



The Marketing Workshop, Inc.

Take The Guesswork Out of Your Marketing

Great marketing research is a blend of creative and technical expertise.

The Marketing Workshop, Inc. is a nationally acclaimed, full-service marketing research consultancy operating since 1972.

Marketing Intelligence Through Research!



The Marketing Workshop, Inc. Overview

Full-service marketing research firm operating nationally from Atlanta, GA.

- Founded in 1972 with continuous ownership since inception.
- On January 2, 2008, MWI celebrated its 36th anniversary. During those 36 years, MWI has completed more than 9,800 projects for over 1,000 clients.

Experience in most product and service categories, both consumer and business-to-business.

The right size for top management attention to your needs, with emphasis on client service.

Our Philosophy of Marketing Research

Understanding client needs.
(objectivity, flexibility, timing, budget)

- Marketing approach to the research process.
(understanding objectives, orientation on results)
- Tools to get the job done.
(people, facilities, technology, expertise)
- Superior and continuous client service.



Why Work With Us?

- One source for all your marketing research needs, from study design through reporting.
- Experienced team provides design and analytical expertise coupled with marketing insights and recommendations.
- We work in teams; there is always someone available to answer your questions and take care of your requests.
- In-house resources – total control of quality and schedules.
- Senior management provides direction and input to ensure project success.
- Personalized service. We are responsive to your specific needs.
- Competitively priced with high value of deliverables.
- Financially stable, privately-held company in business since 1972.
- Most of our new business is the result of referrals and recommendations.

Research Services

Advertising Effectiveness Research
Attitude & Usage Surveys
Brand Equity Research
Communications Strategy/Research
Concept Testing
Conversion Studies
Copy Testing
Customer Profiling
Customer Satisfaction
Employee Satisfaction
Focus Groups & IDIs
Image Studies
Intellectual Property Research
Litigation Research
Market Segmentation Studies
Name/Label/Package Testing
New Product Testing
Political Polling/Public Opinion
Positioning Research
Pricing Research
Strategic Marketing
Taste Tests
Tracking Studies
Usability Tests
Volumetrics
Website Development & Evaluation
Web Surveys



Advanced Analytics

Cluster Analysis
Conjoint Analysis
Correspondence Analysis
Derived Importance
Discriminant Analysis
Factor Analysis
Latent Class Segmentation
Max-Diff
Multivariate Analysis of Variance
Regression Analysis
Perceptual Mapping
Price Sensitivity
Prime Prospect Analysis
TURF Analysis

In-House Capabilities

- Sampling, programming, data collection, coding and data processing.
- Web survey programming and hosting.
- 80+ CATI stations (Since 1983).
- Two focus group suites, test kitchen, and full A/V services including webcasting through ActiveGroup and Picture-in-Picture video display and recording.



The
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Workshop, Inc.

Patterned after Leonardo da Vinci's supreme example of renaissance genius, our philosophy is inherent in delivering strategic marketing research solutions. Our goal is helping our clients understand consumers, business decision-makers and marketplaces, and to aid in product development, branding, positioning, creative testing, market segmentation, customer satisfaction and more.

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Member of:

CASO
MRA, AMA
QRCA & MSPA