

RESEARCH DEPARTMENT IN A BOX

A complete research capability for Publishing, Communications, Media, and Direct Marketing organizations!

- ▶ The unique **Research Department in a Box program** can create a research capability within your organization for new product concept screening, media and advertising studies, subscriber and readership surveys, customer surveys of all kinds, and more!
- ▶ Response Innovations Inc. has developed this unique research system which can be installed at publishing, direct marketing, media, communications, investment banking and consulting companies. It includes an easy-to-use new product concept research system based on the Reader's Digest system developed in the early 1970's and protected by Response Innovations for many years. It also includes a sophisticated Internet research capability to provide answers to your readership, advertising, marketing, editorial, product, and competitive information questions, quickly and accurately.
- ▶ The system is custom installed in each company based on actual research results from surveys completed as part of the program.
- ▶ ***This is not a program that teaches you how to use syndicated services. This system will allow you to undertake your own custom research, reduce your costs, and increase your customer, subscriber, or database knowledge. This system allows almost anyone in your organization to use the Internet research portion of the program and receive answers almost overnight.***

We believe there is a need at most organizations to have an in-house research capability that can provide answers on new products, editorial direction, subscriber and readership studies, new product concept testing, plus any other type of research required.

Response Innovations Inc. has been providing research, information, and business intelligence services to media, communications, publishing and direct response organizations for over 25 years. We're available to meet with you at your convenience.

Response Innovations Inc.

The Business Intelligence Professionals

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Response Innovations Inc.

RESEARCH • INFORMATION • BUSINESS INTELLIGENCE

Understanding and expanding your customer relationships

The increasing importance of b2b research, information, and business intelligence

Information to create stronger relationships with your customers

Understanding and reacting to competitive strategies

What does your customer really want from you?

The new product research system that really works

Building a b2b research profit center

Internet research: Instantaneous answers to important questions

Creating your own in-house research capability with the Research Department in a Box* program

Integrating research and competitive intelligence for accurate market and customer intelligence

* Research Department in a Box is a trademark of Response Innovations Inc.

COMPLETE SERVICES

- COMPETITIVE INTELLIGENCE
- MARKET RESEARCH
- NEW PRODUCT RESEARCH
- CUSTOMER BEHAVIOR RESEARCH
- MARKETING INFORMATION
- MEDIA RESEARCH
- CUSTOMER RETENTION RESEARCH
- DATABASE INTELLIGENCE
- EDITORIAL RESEARCH
- ADVERTISING RESEARCH
- RESEARCH FOR B2B AND B2C ORGANIZATIONS
- CUSTOMER INTELLIGENCE

For over 25 years, Response Innovations Inc. has been a leading provider of research, information, and business intelligence to media, communications, publishing, direct response organizations, investment bankers, venture capitalists and business consultants.

We provide essential information to industry leaders using sophisticated research and information systems that allow us to provide up-to-the-minute answers to your most important questions.

FOR MORE INFORMATION:

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**VISIT US
 EMAIL US
 CALL US**

THE POWER OF MARKET RESEARCH

→ *Why it is indispensable*

There are many reasons for organizations to implement a research program and here are just a few of the important reasons why it should be a permanent part of the decision making process in your organization!

- To screen new product concepts.
- To determine market share.
- To assess competition
- To determine customer opinions.
- To determine usage patterns.
- To gather demographic information
- To determine editorial direction for publishers
- To determine customer preferences for packaging.
- To determine advertising effectiveness.
- To provide media and advertising studies for ad reps.
- To provide readership and subscriber information for publishers.

There are many types of research available including mail surveys, personal interviews, Internet surveys, phone surveys, focus groups and more.

There are many critical areas where research can assist publishing, communications, media, consulting, investment banking/private equity, and direct response organizations.

- New Product Research
- Back-end Analysis Surveys
- Media Surveys
- Product Design Studies
- Market Share Studies
- Customer Satisfaction Surveys
- Editorial Research
- Subscriber Studies
- Advertising Studies
- List Segmentation Studies
- Competitive Analysis Studies
- Mail Order Buyer Surveys
- Custom Market Research
- Annual Industry Surveys
- Demographic Studies
- Packaging Studies

Many organizations have explored the possibility of using market research in their decision making process but have not done so to date. The reason for delaying this extremely important decision may have to do with timing or budget constraints, but market research may save your company a great deal of time and expense. It may prevent you and your staff from devoting time or money to projects or programs that will not live up to corporate expectations.

A Message of Importance

The development of a sophisticated business intelligence capability, including a rapid research capability, is critical to your future success. Having access to a sophisticated research, information, and business intelligence system is essential and the benefits always outweigh the cost. We can offer you the opportunity to access a complete research capability. This complete, sophisticated research capability is available to your organization. A system that anyone in your organization can use to receive almost instantaneous information on important issues.

For more information, call us or email us today.

ANNUAL INDUSTRY RESEARCH SURVEYS

The HOTTEST b-to-b Research Area!

Annual research surveys, promoted to industry leaders, are revenue winners. Successful annual research studies can sell for \$495 to \$2995 and can produce revenues sufficient to cover your costs for an entire year of research!!

THE COST IS INCREDIBLY LOW AND THE PROFIT POTENTIAL IS SIGNIFICANT!!

The survey includes questions concerning:

- ▶ Current and future revenue growth
- ▶ Current and future employment growth
- ▶ Costs of security
- ▶ Employee benefit and training costs
- ▶ Federal regulatory costs
- ▶ Current and future costs of employee recruitment and training
- ▶ Expenditures in key areas with year-to-year comparisons
- ▶ Three year projection for increases in employee compensation, benefits and, healthcare costs
- ▶ Critical areas that require the largest portion of time
- ▶ Toughest management challenges
- ▶ Toughest challenges and solutions

This is just a very partial list of questions included in annual surveys.

Response Innovations has developed an incredibly effective and successful format which can be adapted to any industry research program. The format elicits amazing verbatim responses from open-ended questions!!

Areas with significant annual research potential include, but are not limited to:

- | | |
|--------------------------|---|
| Healthcare | Advertising & Marketing |
| Conferences & Tradeshows | Human Resources |
| Finance | Medical Device & Diagnostic Industry |
| Investment Banking | Packaging |
| Media and Communications | Legal |
| Publishing | Construction |
| New Media & Internet | Telecommunications |
| Satellite and Broadband | Business Services |
| Real Estate | Transportation & International Commerce |

THE ADDED BENEFIT IS THAT YOUR ORGANIZATION RECEIVES THIS VALUABLE UPDATED INDUSTRY INFORMATION FIRST!!