

# IRWIN BRÖH RESEARCH

## What We Believe

Carefully-researched data can help you deliver exactly what your customers are looking for. This is not a "We believe in fairies" kind of wishful thinking: it's based on years of watching research catapult organizations to the forefront of their fields.

We believe that quality work, strict confidentiality and flexibility create win-win relationships with our clients. Your research is your research – we won't share it with anyone. We build mutually beneficial, long-term relationships with our customers (some we've had for over 30 years) by respecting them and adapting to meet their needs.

We believe we can help you. In our 35-plus years, we've researched many different markets. Chances are, we already know something about yours. Call us today, or turn the page to learn about our services.

## Get In Your Customers' Mind

Insightful market research opens up worlds of opportunity. On the other hand, ignoring the collective mind of consumers can cause even the biggest companies to slip. You need to know what your customers are thinking; we're here to help. Keep reading to see how more than 35 years of experience can get you far inside your customers' heads – without brain surgery.

## Services

We know several ways to get inside your customers' minds. To give you the most complete and accurate findings, we offer the following services:

### Surveys

- web-based
- mail
- face-to-face
- telephone
- focus groups
- IVR
- e-mail
- fax

## Studies

We can conduct a study specifically designed to answer your questions. Here are a few we've done:

- Brand loyalty analysis
- Market and competitive analysis
- New product potential
- Product concept/design
- Awareness and usage
- Value analysis

## Customer Database Management

Your customers' information is kept confidential. Our database services include:

- Sales tracking
- Customer analysis
- Warranty card design and data entry program
- Promotional mailings
- Tracking of coupon use

## Customer Satisfaction Analysis

Satisfied customers are crucial for any business. We diagnose problems and find solutions through the following steps:

- Determine factors affecting customer satisfaction
- Design, test and implement surveys to gather the necessary information
- Report results in a clear, concise format highlighting key data with various reports
- Personally review reports with you, interpret findings, and make recommendations

## MARCOM Omnibus

MARCOM (Market Composition Analysis) studies consumer purchases and ownership. Based on a national mail panel survey of up to 60,000 households, the questionnaire is customized for each product or service surveyed. This can be a powerful mini-market study or a very cost effective screening method for an in-depth market study.

## HealthFocus International

Specializing in consumer health and nutrition trends, HealthFocus International is a crucial resource for food, beverage and supplement brand marketers. There is no better way to understand consumers' attitudes and behavior toward health and nutrition choices.

## O'Hare in Focus

An in-house division, O'Hare in Focus, has mastered focus group recruiting over the years. Consistently yielding insightful results, we can help you gauge crucial consumer preferences and reactions. Focus groups are one of the most effective ways to get an in-depth look at what makes your prospects tick.

Since 1971,  
**Minding your  
customers'  
mind.™**

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