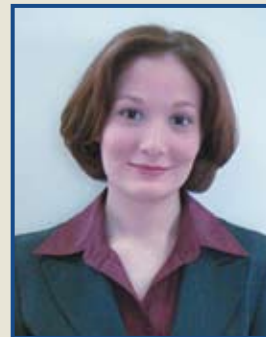


CONSUMER ATTITUDE AND AWARENESS SURVEYS



Jennifer K. Mitrovich
Vice President - Key Accounts

Vice President's Message

All companies want to stay "ahead of the game." To do so, you need to know what your customers are thinking about your company, your marketing, your products and your services. It is imperative to know what's going on in the marketplace and how consumers are continually changing that market. A

ProSurvey® is a comprehensive

consumer attitude and awareness service producing qualitative and quantitative data that you can use to give your company that leading edge.

ProSurvey® Options



Why Use ProSurvey®?

Companies use Proforma's **ProSurvey®** service because they need to know:

- What consumers are thinking
- How consumers perceive a situation
- What consumers attitudes are
- How consumers describe their behavior
- What consumers anticipate their behavior may be
- What store managers and retail executives are thinking
- How the trade perceives issues
- What opportunities retailers see
- How the trade may respond to a change or new strategy

What Can ProSurvey® Provide?

A **ProSurvey®** can gather and report on key consumer information such as:

- Retail channel and chain behaviour
- Shopping processes employed
- Product selection rationale
- Product usage information
- Awareness of in-store changes
- Point-of-purchase awareness
- Customer vs. potential customer comparisons
- Purchase rationale
- Pricing perceptions
- Merchandising perceptions
- Advertising awareness
- Recall
- Demographic profiles

ProSurvey® can provide companies with an edge over their competitors by helping them understand customer attitudes, probe consumer preferences and track customer satisfaction.

Real Time Information Comes From Experienced Interviewers And Analysts

Proforma is totally self-contained having all the necessary services internally to develop, execute, analyze and report on survey projects. Proforma provides complete in-house data handling and analysis for maximum security and confidentiality. Proforma provides coding, data entry, tabulation, compilation, data processing, cross tabulation, analysis, report generation, printing, graphics, and electronic formats are available.

Where Can We Survey?

ProSurvey® can provide timely, flexible coverage at national, regional or local levels. Proforma also has access to a number of major Canadian retail channels. **ProSurvey®** can provide timely flexible coverage by retail channel and by region or by individual market.



Proforma's Personalized Reports

Proforma's report format has a high level of flexibility. **ProSurvey®** reports provide specific observations and information on consumers and the retail trade. Users choose the report and analysis they need. Summaries are concise, readable, user friendly and actionable. Reports highlight important trends and documents them with key support data. Reports can be comparative, showing trending by channel, retailer, store location, store region or overview.

Proforma Has Special Experience In Survey Design

Proforma offers complete custom in-house survey questionnaire development. Proforma executives have extensive experience in questionnaire design. Custom designed studies are available. Language formats are available in English or French and French translations of reports are available.

What Kinds Of Information Can I Get From A ProSurvey®?

You can obtain a wide range of pertinent information from a **ProSurvey®**. By identifying a company's needs, **ProSurvey®** can provide information on the following:

- Brand image and awareness research
- Product incidence, selection rationale
- Purchase rationale, product awareness/usage
- Pricing research perceptions and awareness
- Merchandising perceptions
- Customer awareness of in-store changes
- Customer vs. potential customer comparisons
- Marketing strategy formulation
- Market description/segmentation
- Creative pre-testing
- New product, concept testing, awareness
- Attitude surveys
- Customer satisfaction
- Demographic profiles, characteristics
- Public opinion polling
- Media research
- Advertising awareness, testing/tracking
- Point-of-purchase, efficiency, awareness, recall
- Packaging tests
- Corporate image, campaign tracking
- Customer and trade satisfaction research
- Communications testing
- Employee attitude research



If you would like more information or to be added to our mailing list please feel free to contact us.

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