

Anderson Analytics Launches AA-Projective, AA-Assurance and New Website as Firm Pledges to Help Clients “Gain the Information Advantage”

Stamford, CT – May 24, 2006 –Anderson Analytics, a full service market research consultancy, today unveiled AA-Projective and AA-Assurance, as well as an updated www.AndersonAnalytics.com, to emphasize its focus on helping clients gain an information advantage over their competition.

AA-Projective is a revolutionary new research tool that combines psychoanalytic projective techniques from the social sciences with Anderson Analytics’ state of the art text mining techniques. The new tool allows clients to dig deep into the subconscious motives of customers.

Professor Pamela Schindler, Co-Author *Marketing Research*, commented “The power of a projective technique is its ability to allow a research participant to drape his or her perceptual screens around another and then discuss the situation without embarrassment or hesitation. The rich findings from such research are often the genesis of new marketing strategies...[AA-Projective] holds that power.”

AA-Projective is one example of combining the fairly new discipline of text mining, with an insightful psychoanalytic technique, which until now could only be used among small groups. The result is a technique which is not only extremely insightful but is also, for the first time, statistically valid.

In addition to AA-Projective, Anderson is also launching AA-Assurance. AA-Assurance represents Anderson’s willingness to work as true partners with their clients by offering a 100% assurance of their work. Anderson promises to answer all project objectives and deliver results according to schedule.

“Anderson Analytics encourages collaborative creativity and help our clients gain the Information Advantage over their competition,” Tom Anderson, Managing Partner of Anderson Analytics said. “Our team has worked hard on developing AA-Projective and AA-Assurance to help clients uncover more information.”

Additionally, our new website helps communicate our belief that combining new technologies, such as data mining and text mining, with traditional marketing research, such as surveys and focus groups, give our clients a significant information and knowledge advantage. And in our business, knowledge is certainly power.”



Anderson Analytics, LLC
154 Cold Spring Road, Suite 80
Stamford CT, 06905

T: 203.912.7175
F: 203.621.3043
www.andersonanalytics.com

About Anderson Analytics

Anderson Analytics is a full-service market research consultancy and helping clients gain the “Information Advantage” is our main goal. We do this by combining new technologies with traditional marketing research, providing quantitative and qualitative solutions to help solve challenging marketing problems and discover hidden opportunities. We combine the efficiencies and business experience found in large research firms with the rigorous methodological understanding from academia with the enthusiasm and creativity found only in smaller firms. For more information, please see www.andersonanalytics.com.