

Leveraging Market Intelligence to Grow Your Business

- Custom Market Studies
- Custom Brand Studies
- Market Research Briefs



SPECIALIZING IN BUSINESS-TO-BUSINESS MARKET RESEARCH SERVICES

Peerless Research Group (PRG) is a full service market research group offering business information solutions for the supply chain, materials handling, and logistics industries. By leveraging our market expertise and leadership through our publications' audiences, *Supply Chain Management Review*, *Logistics Management*, and *Modern Materials Handling*, we provide affordable, independent, actionable, objective and comprehensive results. We can give you data and analysis to enable you to target the key decision makers who are looking for your products and services.

In today's demanding business climate, there are distinct benefits in being equipped with information about your customers, prospects competition and marketplace.

Understand and reach your target market through:

- Custom, proprietary market research studies
- Media vehicles developed from survey findings

ENGAGE YOUR MARKET LIKE NEVER BEFORE

From project design and development through data analysis and reporting, PRG takes a collaborative and consultative approach in designing research applications to best meet your objectives.

We offer a wide range of solutions and programs such as brand awareness and tracking, ad and marketing communication measurements, attitudes and usage, customer satisfaction, audience profiling and market definition studies.



HARNESS MARKET INTELLIGENCE TO GROW YOUR BUSINESS

Brand Awareness & Perception Studies

- Track and trend brand awareness levels over time and understand how customers and prospects view your company.
- Ascertain impressions about your brand, examine loyalty and capture opinions about the competition.
- Key Measurements:
 - Awareness, attitudes and usage of your brand as well as competitors
 - Product/vendor evaluations and purchase intentions



Advertising & Messaging

- Develop effective advertisements to reach your target audience and learn what readers say about your ads.
- Check message, communication and visual prior to placement; fine-tune messaging and language, determine elements that are attention-grabbing.
- Key Measurements:
 - Important elements of ad
 - Ad likes/dislikes
 - Message believability, relevance, etc.
 - Collect verbatim comments to put substance behind the numbers



Audience & Market Studies

- Create a competitive advantage by gauging current and future market needs, product usage/purchase intent, reasons for buying/rejecting, and perceived strengths/weaknesses of brands.
- Examine target audience to better understand similarities and differences of segments/sub-groups, define potential markets through demographics and firmographics.
- Key Measurements:
 - Product/brand attributes
 - Usage and purchase intent
 - Brand perceptions



USING RESEARCH IN WAYS THAT CAN BEST BENEFIT YOUR LEAD GENERATION STRATEGIES

Research Briefs and Webcasts

Leveraging the Right Audience to Generate Leads

PRG Market Research Briefs are a turn-key solution offering a unique opportunity for marketers to convey critical information to your target audience on a brand, product, solution or market factors. Each Brief is a custom-developed report based on a market research study created collaboratively with the Brief sponsor, PRG market research group and on-staff industry experts.

Turning your Brief into Qualified Leads

- Your Executive Brief is posted on our publication's website and promoted to key target segments to gain maximum exposure.
- A customized registration page captures qualified leads.
- Dedicated marketing to our publications subscriber lists will generate numerous qualified leads.
- The final PDF e-report will also be provided for client's own handling and distribution.
- Present your Brief as a market research webcast where the results are delivered to a highly targeted audience. This is a unique opportunity to generate leads while strategically complimenting your overall marketing communication.



Other custom market research programs available through Peerless Media Research Group:

- Corporate Image/ Brand Equity Studies
- Segmentation Research
- Employee Research
- Concept Research
- Customer Satisfaction Research

Contact your sales representative now to start capitalizing on market research opportunities that can benefit your business.

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