

## Insights Anywhere<sup>sm</sup> – Research customers at the right time & in the right place

Qualitative research offers information which generates deep, useful customer insights. But, often times, traditional focus group approaches just don't work or aren't convenient for your customers.

Maybe there are no facilities close to where your customers are located or your customers are difficult to reach. Perhaps, you'd like to take advantage of a "captive audience" to collect feedback from customers attending a convention, conference, or trade show.

Brand Insights developed Insights Anywhere<sup>sm</sup> to help you reach your customers at the right time and in the right place. After years of conducting a variety of customer-focused data gathering projects for many different clients, we've recognized a need to deliver flexibility to customer insight collection methods. In response, we've developed an easy, effective, and smart approach to capturing feedback from customers--wherever they are.

Utilizing the Insights Anywhere<sup>sm</sup> process, your customers do not have to travel to far-away facilities to be interviewed or participate in focus groups. We literally take the "facility" to them. This works especially well for less-concentrated, less-populated customer bases. It's also a perfect instrument for use at conferences or tradeshows where customers are all in the same place at the same time.



We have utilized Insights Anywhere<sup>sm</sup> for clients with rural customers and clients with customers in out-of-the-way places that lack convenient, dedicated research facilities. Insights Anywhere<sup>sm</sup> works quite well to reach professionals such as engineers or high-level executives attending association conferences. This arrangement creates an opportunity to speak to the target audience in one location, reducing expenses for multi-city research projects. We can arrange for simultaneous client viewing just about anywhere or provide convenient record and playback sessions.

Insights Anywhere<sup>sm</sup> is a flexible customer insight collection method that gives you the ability to talk to customers that are difficult to reach. We invite you to explore the possibility of collecting customer insights in a more customer-friendly, convenient, and cost-effective manner. Give us a call and we'll be happy to discuss your needs in greater detail. Discover opportunity. Deliver extraordinary.