



# directiveanalytics

Guiding Strategic Marketing Decisions

**Get quick and cost-effective feedback on early stage concepts to assess strength of concept and market viability.**

**directSCREEN offers a turnkey solution to answering key questions when evaluating new concepts, whether you are an entrepreneur or an established marketer.**

### Pricing:

Options	Price
N=400 sample size option	\$4,500
N=1,000 sample size option	\$8,000
One additional concept (sequential monadic presentation)	Add \$1,500 for n=400 sample size Add \$2,500 for n=1,000 sample size
Coding	\$0.40/response; minimum charge of \$250
Graphics	\$100 each

### Please contact us for custom pricing on:

- Adding more than 3 custom questions
- Testing more than 2 concepts at a time
- Custom sample frames (e.g., women only)
- Advanced analytics such as driver analysis or word click analysis
- Similar products to test packaging, messaging, or product names

### With directSCREEN you can:

- Make critical go/no-go decisions
- Identify areas to refine for further development and/or testing
- Identify specific likes and dislikes of your concept for focus in marketing and communications
- Identify the demographic profile of likely concept acceptors
- Collect key data for use in capital pitches

### Methodology:

DirectSCREEN is fielded among an Internet-Representative sample of adults 18 or older. The survey consists of a standard battery of survey questions and up to 3 custom questions per execution.

Standard survey measures include:

- Overall Appeal/Likeability
- Specific Likes & Dislikes
- Uniqueness
- Believability
- Relevance (i.e., addresses a current consumer need)
- Call to Action (e.g., purchase/subscription), un-priced and priced, if appropriate
- Key Demographics (e.g., age, gender, income, region, ethnicity, household composition, etc.)
- Select Attitudinals (e.g., tech savvy, family orientation, trendiness, etc.)



### Two sample size options depending on your specific needs:

- N=400: Optimal for assessing broad concept appeal and performance on key metrics on total
- N=1,000: In addition to testing broad concept appeal and performance on key metrics, this option offers a larger sample size that will allow for more sub-breaks of your key metrics and demographic profiling of concept acceptors

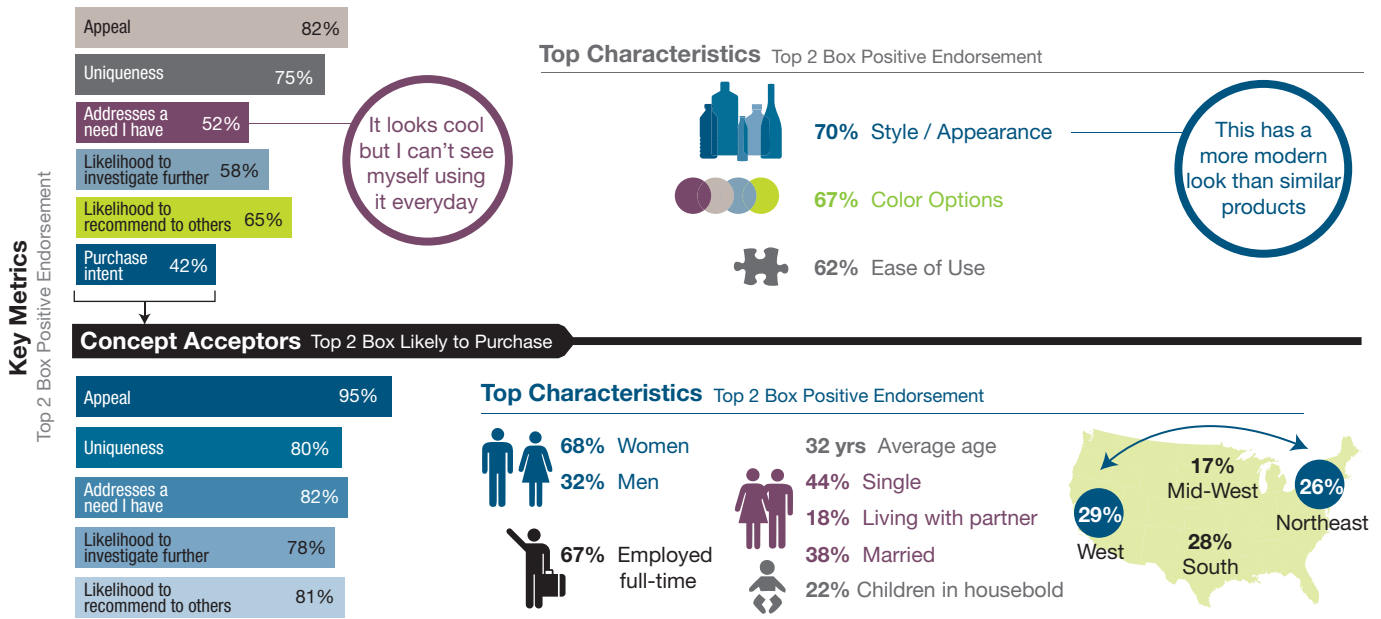
### Deliverables:

- Two sets of data tables with standard banners (demographics and concept metric breaks)
- Raw data
- A 5 page key metric summary in PowerPoint

### Timing:

Key metric summary and data tables will be available within 7 business days of receiving final custom questions, if applicable. Note, holidays may impact timing.

# Scorecard



## About Us

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 a traditional research company with the consultative approach of a 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
- Create a compelling marketing strategy
- 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.

## Why You Should Use Directive Analytics

- We provide tailored research, analytical, and consultative solutions that adapt products to client needs and not client needs to products.
- We are agnostic in our use of different types of field options. We tailor the research design and select field options to best meet your needs and requirements.

- We are committed to senior level involvement in all work, offering you the highest caliber of service and responsiveness.
- Our senior staff has executed hundreds of international projects; they know where the pitfalls are and how to avoid them.
- We are constantly innovating and developing new techniques that leverage technology to get a deeper understanding of the consumer mindset.
- Our primary interest is in helping you meet your business objectives, which we believe will make you want to continue partnering with us in the future.

## The Key to Our Success

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 and hurdles our clients face.

We utilize our collective experience and education to maximize the insight and value we bring to each and every research engagement. We strive to be more than vendors to our clients. We become strategic partners who provide actionable insights and recommendations which can only result from a deep understanding of client businesses.



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