

Overview of Client Services

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Services & Methodologies

As part of our commitment to the practice of solution-oriented qualitative market research and consultation, **Rudick Research supplies an array of services** that span across all age and ethnic targets. We utilize the following **methodologies**:

- ✓ Focus Groups
- ✓ Mini Groups
- ✓ Dyads & Triads
- ✓ One-On-One Interviews
- ✓ Extended Creative Sessions
- ✓ Expert Consumers
- ✓ Product Placements

We have the ability to connect with a **wide range of target audiences** from teens to seniors and mainstream consumers to expert professionals.

Types of Projects & Objectives

The **types of qualitative research projects** that we are very well suited for **and objectives** frequently performed include:

- ⊗ Product Positioning & Repositioning
- ⊗ Concept Testing
- ⊗ Advertising Development
- ⊗ Brand Equity, Imagery & Corporate Identity
- ⊗ Packaging & Visuals Development
- ⊗ In-Store Shelf Display
- ⊗ At-Home Product Trial

Category Experience

Rudick Research brings a wealth of wide-ranging **category experience**, including:

- ⊗ Apparel
- ⊗ Banking
- ⊗ Beverages (alcoholic & non)
- ⊗ Candy/Chocolate
- ⊗ Cosmetics
- ⊗ Dermatological Products
- ⊗ Financial Services
- ⊗ Fragrances
- ⊗ Food Storage
- ⊗ Haircare (mass & professional)
- ⊗ Hair Color (mass & professional)
- ⊗ Household products
- ⊗ Insurance
- ⊗ Leisure Industries
- ⊗ Merchandising
- ⊗ Oral Hygiene & Whitening
- ⊗ Package Foods & Snacks (all types)
- ⊗ Personal Care Products
- ⊗ Pet Food & Pet Care
- ⊗ Pharmaceuticals
- ⊗ Retail Sales
- ⊗ Skincare & Suncare
- ⊗ Small Appliances
- ⊗ Telecommunications

Client History

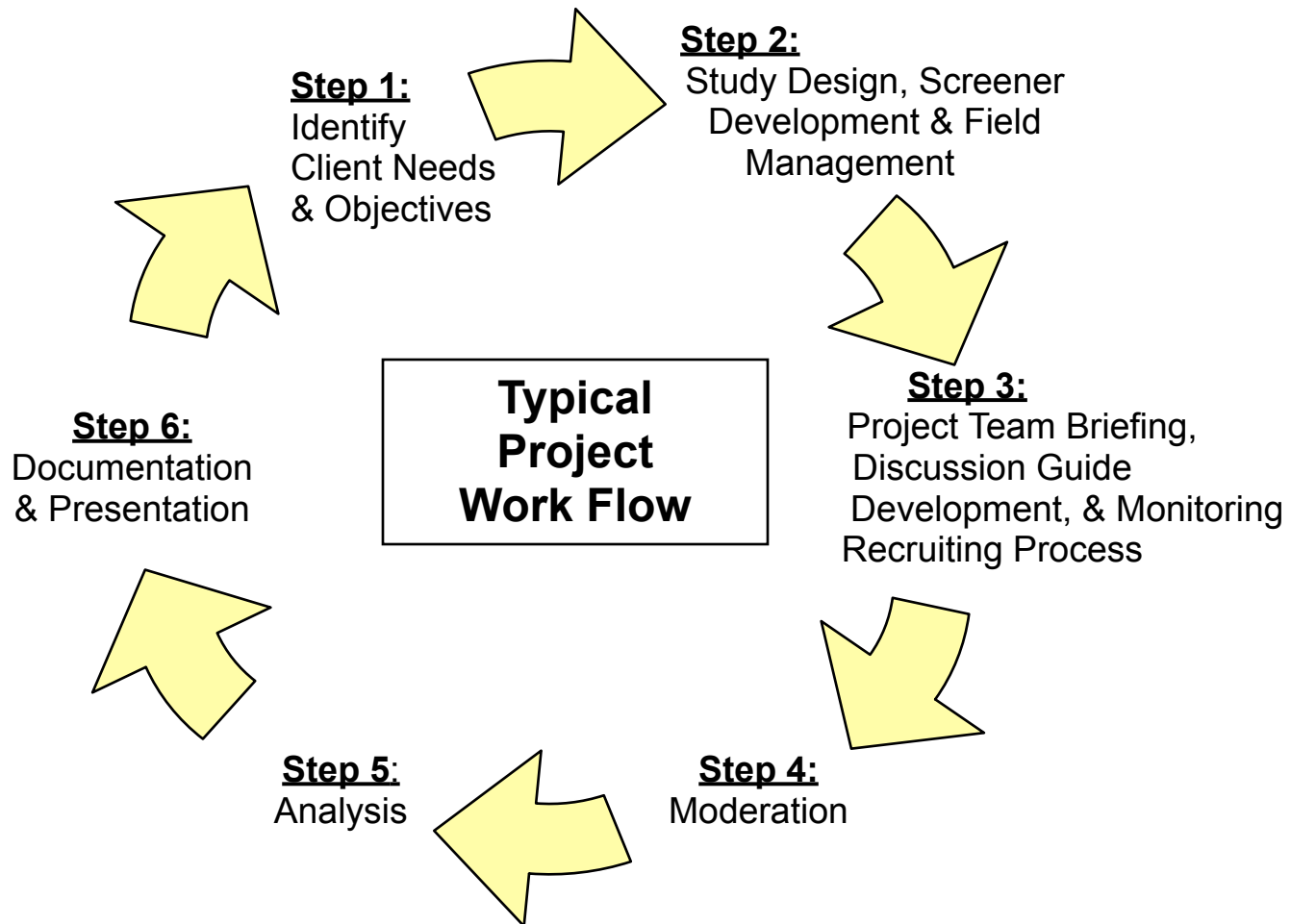
Our comprehensive and varied client list has included the following companies:

AC&R Advertising Inc.
The AD Store
American Home Foods
AT&T
Bain & Company
Black & Decker (U.S.) Inc.
Bristol-Myers Squibb
Campbell Soup Company
Celtic Life Insurance
Chesebrough-Ponds Inc.
Clorox
Colgate Palmolive Company
Coty Incorporated
E & J Gallo Winery
Eagle Family Foods
Easton Consultants
Estee Lauder, Inc.
FCB Leber Katz Partners
Garnier

General Foods Inc.
Gorton's
Hallmark Cards
Hershey Foods Corp.
Interbrand
International Masters Publishing
Jarden Consumer Solutions
Kane, Bortree & Associates, Inc.
Kraft/General Foods Inc.
LaRoche Posay
Lee Apparel Company
Lipton
L'Oreal
Masterfoods
McCabe & Company
MasterCard International
Maybelline New York
Motorola
Nabisco Brands

Nestle
Ogilvy & Mather
Panini USA/Parachute Press
People's Bank
Pepsi
Playtex Apparel/Family Products Corp.
P&G/Clairol Inc.
Revlon Inc.
RIHT National Bank (Bank of Boston)
Richardson-Vicks USA
Ryan Partnership
Joseph E. Seagram & Son Inc.
SNET
Slimfast
The Travelers Companies
Triarc Beverage Group
Tupperware Home Parties
The United Way
Warner Vision, Inc.

Project Work Flow



Deliverables

Documentation and other deliverables you can expect that are available with each project are:

- ✓ Recruiting Screener
- ✓ Discussion Guide
- ✓ Verbal Debrief
- ✓ Topline Summary*
- ✓ Final Report *
- ✓ Presentation (as needed)
- ✓ Transcripts (upon request)

*Can be provided in either Word or PowerPoint format.