

## Insights in Marketing, LLC Fact Sheet

<b>About Insights in Marketing:</b>	Insights in Marketing (IIM), headquartered in Northbrook, IL, is a research based marketing consultancy that helps clients develop a holistic picture of their target audience so they can build powerful emotional and lasting connections (or relationships) with them. IIM partners with clients in several key areas, including: <ul style="list-style-type: none"><li>• Brand positioning and strategy</li><li>• Target identification and understanding</li><li>• New product development</li><li>• Communication and messaging</li><li>• Category and competitive assessments</li></ul>
<b>Website:</b>	<a href="http://www.insightsinmarketing.com">http://www.insightsinmarketing.com</a>
<b>Blog:</b>	<a href="http://www.insightsinmarketing.com/blog.aspx">http://www.insightsinmarketing.com/blog.aspx</a>
<b>Key Promise:</b>	To connect people to our clients' brands
<b>Founding Partners:</b>	Gary Kash and Ron Raskin
<b>Launch Date:</b>	April 11, 1989
<b>Management Team:</b>	Ron Raskin, Owner/Consultant Brian Fletcher, VP Consulting Services Rob Gulans, VP of Operations Tracy Paukstys, Senior Director, Marketing & Sales
<b>Number of Employees:</b>	14
<b>How it Works:</b>	When clients work with IIM, they can expect: <ul style="list-style-type: none"><li>• Dedicated team of experienced consultants</li><li>• Collaborative and creative research design</li><li>• Flawless execution and top data quality</li><li>• Actionable insights translated into clear direction</li><li>• Easy-to-digest reports and deliverables</li><li>• Business growth and continued partnership</li></ul>

**Research Tool Offerings:**

IIM's work enables clients to go deeper into the lives of target consumers by leveraging a breadth of research tools customized for each client's needs:

- IIM's qualitative approaches:
  - High-energy in-person focus groups/dyads/triads: Consumers participate in focus group exercises in a comfortable, safe environment where they can openly communicate their thoughts and feelings.
  - In-person in-depth interviews/dyads/triads: Experience all the benefits of focus groups while diving deep into consumer wants, needs, desires and feelings through individual or mini-group discussions.
  - In-person shop-alongs: Combine the benefits of a focus group with the ability to go deep with your shopper at the actual point of purchase.
  - Live online focus groups and IDIs: Similar in many ways to its in-person counterparts in terms of engaging with participants face to face, these group or individual discussions occur online via webcam.
  - Asynchronous online focus groups and IDIs: Conducted within a secure online bulletin board, these ongoing discussions typically unfold over a period of two to three days.
  - Mobile shop-alongs: Consumers provide in-the-moment feedback via their smartphones during shopping experience.
  - Digital and mobile diaries: Through detailed written feedback, photos and videos, participants bring their daily decisions and activities to life within a secure online platform.
- IIM's remote and in-person quantitative approaches:
  - Online: Target audience takes surveys on computer, tablet or mobile device. Most commonly used method in industry due to its efficiency.
  - Mobile: Surveys are sent directly to mobile devices via apps, text messages or emails for the consumer to complete. Phone: Target is reached via landline or mobile phone for the purpose of completing a survey.
  - Mail: Target audience mailed a survey and/or product to use at home as part of a research study.
  - Central Location Testing (CLT): Target audience pre-recruited to come to a convenient central location for a research study.
  - In-store interviewing: Consumers exhibiting target behaviors (e.g., shopping a particular section or a store, or picking up a range of target products) are approached to share their opinions.
  - Mall intercept: While shopping in a mall, consumers are approached with the opportunity to participate in a research study conducted at a facility located in the mall or right on the spot

- Industry Experience:** IIM's diverse expertise covers a broad range of industries and categories:
- Food and Beverage
  - Household Goods
  - Beer, Wine & Spirits
  - Retail
  - Health & Wellness
  - Durable Goods
  - Beauty
  - Personal Care
  - Financial Services
  - Insurance
  - Travel
  - Entertainment
  - And more
- The IIM Difference:** Insights in Marketing works with marketers and marketing researchers who want to build a valuable and sustainable emotional connection with their customers. IIM provides a holistic understanding of a target audience by uncovering what people can and can't tell you about who they are and why they do what they do. IIM is uniquely able to explore vital aspects of brands by weaving psychological and statistical techniques into their custom qualitative and/or quantitative research designs. Unlike other marketing research firms, all of IIM consultants have deep rooted experience across multiple psychological and marketing disciplines.
- Valued Clients and Partners:** A small sampling of clients include: Kraft Foods, Wrigley, MillerCoors, PepsiCo, Bath and Body Works, Beam Suntory, Elmer's Products, Gatorade, Tropicana, Quaker, Robert Mondavi, Farmers Insurance, Hershey, Moet Hennessy, International Delight, Silk, and SC Johnson.
- IIM Values:** IIM stays true to the following values:
- Being Quirky – Being pithy with a playful personality
  - Owning It – Being accountable to ourselves, each other, and our clients
  - Working Together – Building upon each other for strength and success
  - Giving A Damn – Being an advocate for our clients and our people
  - Being The One Clients and Employees Want because we take the work, not ourselves, seriously

**Social Media:**

Blog: <http://www.insightsinmarketing.com/blog.aspx>  
LinkedIn: <http://www.linkedin.com/company/insights-in-marketing>  
Twitter: <https://twitter.com/InsightsinMktg>  
Facebook: <http://www.facebook.com/InsightsinMarketing>

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