

On-line research proves fast and economical



Over the years we have conducted many benchmark studies via mail, and still get useful results this way. But recently we have found on-line research a viable alternative that can save clients time and money.

One example: a Brewer client study was completed in 6 weeks instead of

the normal 12, since there were no mailings (out and back), handling or inputting of data. And without postage or an incentive (e.g., \$1 bill), the project came in under budget.

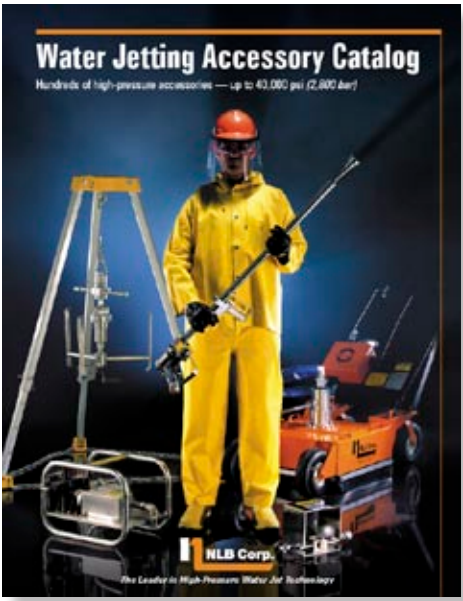
The questionnaire and sample were developed in the usual way. Then all prospective respondents were e-mailed a link to a website where they could click on answers and enter a drawing. The response rate was less than a typical mail study, but the total number of returns was higher than usual, since the lower cost allowed a bigger sample.

We're not yet ready to give up on mail studies, but on-line research is another good option for marketers, especially those with limited time or budgets. If you'd like to find out how you stack up against competitors, give us a call at 734-458-7180.

65% of respondents (in an on-line study!) said trade publications are their top source of information,

while **44%** preferred supplier websites

Recent Projects:



102-page NLB catalog explains water jet options



Direct mail piece for ETAS introduces automotive test modules



Exhibit graphics dramatize Elopak's new cartons



New Velcro ad relieves an automotive problem