



## Insights in Marketing, LLC Fact Sheet

**About Insights in Marketing:** IIM is a marketing research firm that delivers in-depth and actionable insights to its clients, so they can feel confident their decisions are being inspired by the consumer voice. IIM partners with clients in several key areas, including:

- Brand positioning and strategy
- Target identification and understanding
- New product development
- Communication and messaging
- Category and competitive assessments

**Website:** <http://www.iimchicago.com>

**Blog:** <http://www.iimchicago.com/blog.aspx>

**Key Promise:** To connect people to our clients' brands

**Founding Partners:** Gary Kash and Ron Raskin

**Launch Date:** April 11, 1989

**Management Team:** Ron Raskin, Owner/Consultant  
Rob Gulans, Executive Vice President  
Brian Fletcher, VP Qualitative Research  
Tracy Paukstys, Senior Director, Marketing & Sales

**Number of Employees:** 10

**How it Works:** When clients work with IIM, they can expect:

- Dedicated team of experienced consultants
- Collaborative and creative research design
- Flawless execution and top data quality
- Actionable insights translated into clear direction
- Easy-to-digest reports and deliverables
- Business growth and continued partnership



**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:
  - Individual or Group Discussions provides a comfortable and safe environment for consumers to communicate their thoughts and feelings.
  - In-person shop-alongs allow us to observe shopping behavior, consumer reactions to a product's merchandising and packaging as well as the entire in-store experience. With this technique, we have the ability to examine actual shopping behavior rather than claimed behavior. We're also able to highlight consumer challenges with real shelf sets, category clutter and out of stock issues. Shop-alongs allow for authentic interaction with consumers and a deeper probe during the process.
  - Ethnographic approaches enable us to observe your consumers' behavior in a non-facility environment—providing a more natural setting that allows consumers to simply be themselves. We achieve this through in-home videos, lifestyle immersions, friendship networks and pre-interview journals.
  - Live online individual or group discussions: 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.
  - Bulletin Boards/Panels: Similar to group discussions, allows the greatest depth of feedback and is ideal for sensitive topics. Its asynchronous format simplifies scheduling and leads to a more cost-effective model.
  - Mobile qualitative: Provides in-the-moment feedback via their smartphones during shopping experience.
  - Digital and mobile diaries: Collect rich, participant-driven content that showcases a consumer's voice and perspective. Digital diaries allow for easy feedback communication—through both text and media. It's also a great approach for long-term engagement with the same participants.
  - iimForum: Provides access to fast and continuous consumer opinions. Our consumer forums are a cost-effective way to get information from users or targets of a particular brand/category – in person or online!
- IIM's remote and in-person quantitative approaches:
  - Concept, Idea or Platform Screening
  - Concept of Positioning Testing
  - Concept/Product Fit Testing
  - Product Testing
  - Choice Modelling
  - Pricing Analytics
  - Segmentation
  - Brand Equity Measurement & Tracking



- Packaging Research
- Attitude & Usage
- Habits & Practices
- Advertising Testing
- IIM's Quick Turn Solutions
  - i2Q – In-person or online, our same day research combines quantitative and qualitative approaches to deliver both in-depth and measurement insights in a time-efficient manner.
  - iimPronto - A quick turn in-person or online qualitative or quantitative research approach delivers consumer insights and feedback in just 7 days including a report with insights and recommendations.

**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:**

We've been bringing the consumer voice to our clients for over 30 years. Clients tell us time and time again that what we've really given them is the confidence to make the BEST decisions possible for their brand. We achieve these results with best in class consultants ... see what makes them stand out below:

- Proven Pros: Our team has years of client and supplier side experience across many industries and consumer segments.
- Expert Intuition: Strength in empathetic and discriminative listening gives our team the ability to know exactly where to go and what questions to ask to elicit the learning you need.
- Innate Curiosity: Research and insights isn't just our job, it's our passion. We are just as curious as you to discover what makes your audience tick.
- Results Driven: We focus on addressing key issues and are always pushing ourselves to deliver the most impactful results.
- Part of the Team: We aren't just your research firm, we are your partner. Your business is our business, your challenges are our challenges and all of our success is shared success.



**Valued Clients and Partners:** A small sampling of clients include: Kraft-Heinz, Mars/Wrigley, MillerCoors, Bath & Body Works, Beam Suntory, Champion Pet Foods, Gatorade, Tropicana, Quaker, Robert Mondavi, Farmers Insurance, First Alert, Moet Hennessy, International Delight, Silk, Caesar’s Entertainment, and Diamond Producers.

**IIM Values:**

IIM stays true to the following values:

- **We’re Quirky!** – We work and play hard, never take ourselves too seriously and establish upbeat relationships with clients and vendors.
- **We Give A Damn.** – We focus on learning our clients’ business so we can bring passion, pride and go beyond the expected.
- **We’re Better Together.** – We trust and challenge each other’s thinking and leverage each other’s strengths to provide the best value to our clients.
- **We Own It.**– We hold ourselves accountable and expect the same from others. We respectfully speak the truth and follow through on our commitments.
- **We’re The One That You Want.** - We collaborate and listen with a focus on building trust, making things absolutely turnkey for our clients.

**Social Media:**

Blog: <http://www.iimchicago.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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