states and more than 24 foreign countries. Its qualitative experience comes from conducting more than 2,700 focus groups across the country.

About half of Public Opinion Strategies’ research is dedicated to winning elections. Its political client base includes 15 U.S. senators, six governors, more than 75 members of Congress and numerous state legislative caucuses. The other half of its work is involved in public policy battles, working with industry coalitions, government entities and private companies. This work includes corporate image, community relations and crisis management research for local companies, Fortune 500 corporations and industry associations. Public Opinion Strategies employs a number of research techniques:

• Quantitative research: Quantitative polling is the firm’s specialty. It owns a telephone center and has access to more than 500 CATI-enabled data collection stations. Public Opinion Strategies
Are you proving the impact of your social media efforts?

AMERICAN MARKETING ASSOCIATION

SOCIAL MEDIA
SUCCESS METRICS

SPECIAL REPORT

Download this report today to help justify your organization’s social media efforts and investments at AMA.org/SpecialReport
controls the entire research process in-house, from questionnaire and sampling design to survey briefing to data processing and analysis. This allows the firm total quality control over every project that it completes, and allows it to meet tight deadlines.

- **Telephone surveys**: Public Opinion Strategies’ use of telephone polling runs the gamut of research: nightly tracking surveys, monthly national omnibus surveys, single-issue surveys, benchmarks, brushfire surveys and B-to-B interviewing. With the rise of cellphone-only households, the firm blends samples of landline and cellphone records for its telephone research projects.

- **Internet surveys**: The firm’s Internet surveys allow for both closed-ended and open-ended questions. Respondents can be presented with and evaluate advertising concepts and messaging components. The firm has had success using Internet-based surveys for specialized audiences, including hard-to-reach audiences and organizations’ member bases, and for quantitative measurement of advertising concepts.

- **Qualitative research**: Public Opinion Strategies’ qualitative research methodologies serve to provide color and nuance to its quantitative results, and also stand on their own as a valuable research tool. The firm has years of experience in conducting various qualitative research methods, including traditional in-person focus groups, in-person triads, Internet focus groups, Perception Analyzer dial groups for testing advertisements, and executive, one-on-one, in-depth interviews.

* Public Opinion Strategies’ growth is largely attributable to political polling in 2014. See article on page 36 for more information.

---

Radius Global Market Research in New York is a privately held corporation founded in 1960. Radius is a full-service custom marketing research firm that provides a number of approaches that address a range of development, marketing and communications issues:

- **Radius Brand** assesses a brand to build higher profit margins. It provides understanding of a brand’s value and proposition with Equity Builder, then monitors and strengthens equity factors with Equity Check.

- **Radius Communication** makes messaging as compelling as possible. Message Optimizer identifies the optimal positioning platform by maximizing both the emotional and rational aspects. AdvertisingCheck helps evaluate ongoing marketing and advertising programs.

- **Radius Competitive Assessment** increases a brand’s perceived value among consumers. Opportunities and Barriers helps evaluate and improve competitive position, while MarketCheck provides an ongoing monitor of the landscape and competitive relationships.

- **Radius Market Strategy** enhances a brand’s position in the competitive landscape. Configure provides insights into the structure of the market, while Segmenter identifies core targets. Predictor links survey marketing data to increase sales.

- **Radius Price** discovers how to leverage the right price point to achieve profitability and market success. PriceDeveloper identifies the optimal pricing strategy in a competitive context for both new and existing brands.

- **Radius Product** leverages more accurate and cost-effective approaches to guide the decision-making process. It uses OptionDeveloper to maximize the impact of a new concept. LineDeveloper selects the right pathway to line extensions.

- **Radius Satisfaction** gains an understanding of how to build upon or improve customer loyalty. LoyaltyDeveloper helps prioritize what factors optimize loyalty, while LoyaltyCheck monitors progress at influencing consumers.

- **Radius Shopper Insights** assesses subtle and complex influences upon the in-store purchase decision. EyeScan measures the impact of packaging on shelf and among competitors, while VirtualEnvironment simulates in-store elements through an innovative computer technology.

The firm has offices in 11 U.S. cities, employs 97 full time in the U.S., and has an international presence in London with Radius EMEA.
Phoenix Marketing International, with its flagship office located in Rhinebeck, N.Y., is a privately owned company founded in 1999 by Allen R. DeCotiis, the company’s chairman and CEO, and Martha Rea, Phoenix’s president.

The company focuses on a combination of syndicated, modeling and custom research in the areas of ad, brand and copy test measurement, product innovation and customer experience. Phoenix utilizes the strengths of senior market researchers by developing shared data and proprietary analytic techniques, and managing large custom projects across the automotive, financial services, healthcare, converged technology and media, restaurant, consumer goods, and travel and leisure sectors.

The firm’s research expertise includes qualitative and quantitative research conducted throughout the Americas, Europe, Asia and emerging markets featuring communications and brand work involving concept development, customer satisfaction, brand and ad/copy measurement, service quality measurement and financial measurement. Phoenix offers a large-scale syndicated tracking advertising/communication audit and performance evaluation system (AdPi and BrandPi Audits) for companies in industries such as automotive, financial services, healthcare and technology. Phoenix’s syndicated products include AdPi Express, Global Wealth Monitor, Automotive Concept X, Consumer Convergence 360, QuadPlay, Asian American Report, Virtual Mailbox, Hotel BASE and Hotel SCORES.

Phoenix Marketing International has established its global presence with offices in New York; Boston; Los Angeles; Philadelphia; London; Detroit; Raleigh-Durham, N.C.; Branchburg, N.J.; Salisbury, Md.; and London.

MarketCast, a portfolio company of RLJ Equity Partners and GE Asset Management, is headquartered in Los Angeles, with offices in London, Boston, Denver and Washington, D.C. The company focuses on global media and entertainment, and works in collaboration with marketers and researchers in film, television, OTT, and interactive gaming in the development and execution of their product development and marketing strategies, from early concept exploration through primary and downstream distribution windows.

MarketCast aligns its research business into two divisions: Campaign Analytics (materials testing and campaign optimization) and Franchise and Content Strategy (concept development, franchise and series maintenance, and brand tracking and strategy). These divisions address the unique challenges facing the entertainment clients at different stages of the content lifecycle, from development through distribution. When combined, the collective

---

**Phoenix Marketing International**

U.S. HEADQUARTERS  
Rhinebeck, N.Y.

2014 U.S. REVENUE  
$30.4 MILLION

CHANGE FROM 2013  
1.7%

NON-U.S. REVENUE  
$4.0 MILLION

FROM OUTSIDE U.S.  
13.1%

U.S. EMPLOYEES  
105

**Allen R. DeCotiis**  
CHAIRMAN AND CEO  
Ph.D., EMORY UNIVERSITY

**Martha Rea**  
PRESIDENT  
B.S., UNIVERSITY OF SOUTH FLORIDA

---

**MarketCast**

U.S. HEADQUARTERS  
LOS ANGELES

2014 U.S. REVENUE  
$30.1 MILLION

CHANGE FROM 2013  
12.3%

NON-U.S. REVENUE  
$10.9 MILLION

FROM OUTSIDE U.S.  
6.6%

U.S. EMPLOYEES  
70

**Henry Shapiro**  
CEO  
MBA, HARVARD BUSINESS SCHOOL
knowledge and targeted insights gained from these two divisions yield a more complete and integrated picture of a title, brand, franchise or series, and serve as a road map for unifying both tactical and strategic insights.

**Campaign Analytics**
MarketCast’s Campaign Analytics division provides campaign strategy insights, creative materials testing, and audience profiling data to the firm’s clients to help optimize marketing initiatives, refine messaging and more effectively target entertainment consumers. This unit drives global business decision-making for entertainment executives in the ideation, development and release of key campaign materials. By leveraging its database of relevant historical data and investing in cutting-edge qualitative and quantitative techniques, MarketCast’s Campaign Analytics division enables clients to maximize the performance of their titles, and ensure that each potential audience is targeted with the messaging and content that is most likely to stimulate their enthusiasm and commitment.

**Franchise and Content Strategy**
MarketCast’s Franchise and Content Strategy division provides a suite of research services for the creation, development and maintenance of content in film, television, OTT and interactive gaming. This unit answers clients’ big-picture questions through the in-depth exploration into what makes content and entertainment experiences successful and sticky for consumers, with a particular emphasis on evaluating and maintaining brand and series health through regular trackers and ad hoc studies; developing content messaging; and profiling audience demographics, engagement and preferences. The Franchise and Content Strategy group helps inform clients’ investment choices, and optimize their larger content development, marketing and distribution strategies.

### Hanover Research
HanoverResearch.com

<table>
<thead>
<tr>
<th>U.S. HEADQUARTERS</th>
<th>ARLINGTON, VA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 U.S. REVENUE</td>
<td>$29.6 MILLION</td>
</tr>
<tr>
<td>CHANGE FROM 2013</td>
<td>+49.5%</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$1.4 MILLION</td>
</tr>
<tr>
<td>FROM OUTSIDE U.S.</td>
<td>4.9%</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>291</td>
</tr>
</tbody>
</table>

**Peter Dodge**
FOUNDER AND CEO
B.A., WASHINGTON AND LEE UNIVERSITY

Hanover Research is a privately held company founded in 2003, and a global provider of information services that address high-priority business initiatives by employing a combination of bespoke primary and secondary research and data analyses.

The firm serves clients across a variety of industries, including healthcare, education, CPG (beverage, food and household products), automotive, pharmaceuticals, building and construction, finance, insurance, manufacturing, telecommunications, retail and transportation.

Hanover operates on an annual, fixed-fee model, working closely with organizations of all types to provide sustained, structured decision-making support. Partnership provides executives access to an adjunct planning group and a team of analysts with a diverse set of skills and backgrounds in market research.

Clients have the ability to commission an unlimited number of research projects across a year within the context of a sequential queue. After receiving a client’s research request, Hanover’s in-house, full-time analysts design research studies using the most appropriate combination of methodologies. Custom research services include:

- **Secondary research**: market segmentation and evaluation; labor and demographic trends and forecasts; vendor and product reviews; best practices reports.
- **Data analysis**: data segmentation and mining; descriptive and predictive analytics; data forecasting and modeling; regression, cluster, conjoint, and TURF analyses.
- **Survey design and analysis**: survey design, administration and analysis; qualitative data coding.
- **Primary research**: in-depth interviews; benchmarking.

Hanover’s core practice areas include the Market Insight Center, which supports corporate executives, focusing primarily on research initiatives related to brand tracking and positioning, market assessment, product management and customer knowledge; and the K-12 Education Practices division, which addresses the key priorities of K-12 administrators, including program evaluation, resource management, and learning assessment.

Meanwhile, the Higher Education Strategy Centers deliver tailored research support to higher education administrators across enrollment, academic affairs, business and finance, marketing and continuing education functions. And the Healthcare Strategy Center serves hospital executives, including marketing and strategy officers, as they evaluate service line growth and brand performance, and aim to gain a competitive advantage in the evolving healthcare environment.

### Informa Research Services Inc.
InformaRS.com

<table>
<thead>
<tr>
<th>U.S. HEADQUARTERS</th>
<th>CALABASAS, CALIF.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 U.S. REVENUE</td>
<td>$26.6 MILLION</td>
</tr>
<tr>
<td>CHANGE FROM 2013</td>
<td>-18.9%</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$0.0 MILLION</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>167</td>
</tr>
</tbody>
</table>

**Michael E. Adler**
PRESIDENT AND MANAGING DIRECTOR
MBA, UNIVERSITY OF SOUTHERN CALIFORNIA

Informa Research Services Inc. in Calabasas, Calif., was founded in 1985 and is a wholly owned subsidiary of Informa plc. Informa Research Services is a market research firm that specializes in competitive intelligence, sales and service evaluation, regulatory compliance testing, and lead generation.
services. The company conducts daily competitive intelligence and market analysis of the financial services industry.

Informa has helped financial institutions compete more effectively, and improve employee sales and service. The company’s mystery shopping programs help increase deposits, new account growth, cross-sales, and depth of accounts by motivating and recognizing superior and consistent employee performance. Informa’s clients come from all sectors, including retail banks, credit unions, bank-owned and independent mortgage companies, insurance brokerages and mutual funds.

Informa’s researchers are experienced in competitive intelligence, new product development and usability testing, customer/member satisfaction and loyalty research, brand/advertising awareness research, and mystery shopping services for sales and service quality evaluation, legal and matching pair testing, compliance, discrimination, and misleading sales practices testing.

Informa is considered a leader in the use of market research to limit the risk associated with allegations of discrimination, UDAAP (unfair, deceptive, or abusive acts or practices), predatory lending, and misleading sales practices. The company pioneered the use of mystery shopping and matched pair testing for this purpose, and developed the technique for post-application testing to detect discrimination and predatory lending.

Informa’s researchers provide post-transaction interviewing and Web-based reporting tools to measure and report customer/member satisfaction and problem resolution activity within hours of a recent in-branch experience. Informa maintains a Web panel of more than 160,000 “informed consumers” for mystery shopping, interviewing and online surveys.

### LRA Worldwide

**U.S. HEADQUARTERS** Horsham, PA.

<table>
<thead>
<tr>
<th>2014 U.S. REVENUE</th>
<th>$25.2 MILLION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHANGE FROM 2013</td>
<td>+61.5%</td>
</tr>
<tr>
<td>NON-U.S. REVENUE</td>
<td>$7.3 MILLION</td>
</tr>
<tr>
<td>FROM OUTSIDE U.S.</td>
<td>22.5%</td>
</tr>
<tr>
<td>U.S. EMPLOYEES</td>
<td>210</td>
</tr>
</tbody>
</table>

**Rob Rush**

CEO

B.S., Cornell University

LRA Worldwide’s brand standards audits, quality assurance inspections, mystery shopping programs, research, and consulting services have helped clients in the fields of global hospitality, gaming, dining.

---

**KINESIS**

Panel | Community | Survey

**Experience The Power**

_of the World’s Most Advanced Product Suite for Market Research_

**Manage**

Sampling is easy with the industry’s most intuitive panel interface

**Recruit**

Deploy an inviting, feature-rich website

**Invite & Field**

Design responsive invitations (web and mobile-friendly) that deliver results

**Report**

Monitor project and panel performance in real-time

**Monetize**

Gain tangible results with the power of Kinesis at your fingertips

**www.kinesissurvey.com | 512-590-8300 | sales@kinesisurvey.com**
healthcare, sports and entertainment, real estate, retail and travel to define and measure the current state of the customer experience. The firm then helps clients identify measures to enhance or reinvent that experience in order to drive customer satisfaction, loyalty and advocacy, and positive customer outcomes and behaviors.

The company’s standard offerings include field and operational research such as audits and inspections (quality assurance, brand standards, operational excellence, emotional audits, etc.); mystery shopping (service, sales, operations, brand); customer and employee research; qualitative and exploratory research (focus groups, IDI/IDC); customer tracking survey research; customer relationship studies; employee engagement studies; conjoint and decision modeling studies; customer segmentation and personal development studies; touch point and “moment of truth”-focused surveys; and modeling the “emotional connection” of customers to a company, and its impact on behavior, spending and share of wallet.

LRA gathers field and operational data via audits, inspections and mystery shopping offerings, allowing the company to complement the gathered sentiment and directional data from customers with granular data about how an operation is running or an experience is being delivered in the field.

As a full-service research firm, LRA handles all facets of these types of studies, including survey and program design, technology programming, testing, sample management, invitation, data collection (online, mail, IVR, telephone), data cleaning, reporting (online and offline) and action planning, analysis, preparation of training materials and training of field staff, and recommendations and improvement strategy.

---

**39 | Reckner**

**Reckner.com**

U.S. HEADQUARTERS: CHALFONT, PA.

2014 U.S. REVENUE: $24.4 MILLION

CHANGE FROM 2013: -5.8%

NON-U.S. REVENUE: $2.4 MILLION

FROM OUTSIDE U.S.: 9.0%

U.S. EMPLOYEES: 73

---

**David Reckner**

PRESIDENT

B.S., TEMPLE UNIVERSITY

Established in 1991, Chalfont, Pa.-based Reckner has more than 20 years of experience in the research industry, clients throughout the nation and across the globe, and more than 250,000 study participants each year.

Reckner offers healthcare and consumer insight solutions, providing clients with customized, high-quality business intelligence. The Reckner companies are individual in their offerings but work collaboratively to create comprehensive research solutions.

- **Reckner Healthcare**: Global fieldwork using the company’s proprietary healthcare professional, payer and key opinion leader panel, including in-house custom recruiting, programming and field management.
- **Blueberry**: Marketing and sensory research services for the product innovation pipeline, utilizing traditional and innovative insight methodologies, including the firm’s proprietary Consumer Experience Landscape.
- **The Institute for Sensory Research**: Custom sensory research, trained sensory panels and sensory programs, available on client sites and at Reckner’s New York facility, including ASTM-standard personal care booths and food/beverage booths.
- **Reckner Facilities**: Focus group suites, test kitchens and product testing rooms, as well as complete fieldwork capabilities and experienced, knowledgeable staff.

---

**40 | RDA Group Inc.**

**RDAgroup.com**

U.S. HEADQUARTERS: BLOOMFIELD HILLS, MICH.

2014 U.S. REVENUE: $23.8 MILLION

CHANGE FROM 2013: +14.4%

NON-U.S. REVENUE: $0.0 MILLION

U.S. EMPLOYEES: 143

---

**Donald Pietrowski**

PRESIDENT

MBA, OAKLAND UNIVERSITY

RDA Group Inc., based in Bloomfield Hills, Mich., is a privately held corporation founded in 1969.

RDA is a full-service market research and consulting firm providing strategic perspective regarding customer behaviors and attitudes to hundreds of businesses in a broad range of industries, including automotive, financial services, utilities, healthcare, advertising, commercial equipment and temporary staffing, among others.

The company offers custom research solutions and consulting services, and has expertise in both quantitative and qualitative methodologies.

RDA places a premium on its customers’ data security and privacy. The firm’s quality management system continues to be ISO certified, and the data security and privacy management system also was ISO certified (ISO 27001/27002).

With its in-house production facilities, RDA addresses a variety of research needs, including:

- **Product quality**: RDA’s Automotive Quality Feedback System, a global survey and online reporting portal, provides automotive manufacturers the most advanced research platform to measure vehicle quality across the globe in a consumer’s native language.
- **Customer satisfaction and loyalty**: Designing powerful tools for tracking and analyzing customer satisfaction and engagement in order to determine the drivers of satisfaction and loyalty.
- **Global research**: Adapting research design, survey development, data collection, language and analytical insights to fit the local culture and
conditions in both the emerging and developed markets of North America, Europe, South America and Asia-Pacific. The company maintains strong partnerships with field agencies throughout the world to deliver clear, consistent information across markets.

- **Big Data analysis, statistical modeling and consulting**: Integrating data from multiple sources and transforming it into actionable, strategic insights. RDA’s capabilities range from multivariate techniques to customized predictive modeling and analysis.

- **Global Internet-based CATI system**: The e-CATI allows for the central management of research studies, and permits interviewers and supervisors to work on the same study using the same data, sample and quota controls from anywhere in the world. e-CATI can be launched in all browser-supported languages, such as Arabic, English, Hindi, German, Malay, Mandarin, Spanish, Thai, etc.

- **Advanced product research**: Gathering and interpreting consumer opinion throughout the product development process, including the creation of customer profiles, product usage profiles, concept ideation, advanced features, prototype evaluations and marketplace launches.

**KSR Inc.**

**U.S. HEADQUARTERS**: SYRACUSE, N.Y.

- **2014 U.S. REVENUE**: $22.1 MILLION
- **CHANGE FROM 2013**: +11.6%
- **NON-U.S. REVENUE**: $2.8 MILLION
- **FROM OUTSIDE U.S.**: 11.2%
- **U.S. EMPLOYEES**: 188

**Rita L. Reicher**

CHIEF EXECUTIVE OFFICER

PH.D., YALE UNIVERSITY

Founded in 1983, KS&R (Knowledge Systems & Research Inc.) is a full-service, privately held company based in Syracuse, N.Y. KS&R works closely with clients to develop strategies to maintain and strengthen their market positions, develop and build their brands, and identify opportunities for profitable growth.

KS&R is a global provider of custom-designed qualitative and quantitative research services with a diverse client list that ranges from Fortune Global 100 companies to small and medium-sized enterprises. The firm supports all industry sectors but has particular strength in technology, telecommunications, transportation, medical devices and healthcare, finance and insurance, and retail.

Team members include business strategists with client-side experience, qualitative specialists and experienced analytic professionals. IT staff provide capabilities for programming, database management and app development. The company’s marketing sciences team is experienced in conjoint, choice, latent class, maximum difference modeling, Hierarchical Bayes and agent-based modeling, fusion, price testing and optimization, demand forecasting and modeling, market segmentation, and other custom techniques.

International resources include a multilingual staff, KS&R’s INSITE (an in-house, global survey contact center) and longstanding partnerships with data collection providers around the world.

Specific capabilities include new service innovation and product development, utilizing ideation and co-creation; brand value optimization, focusing on the rational and emotional underpinnings of brand choice; customer relationship assessment, tracking and management, and win/loss tracking and modeling; market opportunity evaluation (sizing and segmentation); customer experience measurement, utilizing customer and patient journey mapping; advertising testing and management; channel and partner strategy; price and feature optimization; buyer persona and buyer behavior research; and insights into shopper behavior, including retailer and brand loyalty analyses, campaign effectiveness analysis, attitudinal segmentations, and individual user profiles.

In 2014, KS&R continued the expansion of its Social Insight Exchange (SIX) to provide clients with a view into unsolicited consumer and business sentiments by capturing online conversations and opinions. SIX provides rapid, real-time feedback as well as multilayered insights by integrating social media analysis with other inputs to provide a holistic view.

**NAXION** (formerly National Analysts Worldwide) in Philadelphia was established in 1911 by Curtis Publishing Co. (publisher of The Saturday Evening Post and Ladies Home Journal). It became a separate corporate entity in 1943, spent two decades as a division of Booz Allen & Hamilton, and was reorganized as an employee-owned company in 2004.

NAXION is a research consultancy that focuses on strategic business issues in healthcare, information technology, financial services, energy and B-to-B. Data-driven decision support is guided by its marketing experience in key verticals and sophisticated methodology, including cutting-edge modeling and analytics. The firm’s NAScience Group supports bio-innovation within Big Pharma and emerging companies by providing forecasting and other research-based consulting services in support of commercialization strategy.

The types of projects routinely conducted by NAXION include market segmentation, opportunity assessment and demand forecasting, pricing, positioning and market entry strategy, innovation and transformation, brand health, and lifecycle management.

Project leaders are supported by an in-house team of methodologists and a wide portfolio of modeling tools and software. A century-long legacy of innovation includes the development of probability sampling, the early development and commercial application of focus group methodology, and work in consumer and business market segmentation. The firm continues to invest significant resources in intellectual capital designed to enhance enterprise decision support,
including specialized “small data” choice models to enhance decision support in specialized markets. Its Farsight suite of forecasting services, which support the building of dynamic market models, also includes advanced text analytics. Other services include litigation and regulatory support, often involving expert testimony on trademark confusion, deceptive advertising and brand equity.

Bellomy Research Inc., based in Winston-Salem, N.C., is a privately held, family-owned company founded in 1976. Bellomy focuses on driving successful business outcomes through the design and delivery of solutions that yield deeper customer understanding. The firm’s work involves both B-to-C and B-to-B environments—with qualitative and quantitative insight solutions spanning market segmentation, customer experience and journeys (including digital user experiences), brand equity, product innovation, shopper insights, marketing optimization, social research platforms and research technology. Bellomy works with clients across a broad range of categories and industries including consumer packaged goods, financial services, automotive, retail, restaurant and hospitality, telecommunications and technology, apparel/textiles, utilities, healthcare, insurance and home improvement.

Bellomy’s areas of expertise include:

- **Segmentation:** Bellomy takes a collaborative, outcome-oriented approach to segmentation, ensuring actionable segments that are stable, meaningful, differentiated and embraced across the organization.
• Customer (and digital) experience: Bellomy combines marketing science and technology in a systematic approach to understanding and measuring clients’ differentiated customer experiences.

• Shopper insights: The firm’s approach to understanding shoppers gets to the “why” behind consumer behavior, allowing clients to define and execute strategies that enhance shopper experiences.

• Social research platforms: Bellomy allows clients to engage customer and key stakeholder communities via a broad array of activities including discussions, quick polls, surveys, video chats and digital diaries to accelerate learning and compress timelines.

• Brand equity: Clients can measure and understand their brands’ place in the hearts and minds of the market, providing direction on how to convert prospects to customers and increase brand devotion.

• Product innovation: Bellomy also helps clients design, optimize and validate innovation with insights at every stage: opportunity identification, ideation and screening, concept testing and product testing.

• Marketing optimization: The firm offers tools to define the optimal mix of product, price, package and messaging to ensure that clients place the right offer in the right channel for the right audience.

In addition, Bellomy’s clients are able to leverage SmartIDEAS, the firm’s enterprise consumer knowledge and insight platform, which integrates all stages of the research process and provides security, accommodates the latest in online research techniques, readily incorporates outside data, and provides quality control capabilities.

Bellomy is a founding sponsor and ongoing supporter of the Center for Retail Innovation at the Wake Forest University School of Business, and a participant in its annual Retail Innovation Challenge and Marketing Summit, as well as a member of the Advisory Board of the Master of Marketing Research program at the University of Georgia. Bellomy has client service offices in Boston, Cincinnati, Dallas and Los Angeles, in addition to its headquarters and operations center in Winston-Salem, N.C.

---

The New Frontier of Marketing
2015 AMA Member-Only Webcasts

Seismic shifts in the global marketplace and the way we communicate will dramatically change all aspects of marketing by 2020. How will you adapt? Join AMA for our New Frontier sessions to get a handle on marketing’s changing landscape:

• June 19 | The New Frontier of: Sales
Peter Strohkorf, Chief Executive Officer, Peter Strohkorf Consulting

• July 24 | The New Frontier of: Digital Marketing
Grant Leboff, Leading Sales and Marketing Expert; Bestselling Author, Stickier Marketing, Sticky Marketing and Sales Therapy

For details and to register, go to AMA.org/mow
Market Probe Inc., based in Milwaukee, is a privately held company founded in 1976. The company is a full-service global marketing research and consulting firm specializing in stakeholder measurement engagements as well as a wide array of custom research assignments. The company is working to build a worldwide presence to continue to serve multinational clients in an ever-changing marketplace.

Market Probe has established partnerships with Medallia, Passenger and Kinesis to bring solutions to clients and prospects supplementing with in-house analytics, reporting platforms and consulting expertise. Market Probe specializes in problem definition design, analytics and interpretation, and offers a wide variety of new tools and techniques to deliver deeper insights in client engagements:

- **Text analytics**: Market Probe interprets comments with word mapping and sentiment modeling.
- **Driver analysis**: An extension of driver analysis, which is a key tool of attribute analysis in customer experience management (CEM) programs, is extended to customer comments.
- **Marketing communities**: Market Probe facilitates the innovation and discovery process, and helps companies connect with their key customer segments offered through its partnership with Passenger Company.
- **Surveys on mobile devices**: Market Probe offers Web, phone and mobile device platforms for most of the CEM transactional and touch point surveys. (Kinesis is the technology partner.)
- **Social media analysis**: Understanding what consumers are saying and thinking about products and services in an organic online experience is becoming an essential research tool. When looking to integrate and understand stated actions (such as purchase intentions, satisfaction, loyalty and brand equity) with attitudes and personal recommendations, Market Probe uses both text analytics and sentiment-rating data to integrate these observations into a holistic overview of how social media insights impact satisfaction, loyalty, advocacy and brand metrics.

While Market Probe offers stand-alone customer advocacy and brand passion models to help executives responsible for CEM and brand communications, there is new thinking on the relationship between these two and their combined multiplier impact on customer loyalty. Market Probe helps enhance current tracking programs and relies for C-ROI analysis by measuring customer attitudes and behaviors.

The firm’s latest reporting tool, Insight Manager (IM), is the modular online reporting system for CEM engagements. IM can push customer complaints and requests to a computer or mobile device for follow-up as they are received. IM allows managers to combine customer feedback with their internal metrics to provide truly actionable information. This reporting system provides respondent-level feedback as well as employee-level feedback. The benefits to management include customer recovery initiatives, targeted employer training and coaching for building customer loyalty.

Market Probe is a certified minority-owned and -operated company by the National Minority Supplier Development Council (NMSDC).
**45 | Gongos Inc.**  
Gongos.com  
U.S. HEADQUARTERS  AUBURN HILLS, MICH.  
2014 U.S. REVENUE  $20.0 MILLION  
CHANGE FROM 2013  -0.5%  
NON-U.S. REVENUE  $3.8 MILLION  
FROM OUTSIDE U.S.  16.0%  
U.S. EMPLOYEES  128  
Camille Nicita  
PRESIDENT AND CEO  
MBA, WAYNE STATE UNIVERSITY

Gongos Inc., based in Auburn Hills, Mich., is a decision intelligence company that partners with Global 1,000 corporations to build competency in making great consumer-minded decisions. Gongos brings a consultative mindset in developing synergies among its clients’ analytics, insights and knowledge management groups.  
- **Integrated:** Gongos’ data sciences group, extracts value from enterprise data with a focus on solving the business challenge.  
- **Gongos Research:** The company’s primary research division acquires proprietary knowledge to deepen strategic insights.  
- **ArtiFact:** Gongos’ insight curation practice transforms the way organizations preserve and socialize consumer wisdom.  

Gongos’ innovation strategy is to identify societal and technological trends that shape the future of its industry. Enlisting the multidisciplinary skills of researchers, data scientists and curators, the company fuels a culture of learning both internally and within its clients’ organizations. It serves clients in the consumer products, financial services, healthcare, lifestyle, retail and automotive spaces.  
In 2014, Gongos launched Instinct, its next-generation community platform that goes beyond insight generation to drive intra-organizational intelligence by facilitating real-time collaboration and aggregate learning.  
Gongos Inc. is a WBENC-certified company.

**46 | The Link Group**  
TheLinkGroup.com  
U.S. HEADQUARTERS  ATLANTA  
2014 U.S. REVENUE  $19.9 MILLION  
CHANGE FROM 2013  1.5%  
NON-U.S. REVENUE  $2.4 MILLION  
FROM OUTSIDE U.S.  0.8%  
U.S. EMPLOYEES  53  
Tom Pfeil  
CO-FOUNDER AND PARTNER  
MBA, UNIVERSITY OF TEXAS AT AUSTIN

The Link Group is a privately held company founded in 1994, based in Atlanta, with staff divided between Atlanta and Durham, N.C.  
The firm’s revenue is roughly two-thirds qualitative and one-third quantitative, with 30 RIVA-trained moderators on staff.  
The Link Group’s tagline is “Smarter Research. Better Service.” Those values dictate the business’s approach. Smarter research is all about the way in which The Link Group solves clients’ research problems through a mix of creativity, customization, immersing in the category, and delivering actionable reports.  
To deliver better service, the firm’s model is for the project leader to be the single point of contact end-to-end, which maximizes responsiveness and minimizes balls getting dropped. Ninety-nine percent of the firm’s revenue comes from repeat clients.  
The Link Group’s research typically falls into these areas: positioning, branding and messaging; concept development; emotional insights; ethnography (Onsite Insights); customer satisfaction; and segmentation.  
The firm’s clients typically are Fortune 500 firms in the healthcare, technology, retail and CPG industries, and hail from North America, as well as developed economies in Europe, Asia-Pacific and South America.  
In 2014, The Link Group expanded the Onsite insights ethnography group that conducts in-home interviews, onsite observations and “out-of-box-experience” research.

**47 | Kelton**  
KeltonGlobal.com  
U.S. HEADQUARTERS  CULVER CITY, CALIF.  
2014 U.S. REVENUE  $19.0 MILLION  
CHANGE FROM 2013  +4.4%*  
NON-U.S. REVENUE  $0.0 MILLION  
U.S. EMPLOYEES  56  
Tom Bernthal  
CO-FOUNDER AND CEO  
B.S., UNIVERSITY OF WISCONSIN-MADISON

Kelton, founded in 2003, is headquartered in Culver City, Calif., and has offices in New York, Chicago and San Francisco, and its work now spans more than 30 countries across the globe.
Kelton is a consumer insights consultancy that combines research expertise with strategic problem-solving capabilities and effective storytelling. Kelton helps clients navigate the rapidly evolving relationships that they have with consumers to drive business growth. Communication is at the core of the company’s work: leveraging the power of language and visuals, bringing insights to life and making ideas actionable. Kelton’s suite of offerings includes:

- **Qualitative research**: applied ethnographies, customer focus groups, in-depth interviews, in-situ observations, online smart communities, trend scanning, semiotic analysis, archetype studies and analysis, and digital research.
- **Quantitative research**: brand health, customer segmentation, consumer choice modeling, pricing models, line extension analysis, assortment analysis, messaging/positioning testing, package testing, new product testing, and brand ad testing.
- **Design**: innovation, customer journey mapping, prototype optimization, visual merchandising, information design, concept ideation, path-to-purchase, and new product development.
- **Communications**: information design, video documentary, language and message development, and thought-leadership research.
- **Strategic consulting**: brand landscape analysis, brand positioning, marketing strategy, agency briefing and new concepts.

In 2014, Kelton worked with global household names, including Royal Caribbean, Google, DreamWorks, Farmers Insurance, MasterCard, Amazon, Harley-Davidson and General Mills. The firm also continued to work with key accounts, including Target, Pfizer, Coca-Cola, Fossil and Dr Pepper Snapple Group.

Chadwick Martin Bailey (CMB) is a Boston-based, global custom market research and consulting firm, partnering with brands to deliver critical insights for confident, strategic decision-making. The company is a privately held corporation.
founded in 1984 by Anne Bailey Berman and John Martin. CMB focuses on design, analytics and execution, using market science in a practical, flexible, problem-solving way across each of its six practice areas: financial services, technology and telecom, travel and hospitality, retail and e-commerce, healthcare, and insurance. The company’s core areas of specialization include:

- **Segmentation:** Identify the opportunities with the biggest potential for growth among consumers and business targets.
- **Path to purchase and customer journey mapping:** Understand the moments of truth on the complex journey from awareness to consideration, purchase, repurchase and loyalty.
- **Brand health, extension and positioning:** Understand where brands sit relative to core competitors for brand health, extension and adjacencies. Improve connections and develop strategies to strengthen attachment.
- **Brand and customer experience tracking:** Refine the most compelling positioning, optimize brand and market communication, and track influence on behavior over time.
- **Product and service development, and concept testing:** Support the ideation, prioritization, positioning, optimization and commercialization of products, services and loyalty programs.

In 2014, CMB published several self-funded Consumer Pulse Reports, and the topics included modularizing surveys through data imputation, measuring emotional attachments to brands, and the multi-device path to purchase. The CMB Consumer Pulse studies have been featured in publications such as *The New York Times, USA Today, MediaPost, Ad Age and Forbes.*

---

### 49 | RTi Research
---

**U.S. HEADQUARTERS** NORWALK, CONN.

**2014 U.S. REVENUE** $16.4 MILLION

**CHANGE FROM 2013** -5.2%

**NON-U.S. REVENUE** $0.0 MILLION

**U.S. EMPLOYEES** 50

---

**David Rothstein**

CEO
MBA, UNIVERSITY OF ROCHESTER

RTi Research is a privately held global market research company based in Norwalk, Conn., and founded in 1979. RTi is known for providing insight and answers that lay the foundation for making intelligent business decisions, and for not spouting “research speak.”

In addition to a complete offering of traditional research tools and methods, RTi continuously develops specialized products and advanced analytics in support of increasingly complex business decisions. One example is RTi Ingenuity, a platform to reinvigorate and accelerate innovation, ideation and naming with an exclusive “creative genius” panel and a customizable process.

RTi also offers quick courses and webinars, which provide complimentary education and professional development to corporate researchers in easy-to-digest, one-hour seminars.

---

### 50 | Fors Marsh Group
---

**U.S. HEADQUARTERS** ARLINGTON, VA.

**2014 U.S. REVENUE** $16.4 MILLION

**CHANGE FROM 2013** +25.2%

**NON-U.S. REVENUE** $0.0 MILLION

**U.S. EMPLOYEES** 65

---

**Sean M. Marsh**

CEO
PHD, GEORGE MASON UNIVERSITY

Fors Marsh Group (FMG), based in Arlington, Va., is a privately held corporation founded in 2002. The full-service market research firm provides research, support and strategy consulting for improved communication, increased operational efficiency and better organizational decision-making to U.S. government agencies and corporations. The firm serves the defense, environment, health, financial, homeland security and information technology markets.

Using qualitative, quantitative and physiological methods, FMG has experience across a broad range of subject areas, including:

- **Advertising, public relations and communication research:** FMG sees research as supporting rather than competing with the creative process, and has conducted projects focused on tracking and evaluation, brand equity and identity positioning, communication planning and design, copy/concept testing, consumer attitudes and opinion measurement, and market segmentation.
- **Consumer research and customer satisfaction:** The firm conducts thousands of customer service evaluation surveys each year, across a wide variety of industries and through a host of platforms not just focusing on customer satisfaction and loyalty, but also specializing in the evaluation of fairness across more complex agencies and industries.
- **Workforce development:** FMG’s team of 10 psychologists helps organizations with program and training evaluation, attraction and recruitment research, career mapping and management, employee satisfaction surveys, and work force development and team training.
• Military recruiting personnel and readiness: The company provides research within military populations, including recruitment, member stress, quality of life, veterans re-entering the workforce, overseas voting and public affairs.

• Public health, risk communication and cause marketing: The firm conducts behavioral research, belief analysis and concept/copy testing studies to evaluate programs promoting smoking cessation, nutrition, pharmaceuticals, natural disaster insurance and environmental responsibility, and provides evidence to inform policy decisions.

• Generational market research: FMG conducts multiple studies on youth, parents and the elderly population for public- and private-sector clients, including brand perception studies, social media usage and habits, and college and career choice research.

• User experience: FMG integrates the philosophies and practices of behavioral and cognitive psychology, anthropology and marketing to understand how users think and interact with everyday products. The firm houses a state-of-the-art user experience lab equipped to test participants both on-site and remotely. Capabilities include user testing, Web and mobile UX testing, eye tracking and electrodermal activity measurement.
# Marketing Research Company Profiles

Find leading marketing research companies on the following pages who offer the knowledge, latest technology and tools to turn your marketing vision into reality.

(Companies are listed in alphabetical order. The information in each listing was provided by the advertiser.)

## Geographic Index to the Marketing Research Company Profiles

<table>
<thead>
<tr>
<th>United States</th>
<th>Minnesota</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>ADAPT Inc.</td>
<td>Creative Consumer Research — Houston</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kinesis Survey Technologies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>M/A/R/C* Research</td>
</tr>
<tr>
<td>California</td>
<td>RTi Research</td>
<td>Utah</td>
</tr>
<tr>
<td></td>
<td>YouGov</td>
<td>MaritzCX™</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sawtooth Software</td>
</tr>
<tr>
<td>Connecticut</td>
<td>New Jersey</td>
<td>Virginia</td>
</tr>
<tr>
<td></td>
<td>New York</td>
<td>Fors Marsh Group</td>
</tr>
<tr>
<td></td>
<td>New York</td>
<td>Wisconsin</td>
</tr>
<tr>
<td></td>
<td>Minnesota</td>
<td>— CANADA —</td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td>Oregon</td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td>Pennsylvania</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td>United Kingdom</td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td></td>
<td>— INTERNATIONAL —</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pennsylvania</td>
<td></td>
</tr>
</tbody>
</table>
ADAPT Inc.
**Location:** Minnetonka, MN  
**Contact:** Dave Koch  
**Phone:** 952-939-0538  
**Email:** dkoch@adaptdata.com  
**Web:** http://www.adaptdata.com

Over 30 years of survey processing experience dedicated to the market research industry. Services include: comment coding (in over 30 languages); mobile media coding; text analysis; survey printing and mailing (US and Canada); inbound mail management; image scanning and traditional data capture; verbatim keying and editing; transcription (focus groups, IDI’s and recorded IVR comments). We have extensive experience in Healthcare, Consumer and Employee research. When you need fast and accurate survey processing services, call the experts at ADAPT Inc.

ASDE Survey Sampler
**Location:** Gatineau QC, Canada  
**Contact:** Randa Bell, Executive VP  
**Phone:** 1-888-323-3651  
**Email:** rbell@surveysampler.com  
**Web:** http://www.surveysampler.com

Researchers and survey professionals have been relying on our expertise for 20 years. ASDE and/or members of our team belong to the AMA, MRA, MRIA, AAPOR, CASRO and ESOMAR. We answer needs for telephone samples (landline, cell phone, consumer, business), Interactive Voice Response (IVR) surveys, address-based sampling (ABS) and list matching/appending services, in the US or Canada.

B2B International
**Location:** White Plains, New York  
**Contact:** Julia Cupman - VP / Director  
**Email:** newyork@b2binternational.com

B2B International is the largest business-to-business market research company with offices across North America, Europe and Asia. Research services include branding, customer loyalty, needs assessment, product development, pricing, advertising/communications, market sizing and market entry. B2B International counts 600 of the world’s largest 1,500 companies among its client base. The company serves a wide range of sectors including manufacturing, construction, chemicals, IT/technology, financial and professional services, healthcare, and education, among others.

Burke, Inc.
**Location:** Cincinnati, OH  
**Contact:** Tara Marotti, Senior Vice President, Head of Client Services  
**Email:** info@burke.com  
**Web:** http://www.burke.com

Founded in 1931, Burke is an employee-owned, full-service custom marketing research supplier. Burke’s reputation for excellence derives from our ability to consistently deliver actionable decision support solutions to clients worldwide. Using an objectives-driven focus, Burke researchers are known for their expertise in defining business objectives, crafting smart research designs, executing complex projects, employing advanced data analysis techniques and communicating the business significance of research results. Burke’s services extend beyond the typical boundaries of research suppliers, through Seed Strategy, a wholly-owned subsidiary. The combination of these two firms is a world-class consultancy with the unique ability to meet clients’ needs through a seamless marriage of Burke’s research-based decision support and Seed Strategy’s expertise in innovation and implementation.

C&C Market Research
**Location:** Fort Smith, Arkansas  
**Contact:** Thomas Morrison  
**Email:** thomas@ccmarketresearch.com  
**Web:** http://www.ccmarketresearch.com

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your data collection needs. Our highly trained data collection specialists and beautifully designed field locations, coupled with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With 50 locations (and growing!) nationwide, we are the largest privately owned and operated data collection company in the U.S. and have remained a leader in today’s marketplace through hard work, ingenuity, and a dedication to quality that is second to none. Our specialties include eye tracking, medical/executive interviewing, Hispanic interviewing, on-site interviewing, sensory testing, mall intercepts, new product development, product purchase retrieval, and more. Please give us a call today!

**Burke Institute**

**Location:** Cincinnati, OH  
**Contact:** Jim Berling, Senior Vice President & Managing Director, The Burke Institute  
**Email:** info@burkeinstitute.com  
**Web:** http://www.burkeinstitute.com

For 40 years, marketing and marketing research decision makers worldwide have turned to The Burke Institute, the premier provider of state-of-the-art marketing research training, for their professional development. Since our founding in 1975, The Burke Institute has trained more than 80,000 participants from 10,000 companies, in 40 countries. We have developed a structured learning environment, using real world case studies, delivered by seminar leaders with advanced academic credentials who work in the field. Experience our unequalled commitment to excellence by attending one of 20+ highly acclaimed marketing research seminar offerings or combine a group of courses into a unique customized program for your organization.

**C&C Market Research**

**Location:** Fort Smith, Arkansas  
**Contact:** Thomas Morrison  
**Email:** thomas@ccmarketresearch.com  
**Web:** http://www.ccmarketresearch.com

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your data collection needs. Our highly trained data collection specialists and beautifully designed field locations, coupled with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With 50 locations (and growing!) nationwide, we are the largest privately owned and operated data collection company in the U.S. and have remained a leader in today’s marketplace through hard work, ingenuity, and a dedication to quality that is second to none. Our specialties include eye tracking, medical/executive interviewing, Hispanic interviewing, on-site interviewing, sensory testing, mall intercepts, new product development, product purchase retrieval, and more. Please give us a call today!
Creative Consumer Research — Houston

Location: Houston (Stafford), TX
Contact: Patricia Pratt, President
Email: ppratt@ccrsurveys.com
Phone: 281-240-9646
Web: http://www.ccrsurveys.com


Full Circle Research Co.

Location: Potomac, MD
Contact: Adam Weinstein
Phone: 301-762-1972
Email: adamw@ilovefullcircle.com
Web: http://www.ilovefullcircle.com

Full Circle was founded in 2013 and is headquartered in Maryland. We are the first U.S.-based online consumer sample provider to earn ISO 26362 certification. We marry advanced technology, flexible community strategies and a CATI phone center to up recruitment and validation in ways previously cost-prohibitive from an online provider. Our Mixed-mode Validation Process™ (MVP) puts our company at the forefront of exceeding client niche segment demand. With more than 100 years of research experience in-house, we are committed to pushing the envelope on behalf of clients who want the purest, cleanest data available.

FocusVision

Location: Stamford, Connecticut
Phone: 1-800-433-8128
Email: info@focusvision.com
Web: http://www.focusvision.com

FocusVision is the leading global provider of qualitative and quantitative technology solutions to the market research industry, providing an online survey platform, research facility video streaming, webcam focus groups, ethnography streaming and mobile device usability studies. Our services allow research professionals to engage with respondents in any place, at any time. FocusVision has over 300 employees and offices in the US, the UK, Bulgaria, Singapore and Brazil.

Fors Marsh Group

Location: 1010 N Glebe Road
Suite 510
Arlington, VA 22201

Contact: Ben Garthwaite,
Senior Vice President
Megan Fischer,
Marketing Manager
Phone: 571-858-3800
Email: marketing@forsmarshgroup.com
Web: www.forsmarshgroup.com

Fors Marsh Group (FMG) is an applied research company specializing in the business of measuring, understanding, and influencing the way people think and make decisions. We take pride in delivering a combination that is rare in the industry: proven expertise in research methodology matched with a highly educated staff that deeply understands motivational and human decision-making processes.

We help clients evaluate, reinforce, and change the behavior of their priority audiences. Our staff is committed and passionate about solving the challenges that come with communication and marketing along each step of the campaign development.

GAT INTL. Localization Services Inc.

Location: Montreal, Quebec, Canada
Contact: Ismael Garay
Phone: 514-288-7818
Email: info@gatintl.com
Web: www.gatintl.com

GAT INTL. helps Fortune 500 and other multinationals with their globalization needs, providing nearly 20 years of expertise bringing their products and services to market. By carefully analyzing our clients’ strengths and by focusing on key areas, we develop highly customized programs that help them better serve their clients worldwide and foster relationships with local business partners. We will help you with all your locale-specific marketing and advertising needs by focusing on translation, localization, adaptation, and by centralizing service-specific needs.
GfK
Location: 200 Liberty Street
4th FL
NY, NY 10281
Contacts: Gaina Collis / Lori Halivopoulos
Web: http://www.gfk.com
About GfK
GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

Kinesis Survey Technologies
Location: Austin, Texas
Phone: 512-590-8300
Email: sales@kinesissurvey.com
Web: http://www.kinesissurvey.com
Kinesis Survey Technologies, LLC provides a device-responsive survey and panel management product suite to advance innovation in both mobile and desktop-based market research. Delivering intuitive, state-of-the-art applications, Kinesis’ software products can be effectively utilized without deep programming knowledge yet are robust enough to perform the most complex of survey and panel functions. Headquartered in Austin, TX USA, Kinesis offers product versions for both the market research industry and enterprise business organizations, and proudly supports next generation research applications worldwide. For more information, contact sales@kinesissurvey.com or visit www.kinesissurvey.com.

Luth Research
Location: San Diego, CA
Contact: Candice Rab, SVP, New Products
Phone: 619-234-5884
Email: crab@luthresearch.com
Web: www.luthresearch.com
For more than 35 years, Luth Research has been a leader in the market research industry by responding to our clients’ most critical business needs. Powered by our proprietary online research panel and cross-platform digital tracking capabilities, our innovative research methods help today’s businesses thrive. From segmentation and brand tracking, to enhancing survey research with digital data, we blend research expertise with proprietary data collection abilities to deliver insights that propel our clients ahead of their competition. We also offer traditional focus group and call center services in our state-of-the-art facilities.

Be Smarter.
AMA’s white papers and e-books arm you with the marketing knowledge you need to stand out. Find these topics and more at AMA.org/whitepaper.

- Tools for Decision Making, Part 2 – Full Profile Conjoint
  Customer Lifecycle
- How to Create Truly Awesome In-App Push Messaging Content
  Localytics
- Four Technology Pillars for High-Performance
  Campaign Execution
  ProofHQ
- Delivering Contextually Relevant Customer Experiences Drives
  Business Results
  Tazhoo

For information on how to feature your white paper, contact us at sales@ama.org.
M/A/R/C® Research
LOCATIONS: Dallas TX | Greensboro NC
CONTACT: Merrill Dubrow, President & CEO
EMAIL: Merrill.Dubrow@ MARCresearch.com
WEB: www.marcresearch.com
M/A/R/C® Research is a full-service marketing research firm dedicated to aiding in the creation, evaluation, and strengthening of brands. M/A/R/C® designs and executes qualitative and quantitative research with traditional and online solutions while adhering to a client-service ethic built on dependability and collaboration. M/A/R/C® specializes in analyzing marketing challenges as part of the effort to improve strategies and brand strength. M/A/R/C® Research is headquartered in Dallas, Texas. M/A/R/C® Research is part of Diversified Agency Services, a division of Omnicom Group Inc.

MaritzCX
LOCATION: South Jordan, Utah 84095
CONTACT: Chris Cottle
EMAIL: info@maritzcx.com
WEB: www.maritzcx.com
MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. The company helps organizations increase customer retention, conversion and lifetime value by embedding customer experience intelligence and action systems into the DNA of business operations. Ultimately, we want to be your preferred customer experience outcomes partner. The company specializes in solutions for key industries, including automotive, financial services, technology, B2B, healthcare, retail, and many more. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. www.maritzcx.com

Market Probe
Location: 2655 N. Mayfair Road, Milwaukee, WI 53226
CONTACT: Bonnie Lockwood
PHONE: 414-778-6000
EMAIL: b.lockwood@marketprobe.com
WEB: http://www.marketprobe.com
Market Probe, celebrating its 30th anniversary in 2015, offers state-of-the-art solutions in Customer Experience Management to a wide variety of businesses. CEM programs include transactional programs, touchpoint surveys, relationship programs and benchmarking programs measuring customer metrics of satisfaction, loyalty, NPS and advocacy.

Market Probe can support different data acquisition platforms (phone, Web and mobile devices) and offers a customizable online reporting system (Insight Manager) and advanced analytical tools (quantitative and textual) to deliver insights.

Market Probe feels that the integration of Customer Experience Metrics into the overall marketing strategy of the business and brand building activity yields the strongest results in customer loyalty and customer growth.

Morpace Inc.
Market Research and Consulting
LOCATION: 31700 Middlebelt Road, Farmington Hills, MI 48334
CONTACT: Duncan Lawrence, CEO & President
PHONE: 248-737-5300
FAX: 248-737-5326
EMAIL: information@ morpace.com
WEB: http://www.morpace.com
Morpace is a fully integrated global market research and strategic consulting organization that specializes in custom qualitative and quantitative research. Serving as a valuable advisor, Morpace has a presence in more than 60 countries and on five continents, and provides its clients with the information they need to make smarter business decisions.

Marketing Systems Group
LOCATION: Horsham, PA
CONTACT: Alan Lambert
PHONE: 215-653-7100
EMAIL: alambert@m-s-g.com
WEB: http://www.m-s-g.com
Marketing Systems Group provides innovative products and services designed specifically for the survey research industry. MSG products include GENESYS Sampling, PRO-T-S Dialers, and ARCS Panel Management IVR/Web recruiting. Sampling provided by GENESYS includes Random-Digit Dialing and Listed Household samples. Further capabilities include business sampling, online/web sampling, address-based sampling, and cell phone sampling, as well as screening services. List enhancement services include telephone lookup and the appendage of data.

NOTE: The following information was supplied by display advertisers in this issue to provide readers with additional details about their companies. All of these Profiles are paid advertisements.

Named the 2014 CASRO Research Organization of the Year, our industry experts are more than researchers – they are brand counselors who apply insights to their work. This collective knowledge gives Morpace expertise in industries such as automotive, financial services, healthcare, retail and consumer goods, and technology.

Morpace delivers expertise and proprietary solutions in three core areas: brand and communications; market and product development; and customer experience management including satisfaction, loyalty and retention. Innovative solutions include B-Link™, SOCO™, Claros Communities™, dashboards, mobile ethnographies and video research solutions such as LiveDrive™ and my2cents™. The visual storytelling that is present in all client deliverables helps them uncover previously unattained levels of clarity.

Established in 1975, Morpace is one of the fastest growing marketing research firms in the United States according to Marketing News’ Gold Top 50 Report. Morpace is headquartered in Detroit with full-service offices in Los Angeles, London and Shanghai.
The NPD Group
Location: Port Washington, NY
Contact: contactnpd@npd.com
Web: http://www.npd.com
Email: contactnpd@npd.com
The NPD Group provides market information and business solutions that drive better decision-making and better results. The world’s leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches/jewelry. For more information, visit npd.com and npdgroupblog.com. Follow us on Twitter: @npdgroup

Opinion Access Corp.
Location: Long Island City, NY
Contact: Lance Hoffman
Phone: 718-729-2622
Email: hoffman@OpinionAccess.com
Opinion Access Corp. has been the data collection expert to the marketing research industry for nearly 20 years. Known for our expertise in Social Science, Political, and Hispanic work, we deliver quality data using CATI and Online interviewing. Whether a project needs to get in and out of the field as quickly as possible or maximized for response rate, all projects are meticulously managed by a team with 100+ cumulative years of data collection experience.

University of Georgia | MRII
Location: Athens, Georgia | Ann Arbor, Michigan
Contact: Pam Bracken
Email: Pam.Bracken@georgiacenter.uga.edu
Web: http://www.georgiacenter.uga.edu/mrii
The University of Georgia offers three online certificate courses designed to teach the Marketing Research Core Body of Knowledge (MRCBOK®), Principles of Market Research and the Principles of Pharmaceutical Market Research. Over 8,000 practitioners have enrolled in these programs from 104 countries. The Principles of Mobile Marketing Research is new self-paced course that explores emerging mobile techniques.

The Profiles continue on the following page
how they can be applied to market research. All courses are updated regularly to reflect the newest methods and approaches. AMA is a proud supporter of the Principles programs.

Rabin Research Company

**Location:** Chicago, IL USA  
**Email:** melster@rabin-research.com  
**Web:** www.rabinresearch.com

Full range of B2C and B2B research services for packaged goods, financial products/services, retail, healthcare, food service, and many other industries. Service principles: high quality work, on-time delivery, creative study designs, strategic insights, competitive prices, and exceeding expectations. Study types: concepts, segmentation, product use, names, packages, product design, advertising, satisfaction, awareness/attitude/usage, tracking, pricing, promotions, colors, and problem detection. We use all forms of data collection; employ qualitative and quantitative methodologies; and, work domestically and internationally.

Radius Global Market Research

**Location:** New York, NY  
**Contact:** Chip Lister  
**Email:** clister@radius-global.com  
**Web:** http://www.radius-global.com

Radius Global Market Research is one of the largest independent market research companies in the world. We are single-minded in our focus: to grow your brand by strategically optimizing its offerings, identifying differentiating innovations in the marketplace, and delivering a compelling customer proposition that drives business performance. Our global brand-building experience is both deep and wide spanning all geographies and industries.

We partner with Fortune 500 companies and other industry leaders that seek answers to meaningfully affect business results. The real core of Radius is the intellectual capital of our people who take every project from inception through to deliverables, looking at each stage to optimize the client experience and the power of our research’s impact.

Reckner

**Location:** Chalfont, PA  
**Contact:** David Reckner  
**Email:** info@reckner.com  
**Web:** http://www.Reckner.com

Reckner is one of the most trusted research companies in the nation with 20+ years’ experience & clients throughout the nation and across the globe. Our team of 200+ employees is highly-tenured with client relationships spanning more than a decade. With 250,000+ study participants each year, we provide the highest quality healthcare and consumer insight solutions through our companies: Reckner Healthcare, Blueberry Marketing and Sensory Research, The Institute for Sensory Research, & Reckner Facilities. Each listens to clients to build custom insight programs that incorporate the most innovative research methodologies & technologies. We invite you to begin a conversation with us.

RTI Research

**Locations:** Norwalk, CT  
Matawan, NJ  
Westerville, OH  
**Contact:** David Rothstein  
**Direct Email:** drothstein@rtiresearch.com  
**Email:** info@rtiresearch.com  
**Web:** http://www.rtiresearch.com

RTI Research helps turn insight into action. Our clients, some of the largest and most respected companies within their industries, have counted on RTI for 30+ years to connect the dots, tell the story and help influence decisions. Clients come to RTI seeking higher level involvement, more insightful thinking and extraordinarily attentive service; they stay because we deliver on our promise – supporting their personal as well as their company’s success.

Sawtooth Software

**Location:** Orem, UT  
**Contact:** Brian McEwan, Director of Client Services  
**Phone:** 801-477-4700  
**Email:** brian@sawtoothsoftware.com  
**Web:** http://www.sawtoothsoftware.com

Sawtooth Software provides tools for online surveys, including those that feature conjoint analysis and best-worst scaling (MaxDiff). We are best known for our expertise in conjoint/choice modeling, with these popular software systems: CBC (Choice-Based Conjoint), ACBC (Adaptive CBC), MBC (Menu-Based Choice), and MaxDiff. Our advanced analytical tools include HB estimation, cluster ensemble analysis (CCEA), and advanced market simulators. Our analytics division, Sawtooth Analytics, provides high-end analytical services. We also offer trainings and conferences.

SIS International Research

**Location:** New York, NY 10010  
**Contact:** Ruth Stanat, President  
**Email:** research@sisinternational.com  
**Phone:** 212-505-6805  
**Web:** http://www.sisinternational.com

**NOTE:** The following information was supplied by display advertisers in this issue to provide readers with additional details about their companies. All of these Profiles are paid advertisements.
SIS is a leading full-service market research and market intelligence firm, established in 1984. We conduct fieldwork, data collection, recruiting, strategic market intelligence and global growth marketing consulting solutions. Key regional offices include New York, London, Frankfurt, Shanghai and Manila.

SIS provides the recognized expertise, integrated methods and global resources to provide full insight into the entire business landscape — customers, competitors, supply chain and global market intelligence. Our coverage is global, including nationwide US, Europe, Latin America, Asia, Canada, Africa and the Middle East.

We conduct consumer, B2B, healthcare, industrial, automotive, low incidence and strategic market intelligence. Our key solutions include customer insights, market opportunity research, satisfaction & loyalty, usability testing, product testing, car clinics, channel intelligence, pricing research, competitive intelligence, emerging markets research, C-Level & key opinion leader research, market entry/sizing and other solutions.

Some of our qualitative and quantitative methods include CATI, focus groups, online research, ethnography, intercepts, car clinics, secondary research and analytics. SIS also provides focus group and testing facilities in key cities worldwide.

SoapBoxSample
**Location:** Van Nuys, CA  
**Contact:** Jacqueline Rosales, SoapBoxSample Chief of Operations  
**Phone:** 818-528-5296  
**Email:** info@soapboxsample.com  
**Web:** http://www.soapboxsample.com

SoapBoxSample offers a fresh approach to online research. From full study design and analysis to technology testing and mobile research, we offer a variety of solutions. SoapBoxSample is a leader in new techniques including Passive Metering, Geo-Fencing and App based research design. At the heart of SoapBoxSample is our proprietary panel, MySoapBox Panel. Our varied recruitment channels go beyond traditional methods, resulting in a panel that is loyal and engaged.

SSI
**Location:** Shelton, CT  
**Contact:** Tom Johnson, Senior VP, Sales & Client Services North America

The Profiles continue on the following page
SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research, reaching respondents in 100+ countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 30 offices in 21 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI’s 3,600 employees serve more than 2,500 clients worldwide.

Toluna location: Wilton, CT
Contact: Mark Simon
Phone: 203-834-8585
Email: mark.simon@toluna.com
Web: http://www.toluna-group.com
Toluna is a leading digital market research and technology company. The company is regarded as a pioneer in the dynamic world of marketing research, data collection, reporting and visualization, and brings together people and brands in the world’s largest social voting community. As a leading all-in-one global source for actionable insights, we help market researchers, insights professionals and companies anywhere in the world make clearer and better business decisions that drive better business results.

Voxco location: Montreal, Canada
Contact: Vincent Auger
Email: vincent.auger@voxco.com
Phone: 514-861-9225
Web: http://www.voxco.com
Voxco is a leading provider of survey technology and solutions. World-wide, we offer one of the broadest ranges of survey modes, enabling our clients to easily reach target respondents across the evolving multi-channel landscape. With over 25 years’ experience, we serve clients in 30+ countries. Our integrated platform includes surveys on: mobile & phone, online, in-app, and CAPI for event and in-person interviews. Voxco also provides full Professional Services to run survey programs for its clients either on an ad-hoc basis or for recurring studies.

YouGov locations: London, UK
US offices in New York, NY, Waterbury, CT, Lawrenceville, NJ, Portland, OR, and Palo Alto, CA
Contacts: Katy Moran
Devon Jaffier
Emails: katy.moran@yougov.com
devon.jaffier@yougov.com
Web: http://www.yougov.com
YouGov is a leading international full-service research and consulting company and a pioneer in the use of technology to collect higher quality, in-depth data for the world’s leading businesses and institutions so that they can better serve the people that sustain them. With offices throughout the US, UK, Europe, the Middle East and Asia, YouGov leverages its online sampling, research expertise and consulting experience to provide clients with sophisticated market strategy, market analytics, and survey and forecasting services.

Want to reach marketing's decision-makers?

Partner with AMA and you'll connect with the movers and shakers in the marketing industry — the ones who need your products and services to excel in their work.

Choose from these opportunities and more:
• Banner ads • Print ads • Webcasts • Event sponsorships • Custom integrated packages

Download our 2015 Media Kit for details and rates...
but only if you're ready for some serious ROI.

>> mediakit.ama.org