

SURGE RESEARCH, INC.

TELLING STORIES FROM START TO FINISH



Surge Research understands the complex needs of the PR industry as we are the only research firm that integrates the analysis of accomplished researchers with the expertise of senior-level PR professionals. Our PR Survey Team has a minimum of 12 years experience working across signature industries at global firms and utilizes former journalists to guide media-focused surveys. This unique combination allows PR professionals to remain focused on daily client deadlines while we take complete ownership of the survey – from concept to questionnaire development to the final hard-hitting deliverable, which ***always tells a clear story from start to finish***. Whether you're using an Omnibus, a custom survey of a specific audience, an innovative research method or pitching new business, we can help you reach your PR goals.

Surge Research is not a partner of the PR industry, we're part of it!

SURGE RESEARCH PR SURVEY TEAM

- ❖ The only research firm integrating accomplished researchers with experienced senior-level PR professionals working on ***every project***
- ❖ Our PR Survey Team staff has a minimum ***12 years*** of PR experience, reaching the ***VP level at Global firms***
- ❖ Personalized attention throughout ***the entire survey process*** from brainstorming, to questionnaire development, to data analysis, to ensuring the accuracy of your press release, our professionals are with you ***every step of the way***
- ❖ A ***proven track record*** of securing media placements with top-tier outlets
- ❖ Robust PR experience across signature industries and sectors, supporting PR programs, including:

National Media Tours
Crisis/Issues Management
Speaking Engagements
Press Materials

Social Media Campaigns
Local Media Tours
Internal Communications
Competitive Intelligence

Thought Leadership
Press Conferences
Analyst Relations
CSR

WHAT WE DO

- ❖ **The Surge Omnibus** – Flexible and fast, our Omnibus survey is a proven tool that provides timely market insights on topics, products and trends based upon a sample of more than 1,000 adults.
- ❖ **Customized Surveys** – We can target any audience or demographic to gauge their insights, identify trends or determine satisfaction levels and we ensure the findings will generate headlines.
- ❖ **Creative Techniques** – Creative methodologies create attention. We develop ideas using real-life simulations, interactive studies and shadow methodology that will get your brand noticed.

HOW WE DO IT

- ❖ **Surge Research** combines our accomplished team of researchers with the insights of our experienced senior PR professionals. We've worked in the PR industry, understand your needs and goals, and know how to leverage research in a way that meets your objectives.
- ❖ Our deliverables are constructed in a way preferred by the media, including key headlines, graphics and findings. Our clients often generate attention by sharing our deliverable "as is."

◆ For more information, please call +1-347-283-8276 ◆ Learn more: www.surgeresearch.com ◆
◆ Follow us: [Twitter.com/surgeresearch](https://twitter.com/surgeresearch) ◆

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PUBLIC RELATIONS SURVEYS

- ◆ *National Media Campaigns* ◆ *Local Media Tours* ◆ *Social Media* ◆ *Thought Leadership* ◆
- ◆ *Measurement* ◆ *Crisis & Issues* ◆ *New Business* ◆ *Campaign Extension* ◆
- ◆ *Product/Service Launches* ◆ *Tradeshows* ◆ *News Bureau* ◆

INDUSTRIES WE RESEARCH

Advertising & Marketing
Automotive
Business Services
Consumer Goods
Education
Environmental/Green Initiatives
Food & Beverage
Financial Services
Government
Healthcare & Pharmaceutical
Legal
Media & Entertainment
Non-Profit
Public Affairs
Real Estate
Retail
Technology & Telecom
Travel & Tourism
...and more

AUDIENCES WE RESEARCH

Accountants
Attorneys
C-Level Executives
Consumers
Employees
Financial Advisors
Home Owners
IT Professionals
Marketers
Parents
Patients
Pet Owners
Physicians/Doctors
Small Business Owners
Social Workers
Students & Teachers
Unemployed
Youth
...and more