

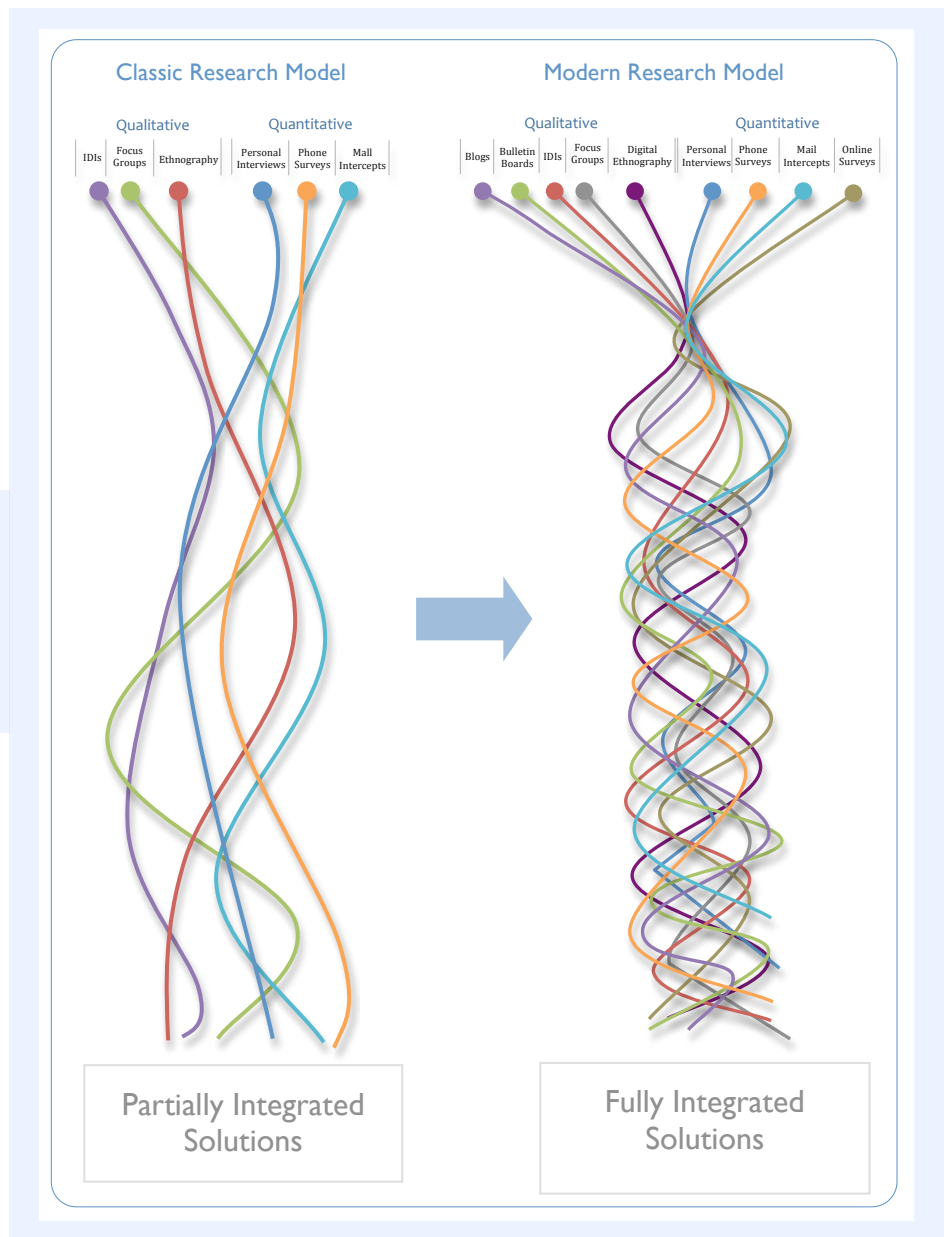
clarity in business thinking using integrated research solutions

This document is designed to provide you with some background on the BRS Group. It will hopefully get you to pick up the phone or email us to ask more about our capabilities and what we can do to help your business.

When you've read this, if you don't feel like contacting us immediately, DON'T throw this document away, keep it safe. One day you may need us to help solve a difficult business issue with you, and we'll be there to help.

BRS qualitative researchers each used to conduct 150+ focus groups plus dozens of in-depth interviews a year, now they'll average up to 100 groups annually but also run consumer blogs, moderate our proprietary bulletin boards and conduct in-home interviews and ethnographies.

The BRS Group has been doing business for 30 years. The company started as a qualitative research consultancy when qualitative research in the US was a relatively new approach. We added quantitative capabilities in the early 1990's and became 'full service', developing our international research capabilities as well. But the really interesting developments have mostly been in the last 5 years, with the growth of online qualitative research.



clients and BRS

One thing that research companies don't do very much is talk about clients. Here goes: our clients range from entrepreneurs who know what they don't know, to professionals who have a mission to disseminate consumer knowledge within their companies. The biggest single client-side change in recent years has been the shift in the currency of what we all deal in, from 'findings' based on data to 'insights' based on data plus experience plus informed judgment. This is reflected in the job titles of many of our clients now, who are consumer insights managers.

“Have you noticed that as we get older every year (researchers that is), our clients are always 29 years old?”

This is not an idle semantic development, but represents a positive shift for research. Research findings may help a business, but insights take the story forward.

We are a general business and consumer research firm. We also have some really interesting research tools.

Blogs, Digital Salon®, WebDepth®, Primary Needs Array (PNA), Semiotics and a new take on Cognitive Response Analysis from online data

We have six specialty practices as well:

Automotive – Lorne McMillan
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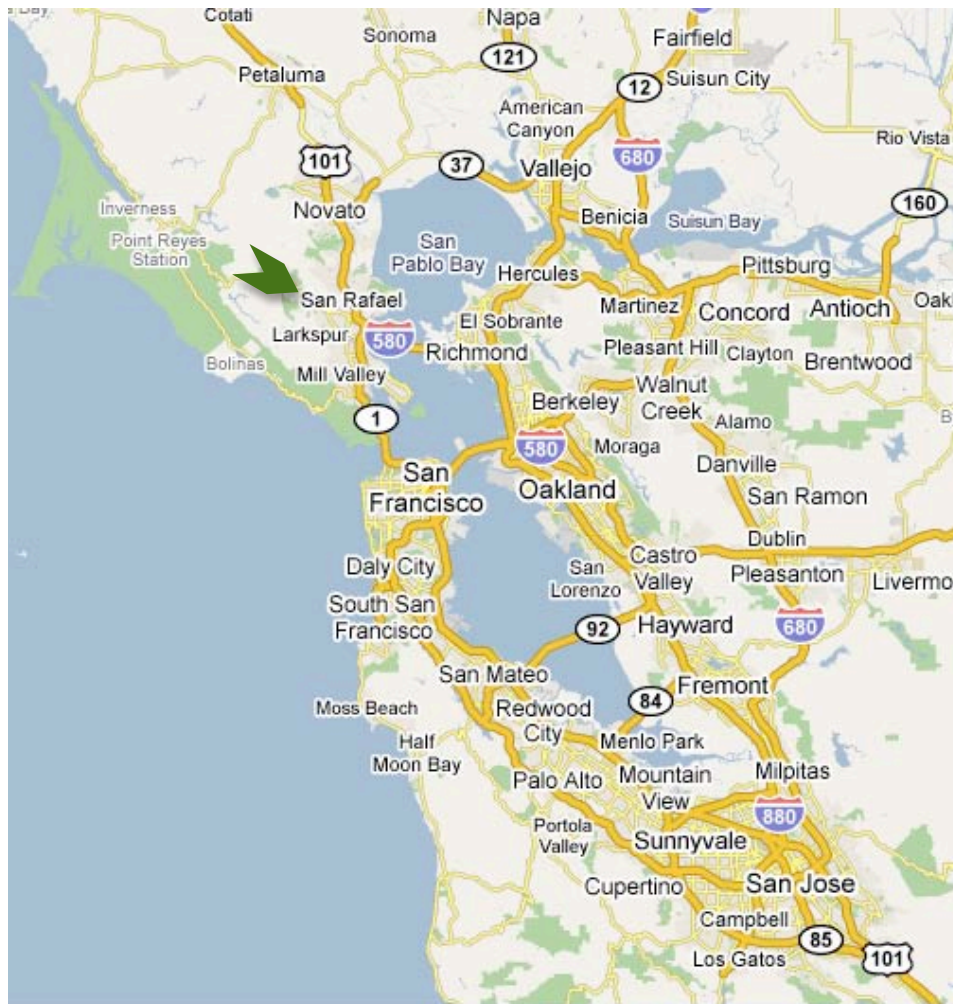
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There are any number of research consultancies out there. When you create a vendor shortlist, consider if the companies on it have a track record of success in your field, consider if they have deep experience in the research techniques they're proposing and determine if they've been around for a while. Then call us.