



insights in marketing

Connecting people to brands.

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Insights in Marketing, LLC Company Backgrounder

With more than 30 years of hands-on experience leading market research projects, Insights in Marketing (IIM) helps clients make better decisions and drive brand growth by ensuring they understand the voice of their consumer.

Based in Northbrook, IL., a suburb north of Chicago, IIM provides a 360-degree understanding of a target audience by uncovering what people can and can't tell about who they are what they do. IIM is uniquely able to explore and quantify the vital aspects of what makes consumers tick by leveraging their strengths in empathetic and discriminative listening, survey design and statistical rigor. Unlike other marketing research firms, all IIM consultants have many years of client and supplier side experience across a multitude of industries.

The company dates back to 1989, when marketing strategist Gary Kash founded a marketing research firm that offered not just qualitative research services, but consultative and actionable feedback tailored to the needs of each client. Several years later, Ron Raskin, a seasoned advertising account executive, joined him, and together, they built Insights in Marketing, a firm staffed by senior-level consultants. Gary Kash retired in 2014 and Ron Raskin services as the company's current president and owner.

With its roots in qualitative research, IIM recognized the importance of adapting to changing client and consumer needs and decided to make a significant expansion to its portfolio of research tools. In 2008 IIM began offering a variety of quantitative research services and in 2009, IIM began offering digital qualitative research services.

For more information about Insights in Marketing, visit www.iimchicago.com