



*A Next Generation*

## Marketing and Research consultancy

That combines

*New Technologies and Innovative Thoughts*

*With traditional marketing and research techniques*

Competition for market share and brand awareness is intense. The difference between your success and failure rests on **uncovering the right insights at the right time** that will attract and retain your key consumers or clients.

We focus on helping clients gain

*The Information Advantage!*

by delivering solutions for both **B2B** and **B2C** challenging marketing problems.

We are committed to providing you with valid, reliable, and actionable information & consultation so that you can make sound decisions.

We help media companies, agencies and consumer brands anticipate behavior, trends, and opportunities with customized solutions and assist them to implement their marketing programs with tech-savvy techniques

We have worked with smart people at smart companies to strategize their path to success.

We challenge ourselves and our clients to use Marketing research and techniques more creatively in order to solve problems, develop insights and connect with their customers.

*Passion in every project, Innovative techniques*

*&*

*Insight from sophisticated analytics*

*Discover what our unique combination can do for your business!*

*The Information Highway to your Market!*

## *We do more than deliver data, we deliver Insights !*

- We offer complete array of **Qualitative & Quantitative** research tools designed to translate marketing information into business solution.
- We have harnessed the power of Internet to reinvent market research, keeping you better connected with consumers through **Online Surveys, Groups and Webinars**.
- The portability of wireless technology makes it a powerful and accurate real-time data collection tool. We offer techniques and logistics for **Mobile Research**-for special segments like Youth, Teens, Impulse Buying, and Brief Polls.
- We deploy unique and Innovative **Superior Sampling** techniques to ensure your research sample is *Random and Representative*.

### Customized Research:

- We specialize in Executive B2B Interviews, Focus Groups , Online Surveys , intercept interviewing, product/taste testing , store audit and mystery shopper.
- We use sophisticated techniques to design research for your needs, Use **Superior Sampling techniques** and **stringent Field Work** control to ensure Hi-fidelity data.
- We use our creativity to **uncover valuable and rare insights** through rigorous research techniques using spectrum of multivariate statistics

### Subscription Research:

We offer several unique research tools and services to enable you to subscribe and get your research questions answered quickly and Cost effectively.

#### 1. **Product Placement**

We offer abilities to place your products for trials in a range of households covering different demographic profiles & locations. Our end-to-end Solution covers all aspects - household selection based on research objectives, product delivery and replacement /replenishment logistics and regular feedback collection.

#### 2. **Marketways Customer Advisory Panels**

We deliver the innovative tools and expertise required for recruiting, engaging and learning from your customer advisory panel—a dedicated group of customers-your organization can interact with on ongoing basis online whenever and how often you like.

#### 3. **Marketways Panels**

Our proprietary panel of deeply profiled respondents provide quick and Cost Effective access to hard to reach consumers via phone interviews, moderated focus groups etc. We currently have appointed panels of both Arab and Asian *Households, Moms and Teens*.

#### 4. MarketwaysBus

*Marketwaysbus* is a fortnightly telephone omnibus survey conducted amongst a probability sample of 300. It is the ideal research vehicle for collecting *Quick n valuable* info on topics ranging from *image measurement, advertisement tracking to product awareness, concept testing, and public relations*. We currently offer *MarketwayBus* for following specialty segments: *Teens , Moms, Executives*

#### 5. Syndicated Research

We conduct independent periodic research for specific industries like *Real estate, Healthcare, Education, Banking, Hospitality, Retail* covering Growth patterns, Customer service standards, Customer's expectations and Mystery Shoppers. These can be subscribed from us at a cost-effective price.

### **B: Value Added Marketing Services**

With our state-of-the science approach and Target Marketing for B2C and B2B segments we offer you value addition leading to high return programs, stronger brands and successful new products and services. Our services include:

#### **Database Marketing**

*You can Reach thousands of qualified consumers* each day using our accurate and large databases of various demographic groups. We design innovative marketing campaigns for your targets deploying judicious combination of :

- Permission based Email Marketing
- Tele-Marketing
- Mobile Marketing -SMS push/pull, MMS push, Location based SMS intercept

**Marketing Consultancy:** On any aspects of

- Product Targeting, positioning,
- New product development,
- customer satisfaction, loyalty

### **C: Corporate Training**

We help you to evaluate your Marketing performance through Customer Satisfaction, Mystery Shopper, Service Audit surveys and **action** this information to **identify Performance gaps** which can be filled by Staff training.

We also offer Customized expert training to bridge your performance gaps -in areas related to Customer Service Excellence, Retail & Front office staff Skills, Complaint Handling, Angry customer handling, Tele-Sales & Email Etiquettes etc.

*The Information Highway to your Market!*