

Breakthrough Market and Brand Understanding

– Continuously Monitor & Learn What The Market is Thinking –

Now there is a *new* tool and service with enormous potential to revolutionize the marketer's world. In an instant, our new WiseWindow™ tool taps directly into thousands and potentially millions of pieces of unfiltered information to provide your business with unbiased, complete, and continuous insight into what your marketplace is REALLY thinking. WiseWindow™ comprehensively monitors consumer discussions and tracks opinions, expressed every day on the Internet, and enables efficient evaluation of these opinions, providing you with marketplace insight related to your specific business and/or specific business issues.

Our new WiseWindow™ tool is a unique, proprietary vehicle for directly tapping into the consciousness of individuals most interested in your category, your products, your brands and/or your competition. Individuals who express their opinions publicly on the tens of millions of Blogs, Bulletin Boards, Review Sites and/or within periodicals are passionate, vocal, creative, and influential. These individuals do not represent a statistically representative sample of your brand's customers (as you can tap through more traditional market research); rather, these individuals reflect the broader market in which your products and/or brands compete. As such, surveying this "connected marketplace" provides you with a comprehensive view of how the marketplace as a whole...often tens of thousands of individual comments...views the products and/or services you and your competitors bring to market.

For example, by using this proprietary WiseWindow™ tool and our expert interpretive services, you can:

- Discover the degree of **market engagement** with your category, product, and/or brand
...yesterday, today, and into the future over time.
- Understand *why* individuals feel the way they do, whether positively or negatively, on a virtually limitless set of topics related to your business. For example:
 - Advertising Effectiveness – What are your communications efforts *really* communicating
...and how does your market *really* interpret the benefits and features of your products and/or services relative to competition?
 - Public Relations – What do individuals in your market think about a positive or negative PR event related to your business (or a competitor's business)...and what actions should you take to further leverage positive PR...or react to negative PR?
 - Innovation – What needs in the marketplace are currently unfulfilled? What is the market-defined 'competitive frame of reference' for your products and/or services (i.e., who does the market *really* view as your competition?).
- **Track changes in market opinions** over time. For example:
 - Monitor the market's reactions 'real-time' to new product introductions.
 - Assess the cumulative effect of specific marketing efforts in altering market attitudes and/or behavior.
 - Determine your market's views of your business relative to competition over time...and understand the 'reasons why' for changes in these views.
- **Understand the equity values** the market associates with your brand(s).
 - Determine what your brand represents in the minds of those most interested in your brand...what the brand is "known for", the benefits the brand excels at delivering, competitive weaknesses of your brand, and other brand-related insights.
- ...and much, much more!

Significantly Greater Actionability than simply ‘Data’

As you know, the true value of data and information is related more to its quality and actionability than its quantity. As *users* of marketplace data and information ourselves throughout our consulting, marketing and management careers, we have become expert at interpreting and condensing marketplace information for its strategic and tactical actionable value. All too often, a ‘research’ service may be hired to collect information about a specific marketplace issue...but while the vendor may do an excellent job in collecting information, the true value of that information is in the interpretation of the information collected and its subsequent conversion into actionable Next Steps.

As such, the service we offer market-driven companies includes one or more of the following:

- (1) Leveraging the breakthrough ‘auto-discovery’ and graphical mapping technology capabilities of our new WiseWindow™ tool,
 - Enables discovery and capture of unbiased marketplace opinions related to specific businesses and, importantly, specific business issues
- (2) Expert analysis of collected information by seasoned B2B and B2C marketing professionals,
- (3) Professional explanation and delivery of Findings, Implications, Conclusions and Actionable Recommendations
- (4) Option to continuously monitor marketplace sentiment related to specific business issues (either pre-determined or emerging) over time.

...AND, this information is available in weeks, not months!

While tools such as search engines or Google Alerts can provide a wealth of information (perhaps 10s of *millions* of ‘hits’!), the key is to organize this information into usable form. Our WiseWindow™ tool organizes this wealth of information, aided by expert human intervention, enabling you to harness the most incredibly rich source of marketplace information in the world, the Internet.

Interested in learning more?

We are limiting initial participation with our new service to a few “lead clients” through 2008. These clients are guaranteed long-term preferred pricing on projects and/or subscriptions. Sign-up is fast and easy. Results for the client are:

- Quickly Delivered
 - Once ‘issues to explore’ have been defined, turnaround delivery of initial ‘results’ can begin within 2 weeks. Full results are often available within 6 weeks.
- Economical
 - Specific ‘projects’ priced within the range of 8-12 focus groups
 - Ongoing monitoring can be quarterly or monthly to suit your business needs and budget
- Transparent
 - We do the ‘hard work’ for you in condensing the Findings, Implications, Conclusions and Actionable Recommendations...but you always have the ability to drill down to actual marketplace comments as you wish, identified by individual source.

To learn more, please contact one of our Partners:

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