



RKM
Research & Communications

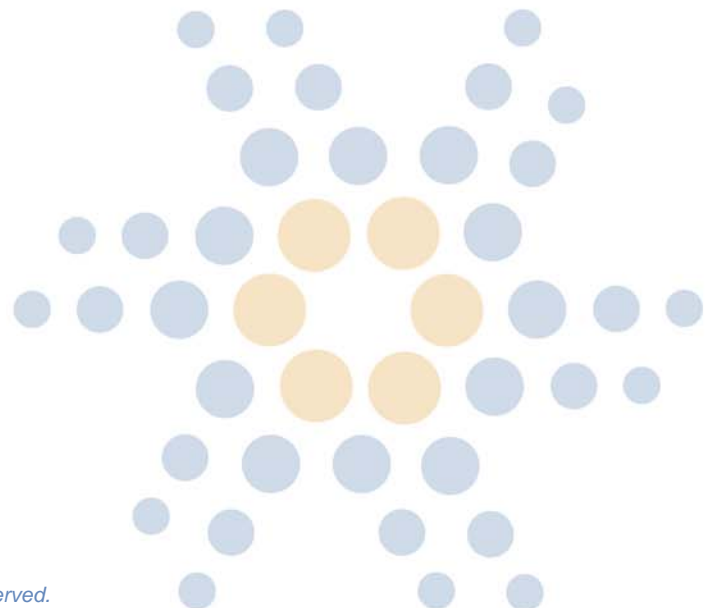
• • • *Dig deeper. Climb higher.*

WHITE PAPER



Why Work With Us?

To outperform your competitors





Executive summary

This paper provides a brief description of who we are, the companies and organizations we can help, what makes us unique and why companies and organizations should work with us to conduct their market research.

We believe that the best companies in any industry are those committed to creating meaningful value for their customers, and this philosophy informs how we run our business and how we work to help our clients.

Our team

We are a team of industry thought leaders, driven by a passion for understanding and predicting consumer behavior. Our unique ideas and unrivaled commitment to problem solving enable us to deliver results that empower our clients to outperform their competitors based on market research that matters.

We place extraordinary emphasis on the process of measurement and data collection quality to ensure that we have the most valid, reliable and predictive data to begin our work. We carefully analyze our research results using advanced statistical techniques and appropriate evaluative tools to turn numbers into knowledge. And we apply what we learn to develop integrated strategies and executable tactics that our clients use to better serve their customers and constituencies.

What distinguishes our work is the quality of thinking that goes into the design, execution and analysis of every research assignment. We have a passion for learning and problem solving and we bring that energy and enthusiasm to every assignment.

“We believe that nothing is more exciting than a challenge, and NOTHING MORE REWARDING THAN DISCOVERY.”



Who we are

We are a full-service market research firm specializing in leading-edge quantitative and qualitative research services. Our analyst staff includes a multi-disciplinary team, combining innovative ideas with methodological rigor to deliver competitive business insight. Our success is based on our unflagging commitment to helping our clients better understand what matters most to their customers so that they can communicate with them more effectively.

We provide our clients with custom-designed research services to improve business performance. We use customer-based research to develop customer-centric solutions. We gather information, transform it into knowledge through predictive analytics, and develop strategies and tactics to guide planning, strategy, marketing, communications and creative decision-making.

“We are a TEAM OF RESEARCH EXPERTS committed to advancing the interests of the clients with whom we work.”



We uncover the underlying factors that *PREDICT BEHAVIOR*

We believe that achieving a deeper understanding of what customers want and expect is essential to effective business planning. Our work continually seeks to understand not only what consumers think and feel, but how these cognitive and emotional processes influence the way consumers behave. We add value by identifying and predicting the metrics that explain consumer behavior, providing clear direction to improve performance and create competitive advantage for our clients. Our thinking reflects the multi-disciplinary strength of our analyst team. Our work draws on several academic disciplines, including marketing, cognitive psychology, behavioral economics, sociology, neuro-marketing, communications, linguistics and evolutionary theory.

Our work builds on a growing body of academic literature that demonstrates how human behavior is driven by a combination of controlled (conscious) and automatic (non-conscious) mental processing systems (Bargh and Chaiken, 1996; Bargh and Chartrand, 1999), many of which automatically trigger innate emotional intuitions (Haidt, 2001). More recent research underscores the importance of measuring intuition, emotion, and subtle interpersonal cues *because they are such powerful predictors of behavior* (Zaltman, 2003; Ariely 2008; Brafman and Brafman, 2008; Shermer, 2008; Lehrer, 2009; Brooks, 2011).

"More DISCERNING ANALYTICS enable us to deliver deeper insight into the mind of the market."



We use the approach that best matches *OUR CLIENTS' RESEARCH NEEDS*

We are able to dig deeper because we think more critically and creatively about the challenges our clients face and place no limits on the range of possible solutions.

Our approach is methodologically neutral. We allow the research questions to drive the research design using a proven method to frame our thinking about a project from beginning to end (ODR™), ensuring that our work is focused on the precise and specific objectives of each assignment. This means that we use a combination of quantitative and qualitative techniques, depending on the specific objectives of each project. We do not approach any assignment with a pre-determined research methodology. We are flexible in our approach and let the need for information dictate the choice of an appropriate methodological solution.

We specialize in a variety of quantitative research services, including telephone surveys, online surveys, mail surveys and intercept surveys. We also specialize in a variety of qualitative research services, including focus groups, in-depth interviews (IDIs), usability testing and observational methods.

We are highly experienced in advanced analytics, including linear and non-linear multiple regression, logistic regression, customer segmentation, cluster analysis, factor analysis, perceptual mapping, structural equation modeling, conjoint analysis and hierarchical Bayes analysis. These techniques enable us to deliver deeper and more precise insight into the behavior of consumers.

"Our multi-disciplinary team of analysts consistently delivers insight and analysis to better PREDICT BEHAVIOR."



We understand and value *HIGH QUALITY DATA*

Unlike most other market research firms that out-source their data collection, we maintain our own in-house, state-of-the-art computer-assisted mixed-mode interviewing system for telephone and online surveys, as well as on-site programming capabilities for all projects that involve data collection. Our field unit of interviewers, team leads and project analysts dramatically enhance data quality and improve timely project coordination.

Reliable measurement and data integrity are central to our mission and are primary reasons why our research is consistently predictive of consumer behavior. We program and administer all telephone and online surveys from our central office using consistent procedures to ensure the highest standards of data collection quality. Our data collection systems are also audio- and video-enabled and include task-timing capabilities for testing the strength and immediacy of consumer reactions and associations between concepts, images and messages. This enhanced data collection capability allows us to measure automatic and non-conscious associations that consumers may not be aware of, yet strongly influence their perceptions, judgments and behaviors.

Every study is conducted using the most advanced methodologies, supported by the highest standards of quality control. We have a unique organizational structure that makes us more efficient and more responsive. We have a fully integrated team of senior analysts, project staff, team leads and interviewers that works together every day - at the same location - to ensure that every project is completed seamlessly, from beginning to end, on time and on budget.

“SOPHISTICATED MEASUREMENT and DATA QUALITY are signature strengths.”





Who we *HELP*

Our services are available to any company or organization that believes it can improve its performance and competitive position through a deeper understanding of how best to serve the needs and interests of its current and prospective customers.

All of our work is rooted in a foundational theoretical understanding of how companies: 1) can attract new customers as efficiently and effectively as possible; and 2) keep the ones they already have. We deconstruct these growth and retention objectives into their component experiences, providing our clients with clearly-specified strategies and tactics to maximize customer loyalty and reduce customer acquisition costs. Perhaps more important, our work is informed by a distinct and cogent proprietary conceptual model of the process that moves consumers from Awareness-to-Action (the key to customer acquisition) and Action-to-Advocacy (the key to customer retention).

“We can help any small, large or mid-sized organization seriously committed to understanding the BEST WAY TO SERVE THEIR CUSTOMERS AND CONSTITUENCIES.”



We PARTNER with our clients

We enter into every assignment with a strong commitment to improving the business performance of the companies with whom we work. We view ourselves as a partner with a shared commitment to our clients' business goals. Our approach is to work closely and collaboratively with our clients to ensure that we deliver research results that are focused on actionable strategy and executable tactics. This highly collaborative approach assures that our research remains focused on the specific objectives that our clients need to understand in order to make fully-informed business decisions.

We offer our clients a higher level of quality because we include them in the research process. We use iterative processes that keep our clients engaged in the research process from beginning to end, ensuring that we draw on their expert input. A normal assignment typically involves several drafts and revisions to a research instrument, several on-site presentations to make certain that our clients fully understand the findings and conclusions, and reports tailored to different internal audiences.

We are acutely sensitive to the importance of presenting research results in a clear, concise and actionable format. Although some of the statistical techniques we use are highly complex, we have extensive experience making that information accessible and meaningful to a diverse audience, including novice and expert.

"We achieve a HIGHER LEVEL OF QUALITY because we are committed to our clients' success."



A straightforward business *PHILOSOPHY*

Our first responsibility is to provide our clients with high-quality actionable research, supported by relationship-building customer service. By delivering insight that enables our clients to outperform their competitors, we create long-lasting, trust-based business relationships that serve our clients' interests and our own.

Put our experience to *WORK FOR YOU*

Our experience and approach enable us to deliver superior insight. We carefully identify and frame what our clients need to know in order to guide business planning and achieve their goals efficiently and effectively. We offer more innovative solutions because our background enables us to leverage our broad experience and bring new ideas and fresh perspectives to each assignment. We are organized to be more efficient and more productive, which, in turn, gives us the flexibility to complete projects more quickly when needed.

Our competitive advantage is rooted in our collaborative approach to working with our clients, our energy and passion for problem solving and our emphasis on providing our clients with integrated strategies and executable tactics to make well-informed, evidence-based business decisions.

We dig deeper so you can *CLIMB HIGHER*

RKM Research and Communications, Inc.
1039 Islington Street, Suite 17
Portsmouth, NH 03801
P: 603.433.3982
F: 603.433.3984

website: www.rkm-research.com

e-mail: kmyers@rkm-research.com



References

Ariely, Dan (2008). *Predictably Irrational: The Hidden Forces that Shape our Decisions*. New York Harper Collins.

Bargh, J.A., Chaiken, S., Raymond, P., & Hymes, C. (1996). The Automatic Evaluation Effect: Unconditional Automatic Attitude Activation with a Pronunciation Task. *Journal of Experimental Social Psychology*, 32, 104-128.

Bargh, J.A., & Chartrand, T.L. (1999). The Unbearable Automaticity of Being. *American Psychologist*, 54, 462-469.

Brafman, Ori and Brafman, Rom (2008). *Sway: The Irresistible Pull of Irrational Behavior*. New York: Double Day.

Brooks, David (2011). *The Social Animal*. New York: Random House.

Haidt, Jonathan (2001). The Emotional Dog and its Rational Tail: A Social Intuitionist Approach to Moral Judgment. *Psychological Review*, 108, 814-834.

Haidt, Jonathan (2006). *The Happiness Hypothesis: Finding Modern Truth in Ancient Wisdom*. New York: Basic Books.

Lehrer, Jonah (2009). *How We Decide*. New York, Houghton Mifflin Harcourt.

Shermer, Michael (2008). *The Mind of the Market*. New York: Times Books Henry Holt and Company, LLC.

Zaltman, Gerald (2003). *How Customer Think*. Boston: Harvard Business School Press.