

# Research For The Rest of Us



As 2008 comes to a close and you prepare for 2009, we know that you face the challenge of being asked to do more with less, yet the need for quality research has not abated. We also know that budgets for big ticket items such as trackers, segmentation studies and syndicated research will be pared down; however, the need to understand your customer more intimately has never been more important given the economics of the times.

**You have a tight budget and need solid answers, fast. We can help.**

Invoke Solutions is a technology-driven, innovative custom market research firm focused on supporting specific decisions about brands, communications, product innovation and customer strategies. Our unique value proposition of speed, flexibility and efficiency is proven by a decade of performance with very demanding customers. In a world where the desire to tie research to business results is paramount, we pride ourselves in delivering “results that matter.”

## Our value is clear and unique.

**Speed:** We get you the fresh, relevant insights you need to make specific decisions in 2-4 weeks. And we deliver the information in an easy to digest manner so that researchers and business users can understand and act on it quickly.

**Flexibility:** We provide an interactive research environment where you have transparent access to all of your qualitative and quantitative data in real-time so we can guide you through early results, make any necessary changes, and add additional questions that will ensure your business questions are answered.

**Efficiency:** By conducting qualitative and quantitative research at once and making data instantly available for viewing and analyzing, we drastically reduce the time needed to collect data, deliver insights, and write reports so you can take action right away.

## Contact us to learn more.

Learn more about our Engage Applications, Business Solutions and Research Expertise by visiting [www.Invoke.com](http://www.Invoke.com), emailing [Josh.Mendelsohn@invoke.com](mailto:Josh.Mendelsohn@invoke.com) or [John.Inman@invoke.com](mailto:John.Inman@invoke.com), or calling (781) 810-2700.

### What our customers say

*“For us, it allows collaboration, dynamic participation of internal and external parties, examination of shopper segments, rich, quantifiable, high-quality data, easy to-use deliverables, timely results and development of a clear, actionable story.”*

– Unilever

*“Working with Invoke and their unique approach allowed me to pull together a large group of key stakeholders to observe our customers from our different companies. In turn, the interactive research session we conducted provided clear direction and eliminated any debate over the decision and action we should take going forward.”*

- Plymouth Rock

*“We were very pleased with the overall project. Execution went smoothly, the study accomplished our objectives, and the final report was well-organized and comprehensive. All in all--the study was a success!”*

- Nestle USA

