

# **MOMENTUM RESEARCH & CONSULTING, INC.**



*"The Power To Reach The World One Opinion At A Time"*

**U.S. • GLOBAL**

## ABOUT MRC

**Momentum Research & Consulting, Inc. (MRC)** is a world-class, full-service market research firm recognized for providing quality customized market research and consulting services that are instrumental in helping corporate clients build market share and leadership. **MRC** offers clients exemplary qualitative and quantitative research, database analysis, Internet-based research, and consultative services, both domestically as well as globally.

- ◆ **MRC** provides Professional Expertise to the client team in order to help drive the business and increase shareholder value.
- ◆ **MRC** delivers Exemplary Client Services. Customers are provided with virtually 24/7 customer support as well as daily communication on the progress of all studies and projects.
- ◆ **MRC** ensures Quick Turnaround Time on all studies and projects. Time is never a barrier to the completion and delivery of results to Senior Management.
- ◆ **MRC** delivers Cost-effective Market Research Solutions. Study costs are reasonable and competitively priced to meet corporate budgets.

We are dedicated to providing clients with a competitive advantage through creative, focused, and empowering research solutions. **MRC** values our strong and rewarding client relationships and understands each client's need for insightful information that is instrumental in guiding them through critical decision pathways to corporate growth. We are extremely flexible in our working relationships with our clients and we have accessible resources to meet even the most demanding of schedules.

## U.S. & GLOBAL QUALITATIVE RESEARCH

Experienced professional moderators are available in English, French, German, Spanish, Italian, and Japanese for qualitative market research methodologies throughout the world.

Executive Interviews	In-Depth Interviewing
Expert Panels	In-Home Interviewing
Focus Groups	Mini Groups
Idea Generation & Creative Groups	One-on-One Interviewing

## U.S. & GLOBAL QUANTITATIVE RESEARCH

Our command of market research techniques enables **MRC** to provide results that are both actionable and empowering. While well versed in traditional methodologies, **MRC** also designs sophisticated research models to meet the most complex informational needs.

Advertising Testing	Customer Satisfaction
Attitude & Usage	Employee Loyalty & Satisfaction
Brand Line Extension Research	Market Segmentation
Brand Name Research	New Product & Service Development
Claims Research	Positioning Research
Concept Testing	Pricing Research
Copy Testing	Product Design & Packaging
Corporate Image Research	Promotion Testing

## U.S. & GLOBAL INTERNET RESEARCH CAPABILITIES

The **MRC** team uses cutting-edge Internet technology at unsurpassed speeds to solve all types of complex business challenges in order to meet our clients' needs.

Chat Groups	E-Panels
Downloadable Surveys	On-line Focus Groups & Mini Groups
Email Surveys	Web Site Interactive Surveys

## U.S. & GLOBAL OPERATIONS

**MRC** utilizes a 100-station CATI system with more than 120 professional telephone interviewers and full-time monitoring capabilities. Additionally, **MRC** is a leader in conducting mail, phone-mail-phone, phone-fax-phone and personal interview methodologies. We provide full data collection and data processing capabilities, including SPSS file generation, statistical analysis, and market simulation computer models.

Our analytical team is comprised of highly experienced market research professionals who provide world-class design, rigorous analysis, and timely report generation capabilities to our clients.

**MRC** uses a complete set of analytical tools from simple cross-tabulations and t-tests to more sophisticated multivariate techniques. Our statisticians understand the practical business application of each technique and have the knowledge and experience to communicate results effectively.

Analysis of Variance/Covariance  
Canonical Correlation  
Cluster Analysis  
Conjoint & Discrete Choice Modeling  
Correspondence Analysis  
Discriminant Analysis  
Factor Analysis

Latent Class Analysis  
Multinomial Logit  
Perceptual Mapping  
Predictive Modeling  
Quadrant Analysis  
Regression Analysis  
Tree-based Algorithms

Our European operations provide state-of-the-art qualitative recruitment and quantitative interviewing to meet the complex needs of our global clients. **MRC** has the ability to communicate effectively in different languages and cultural diversities, and assimilate information into actionable global solutions.

## U.S. & GLOBAL RESEARCH MARKETS AND SECTORS

**MRC** conducts primary market research in a multiplicity of industries. Our expertise, coupled with our ability to help clients meet complex and sophisticated challenges, has positioned us as the research supplier of choice.


**MRC** has extensive research experience supporting diverse markets and sectors.

Advertising & Promotion	Information Technology
Automotive	◆ Hardware
Banking & Financial Services	◆ Software
Food & Beverage	Insurance Markets
Government Agencies	◆ Health/Dental
Health Care Markets	◆ Life
◆ Diagnostics & Medical Devices	Legal Services
◆ Hospitals & Long Term Care	Non-Profit Organizations
◆ Managed Care	Retail Markets
◆ Pharmaceutical	◆ Apparel
◆ Retail Pharmacy	◆ Cosmetics
◆ Social Services	◆ Jewelry
◆ Therapeutics	◆ Soft Home Furnishings
Home Building	◆ Hard-lines
Human Resources	Telecommunications
◆ Employee Retention	Toys
◆ Employee Satisfaction	Transportation

## SELECTED CLIENT LIST

Abbott Laboratories	Greyhound Lines
Amira Medical	JC Penney Company
AVL	LifeScan, Inc.
Blue Cross & Blue Shield	McKean Marketing Resources
Chrzan Consulting	MiniMed
Computer Associates	NCR
DePelchin Children's Center	Roche Diagnostics
DSI Toys	Snyder Advertising Agency
Geo-Beazer Homes	Southwestern Bell

*"A World Of Information In The Palm Of Your Hand."*



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