



FOR IMMEDIATE RELEASE
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**GLOBAL AVIATION RESEARCH PANEL LAUNCHES
TO SOLVE THE INDUSTRY'S MOST PRESSING CHALLENGES**
WAYPOINT AVIATION RESEARCH OFFERS AVIATION EXPERTS
UP TO \$250 FOR SURVEY PARTICIPATION

(NASHVILLE, Tenn.) March 24, 2016 – Today, a first-of-its-kind market research panel called [Waypoint Aviation Research](#) officially launched, aimed at collecting insights from aviation experts worldwide. In exchange for participation in the panel, qualified executives receive an immediate \$50 Amazon gift card for a 10-minute online survey or \$250 for a phone interview. At the time of launch, the first two survey opportunities are targeted at aviation executives involved with the use or purchase of aircraft hydraulic oils or greases.

Waypoint was created as a joint venture between two leading Nashville companies: [Mizzouri](#) – a global market research firm – and [Industrial Strength Marketing](#) – a B2B integrated marketing agency. The panel serves companies, publications, and associations throughout the aviation industry.

“Aviation experts have a wealth of input that often goes unshared and our clients are hungry to learn from those insights,” said Kevin Brown, Co-founder and COO of Waypoint. “It’s been a challenging but fun endeavor to create a platform that provides executives a chance to participate, earn rewards, and see findings in a secure, mutually beneficial environment.”

Panelists can also choose to donate their incentive to the official charity partner of Waypoint, [Wings of Hope](#). Wings of Hope is a global aviation charity – with a presence in 10+ countries, including the U.S. – that has been working to lift people in need toward healthier lives and more prosperous futures since 1962. The charity was nominated for the Nobel Peace Prize in 2011 and 2012.

Waypoint has been featured in publications such as *Airline Weekly*, *Aviation Network*, and *Aircraft Technology, Engineering & Maintenance*.

ABOUT WAYPOINT AVIATION RESEARCH

Waypoint Aviation Research exists to fuel aviation insights. Started in 2016 by Mizzouri – a global market research firm – and Industrial Strength Marketing – an industrial-focused B2B marketing agency – Waypoint provides an accessible online destination where aviation professionals can join an expert panel in order to help solve the industry’s most pressing problems.

ABOUT MIZZOURI

Mizzouri is a full-service global market research firm on a mission to help clients answer their business questions and make better decisions, faster. Its logistics-based business model is unique to the industry, as is its application of technology to the art and science of market research. Home to some of the most inspiring people in the industry, Mizzouri has roughly 150 senior researchers and technologists in its worldwide network and at its headquarters in Nashville, Tenn.

ABOUT INDUSTRIAL STRENGTH MARKETING

Industrial Strength Marketing (ISM) is an integrated marketing solutions provider focused on the industrial sector. It plans, designs, executes and measures integrated marketing strategies. ISM’s total industrial marketing solutions include sales and marketing alignment, branding, advertising, website development, design, e-commerce, and integrated marketing campaigns. ISM is a two-time winner of Nashville’s “Best Places to Work” and in 2015 was named to the *Inc.* 5000 list.

<http://www.waypointaviationresearch.com>

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