



Welcome to Insights in Marketing's Quarterly Newsletter!

Dear Dana,

IIM's quarterly newsletter, *Insights On Marketing*, is here! Through our newsletters, Insights in Marketing looks forward to providing you with the latest news, custom research solutions, consumer insights, and trends. Partner with us to discover deeper insights and uncover richer solutions as we engage in a rich dialogue with you and your consumers.

IIM's Quantitative Solutions Customized Solutions Under One Roof

IIM doesn't just offer our clients focus groups anymore. In addition to online research, shopper studies, and ethnographies, we also provide our clients with a full suite of quantitative research tools.

Need hard data to drive key business decisions? Let IIM help you by designing customized quantitative research solutions for you and your brand team! IIM specializes in the following *quantitative-based* research:

Product & Concept Development

- ❑ Concept Screening & Testing
- ❑ In-Home Product Placement
- ❑ Product/Concept Fit
- ❑ Choice Modeling
- ❑ Customer Satisfaction
- ❑ Pricing Analytics

Strategic Targeting & Positioning

- ❑ Positioning Testing
- ❑ Segmentation

Our Tools

Brand Understanding

- ❑ Brand Equity Measurement & Tracking
- ❑ Brand Architecture
- ❑ Packaging Research
- ❑ Brand Look & Feel

Competitive & Category Understanding

- ❑ Attitude & Usage Studies
- ❑ Habits & Practices

[Learn More About Our Quantitative Tools!](#)

In This Issue

[New Quantitative Research Solutions from IIM](#)

[Blog Spotlight: The Power of Combining Research Tools](#)

[Featured Tool: IIM's Custom Online Panel](#)

[Meet the Head of IIM's Quantitative Research Division](#)

[IIM's New Website!](#)

Like What You See?

[Forward to a Friend](#)

Meet Caroline Roe- Head of IIM's Quantitative Research Division

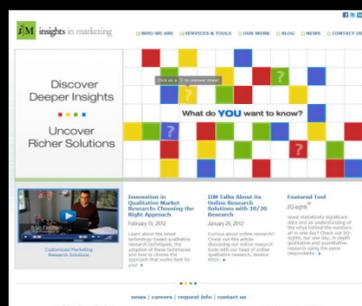


[Learn More About Caroline!](#)

OR

[Contact Her Today!](#)

Check Out IIM's New Website!



What do YOU want to know?

Learn more about who we are, what makes us different, and our proprietary research tools!

Inspiring Insights Blog Spotlight: [The Power of Combining Research Tools](#)

Marketing research consultants often recognize that the more complex the issue, the greater the benefit there is to combining multiple tools in your research toolbox. Combining approaches can help you gain exponentially greater learnings to make a real difference in your business.



In IIM's latest blog entry, Caroline Roe discusses best practices for combining both quantitative and qualitative research approaches.

[Read Caroline's Blog!](#)

Sign-Up for IIM's New Blog!



For research best practices, strategic advice, innovative research techniques and more!

[Sign-Up Here!](#)

Want More Frequent Updates?

Follow us on Facebook, Twitter and LinkedIn for weekly research tips, consumer trends, and more!



Featured Tool:

IIM's Custom Online Panel

Constantly evolving to meet client needs, IIM is excited to announce our recent investment in an online panel. This panel provides our clients with access to over 250,000 consumers both globally and nationally, all with the click of a mouse.

[Contact us](#) today to find out how you can leverage this panel to get quality data and faster results!

