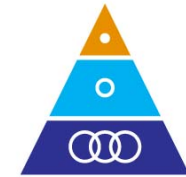


## Custom Attitudinal Audience Segmentation



<b>Audience Audit™</b> <b>\$8,500</b>	<b>Expanded Audience Audit™</b> <b>\$10,000+</b>	<b>Executive Audience Audit™</b> <b>Priced upon request</b>
<ul style="list-style-type: none"> <li>• Custom survey development</li> <li>• Respondents from client's own file, or research panel (<i>incentives and panel fees not included</i>)</li> <li>• Custom-developed attitudinal descriptors</li> <li>• Ratings of features and benefits</li> <li>• Competitor/brand familiarity</li> <li>• Key influencers</li> <li>• Message appeal</li> <li>• Social media usage</li> <li>• Device preference</li> <li>• Standard demographics/firmgraphics</li> <li>• Insight Panel development for future research</li> <li>• Interactive Results Workbook</li> <li>• PDF of all charts</li> <li>• Segment Reference Sheet</li> <li>• Video conference workshop to review results in detail</li> </ul>	<p style="text-align: center; font-size: 2em; color: #0070C0;">Plus...</p> <ul style="list-style-type: none"> <li>• Customer experience/satisfaction</li> <li>• Product usage and/or feedback</li> <li>• Purchase history and/or intent</li> <li>• Channel preference</li> <li>• Extended audience types</li> <li>• Expanded demo/firmgraphics</li> <li>• Custom topic exploration</li> </ul>	<p style="text-align: center; font-size: 2em; color: #0070C0;">Plus...</p> <ul style="list-style-type: none"> <li>• Executive Keynote presentation</li> </ul>