



directiveanalytics

Guiding Strategic Marketing Decisions

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RESEARCH EXPERIENCE:

Advertising Awareness & Tracking

Brand Equity

Concept Testing

Conjoint & Choice Modeling

Customer Satisfaction

Employee Satisfaction

In-home Usability Testing

Market Sizing

Product Messaging

New Product Development

Packaging

Positioning

Pricing

Product Optimization

Sales Forecasting

Segmentation

Website Evaluation

Website Usability

INDUSTRY EXPERIENCE:

Consumer Products

Financial Services

Food Services

Health Care/Pharmaceutical

Hospitality/Travel

Non-Profit

Media (online & offline)

Retail

Technology

Telecommunications

Directive Analytics provides its clients with the consumer insights and strategic action plans necessary to set themselves apart and grow their business. We offer a blend of the methodological expertise and rigor of the traditional research company with the consultative approach of the traditional marketing consultancy. Through this unique approach, Directive Analytics will help you:

- Build and grow brands
- Develop and bring to market successful new products
- Build and strengthen customer loyalty
- Improve employee satisfaction
- Develop and enhance your web strategy

Our mission is to cultivate client relations and loyalty through strategic consulting relationships that provide a measurable return for our clients' businesses. We do this through superior customer service, exceptional quality, innovative thinking, and cutting edge analytic techniques.

OUR EXPERTISE

In today's economic environment it is imperative to create distinctive and compelling value in your customers' eyes. Directive Analytics helps clients understand what customers value and how to deliver against those things. We employ a number of different methodologies and proprietary techniques to help our customers. Our research armamentarium includes:

- Traditional quantitative research methodologies such as telephone, mall, and mail surveys
- Online quantitative research
- Traditional qualitative research such as focus groups, in-depth interviews, dyads, and triads
- Online qualitative techniques including in-depth interviews, focus groups, and bulletin board discussion groups
- Data mining and direct marketing response modeling

We have developed strategic partnership with leading data collection and technology vendors to bring our clients innovative research.

Our people are the key to our success. Directive Analytics professionals bring together expertise in a broad range of industries including but not limited to consumer packaged goods, telecommunications, financial services, and health care.

Because many of our staff members bring client-side experience, we have a deep understanding of the business issues our clients face.

Our collective experiences and education serve as the basis for developing new insights and partnering with our clients to generate the strategic action plans that will differentiate and add value to their businesses.

directive**SEGMENTS**™

Our proprietary segmentation methodology uses cutting edge quantitative techniques to identify homogenous groups of customers that can be marketed to in similar ways. This methodology uses expert predictive modeling and validation to ensure that segments are consistent and reliable over time.

directive**PULSE**™

Fast, cost-effective research conducted in a bi-weekly omnibus survey among 1,000 online panelists. Directive Pulse™ gives our clients the opportunity to quickly and cost effectively elicit consumer insights on new product ideas, possible marketing messages, or other such topics. Results are turned around in under a week for a fraction of the cost of a full custom survey.

Directive Pulse™ allows clients to test product ideas and messages among a projectible sample and have findings turned around in just days.

sim**SHOPPER**™

Test product preferences and purchase decisions with an innovative new research tool that simulates a shopping experience. Through an online survey, respondents are presented with a shopping aisle and able to interact with different products and actually make "purchases". This tool can be used in new product testing, packaging, pricing and other types of research initiatives.

Now clients can measure new concept interest, brand preference, size choices, and price sensitivity through an interactive, online simulation survey where respondents can actually view and interact with 3-D product images.

directive**IDEATION**™

Our combined qualitative techniques facilitate brainstorming and idea generation with different constituent groups—ranging from key consumer groups informing new product development to senior executives planning next year's marketing imperatives.

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