

## STRATEGIC MARKETING PRACTICE

In uncertain times, success depends on certainty. Don't ignore what you can control.



Your marketing program needs to be flexible and nimble enough to respond to emerging threats and capitalize on new opportunities.

Marketing research is in a state of flux. The need for genuine, actionable consumer insights and information has never been greater. Global clients recognize this, yet they're increasingly exploring and investing in alternative insight sources. This is not a crisis of confidence in research; it is a marketing problem.

Research providers are under tremendous competitive and financial pressure. New, non-traditional players appear every day, and the pace of change is accelerating. Research companies must now continually differentiate and reinvent themselves in step with the times.

Delivering a high quality, viable product or service is the price of entry, but success in the new research marketplace requires a sound business plan and an effective marketing strategy. We can help.

Your marketing program needs to be flexible and nimble enough to respond to emerging threats and capitalize on new opportunities. Companies that can adapt to current trends and have a marketing plan that enables them to move quickly and to communicate effectively will prosper.

Cambiar -- a multifaceted consulting group specializing in the business of research -- is proud to introduce a strategic marketing practice for marketing research companies directed by Beth Rounds, one of the research industry's foremost marketing experts.

Cambiar's strategic marketing practice can fulfill any research company's marketing needs:

- Product Portfolio Assessment
- Strategic Marketing Planning and Development
- Corporate Positioning
- Research companies need marketing, too. Cambiar can market your research.

**Cambiar assists market research agencies and corporate research departments who seek to thrive in a changing, challenging world. For more information, visit us at [www.consultcambiar.com](http://www.consultcambiar.com).**

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