



Lieberman Research Worldwide

Turning Insight into Impact™

### We're Bigger Than You Think:

- o Privately held company with annual revenues in excess of \$90 million.
- o Among the top 20 global market research companies.\*

### We're Proven:

- o Serving blue chip clients for over 3 decades.
- o Earned #1 "top box" ranking worldwide in **overall client satisfaction, service quality and value for the money** in independent study conducted by Prevision Corp and top industry publication, Inside Research.

### We're Ready:

- o Over 300 full-time employees.
- o Fully-staffed International Group with 80-country affiliate network spanning the globe.
- o Dedicated, unparalleled Advanced Analytics team to deliver quantifiable proof and strategic rationale.
- o Nine on-staff qualitative moderators.
- o Five telephone centers with 625 CATI-equipped stations.
- o Top-notch technical capabilities.

\*Source: Honomichi Report, MARKETING NEWS, 2006

## Broad Expertise and Experience

### Areas of Specialization

- |                      |                          |
|----------------------|--------------------------|
| Advertising          | Online Reporting         |
| Brand Equity         | Non-Traditional Research |
| Customer             | Product Development      |
| Satisfaction/Loyalty | Qualitative Segmentation |
| Global/International | Tracking                 |

### Best-in-Class Advanced Analytics

- |                               |                                      |
|-------------------------------|--------------------------------------|
| Cluster Analysis              | Latent Class Analysis                |
| Conjoint & Choice Modeling    | Perceptual Mapping                   |
| Demand Forecasting & Modeling | Price Testing & Product Optimization |
| Factor Analysis               | Regression Analysis                  |
| Hierarchical Bayes Modeling   |                                      |

### Deep Expertise Across Diverse Industries

- |                    |                  |
|--------------------|------------------|
| Automotive         | Packaged Goods   |
| Business Services  | Pharmaceutical   |
| Entertainment      | Retail           |
| Financial Services | Technology       |
| Food Service       | Transportation   |
| Healthcare         | Travel & Leisure |

## Locations

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