



Corporate Resume

A MarketSearch Resume

Information you need- from people you trust...

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General Background and History

MarketSearch was founded in 1985 by a committed group of research professionals. Since that time, MarketSearch has distinguished itself by providing clients with creative, practical, and reliable research solutions to today's dynamic and complex marketing challenges.

MarketSearch designs and conducts custom studies- both quantitative and qualitative- for a wide range of private, corporate, government, and non-profit organizations worldwide. As a full-service organization, MarketSearch can provide comprehensive research services, including any combination of project design and management, field services, data processing, statistical analysis and reporting, and professional consultation.

Staff members are actively involved with industry organizations such as the Marketing Research Association (MRA), the American Marketing Association (AMA), and the Council of American Survey Research Organizations (CASRO). Frank Brown, founder and President of MarketSearch, has served on the Board of Directors and as Chairman of the Committee on Survey Research Quality for CASRO and Kathy Harsey, Vice President of Qualitative Research, has served as President of the Atlanta/SE Chapter of the MRA and on the Professional Development Council of the National MRA.

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General Services, Facilities and Capabilities

Services

As a full-service market and consumer research firm, we can provide experienced staff for every phase of the research process:

- Custom project design
- Project management
- Statistical analysis
- Quantitative and qualitative analysis
- Reports and presentations
- Marketing Consultation

Methodologies

MarketSearch offers the complete range of quantitative and qualitative research techniques and methodologies. Here are a selected few:

- Telephone interviewing
- Online surveys
- Mail surveys
- Traditional focus groups
- Bulletin board focus groups
- N-Sights (with Perception Analyzer meters)
- In-depth/executive interviews
- Secondary research

Types of Studies

The staff of MarketSearch has completed a wide variety of projects that touch on nearly every area and methodology of the market research field. Selected examples are listed below in alphabetical order:

- Advertising concept and copy tests
- Advertising recall testing
- Branding studies

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- Conjoint analysis
- Employee satisfaction studies
- Image and awareness analysis
- Mystery shopping/customer service evaluations
- Name/logo tests
- New product development studies
- Public issues opinion surveys
- Taste tests
- Tracking studies

Our Research Facility and Capabilities

MarketSearch's central research facility was custom designed and constructed as a professional market research center. The building was specifically created to house a complete telephone center, focus group facility, and full-time staff offices and support services. As a leading research center in the Southeast, as well as the nation, the facility offers a number of important features:

- A central telephone center with acoustically designed booths and full capabilities for interview monitoring
- A newly remodeled focus group facility that includes comfortable seating for up to 20 observers behind a 16-foot, one-way glass
- One-on-one interview rooms with client viewing capabilities
- Conference rooms, work areas, and administrative offices separate from research functions
- A *Perception Analyzer* meter system (portable), complete with 30 hand-held meters for instantaneously recording responses during N-Sight sessions or focus groups
- Easy access and ample parking for study participants and clients with hotel accommodations next door

MarketSearch conducts most of its own telephone interviewing and respondent recruitment for focus groups. However, for some projects, especially those demanding CATI formats, MarketSearch is proud to partner with a host of nationally recognized companies that specialize in data collection. These partners meet the same levels of integrity and quality control to which MarketSearch subscribes.

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MarketSearch Executive Staff

Ultimately, any research is only as reliable as the people who produce it. The MarketSearch staff is a multi-talented group of research professionals representing a unique blend of hands-on business experience and formal, academic training in research. With this background, MarketSearch's research professionals bring to each project rigorous standards of methodology and analytical abilities based on experience gained in hundreds of studies.

With seven (7) full-time staff members, MarketSearch is large enough to handle your largest job, yet small enough to ensure that your project is handled by top level people who have been active in the research industry for years.

Following is a brief biography of MarketSearch's executive staff.

Frank Brown, President/CEO

Dr. Frank K. Brown has been actively involved in consumer research since 1974, founding MarketSearch in 1985. He received a B.A. and M.A. from Baylor University and earned his doctorate in sociology from the University of North Carolina at Chapel Hill. He began his professional career in market research after teaching social psychology and research methods at both Emory University and the University of South Carolina.

Frank is recognized nationally for his ability to produce practical research for clients. His philosophy, embodied in his style of research and interpretation, focuses on building for clients an understanding of why people behave the way they do, why they perceive what they do, and how clients can better establish a link between their interests and those of their customers or constituencies.

Fenton Overdyke, Vice President

Fenton Overdyke joined MarketSearch in 1996. In his position as Vice President, he is actively involved in the management and strategic direction of MarketSearch. Fenton also serves as the primary client contact for a broad range of research issues, and is involved in all phases of the research process, from client consultation and methodology recommendation to analysis and reporting of findings.

Fenton has worked extensively in the areas of travel and tourism, the electric utility industry, communications, commerce/economic development, and higher education. His experience, insights, and familiarity with trends in these areas have proven invaluable to clients.

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Graceanne Cole, Vice President, Research

Graceanne Cole has been actively involved in consumer and market research since 1976, and has been with MarketSearch since 1986. She received her B.S. degree in Consumer Research from Millikin University in Decatur, Illinois, and continued her education through the Furman/Clemson M.B. A. program.

She has served as Vice President of Research for a packaged goods manufacturer/marketer and Senior Account Planner for a major Southeastern ad agency. In both capacities, she was responsible for tracking market and industry trends, developing and testing new consumer products and concepts, tracking consumer awareness and attitudes on a national basis, and monitoring and analyzing syndicated data. Graceanne brings to project design and analysis a clear understanding of what makes information understandable, relevant, and, most importantly, useable. She oversees the design of most MarketSearch studies and is actively involved in quantitative and qualitative analyses and reporting.

Melinda Mukofsky, Vice President, Administration

Melinda Mukofsky is responsible for the general management and coordination of quantitative projects, sample development, billing and payables, and client service.

She has been personally involved in the data collection and field management of thousands of projects. Her hands-on experience gives her the ability to anticipate and solve problems before they can affect a project, and her organizational skills and attention to detail guarantee the reliable data that is the backbone of the research process.

Melinda has been working in the field of research since 1981, joining MarketSearch in 1985, the year the firm was founded. She holds a B.S. degree from the University of South Carolina.

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Kathy Harsey, Vice President, Qualitative Research

Kathy Harsey oversees every logistical phase of focus groups, N-Sights, and other qualitative operations. Her extensive experience in the focus group research process gives her a valuable perspective on demographic characteristics of the market, which helps significantly when consulting with clients on project design. Her efficient management of qualitative services has established the firm's reputation for outstanding service to customers when it comes to full-service or field-service projects.

She has been in the research field since 1981, joining MarketSearch in 1985, the year the firm was founded.

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Our Motto

Trust . . .

When choosing a research company and conducting research, trust is essential. You have to *trust* that the company has experience and capabilities; *trust* that they are honest, reputable and reliable; *trust* that they understand your category, your situation, and your customers; *trust* that they will not be late in delivering what they have promised; and *trust* that they have the capabilities to design and generate quality research with practical applications.

Trust is earned. It is built over time through relationships, experience, performance and results.

MarketSearch has built a reputation of being a trustworthy ally – especially in the education field. As an organization, as well as the individuals that make it up, we are committed to quality, integrity, and outstanding customer service.

“Information you need - from people you trust” is more than just a tag line for us. It is our philosophy, and our clients agree. The vast majority of our clients have established relationships with us, which have developed over time and strengthened by word-of-mouth recommendations. We are as committed to our clients and their needs as we are to helping them understand the market and consumer dynamics that affect their livelihood.

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Sample Listing of Projects and Experience by Category (In alphabetical order)

Advertising/Public Relations

- Advertising awareness tracking
- Advertising concept testing
- Advertising effectiveness testing (pre- and post-wave)
- Advertising recall
- Brand image and equity evaluations
- Communications testing
- Copy testing
- Name/logo testing
- New product development and positioning testing
- Packaging concept and design evaluations
- Perceptual mapping
- Political campaign development testing
- Public service campaign development testing

Chambers of Commerce

- Advertising testing
- Communications testing
- Recruitment studies
- New product/program concept testing

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Financial Institutions

- Advertising testing
- Awareness, trial, and usage studies
- Branding
- Communications testing
- Competitive product/price monitoring in marketplace
- Customer profile studies
- Customer service testing
- In-store, mystery shopping
- Membership studies
- New product concept testing
- Product usage studies
- Site/location assessments
- Tracking studies

Food and Beverage Companies

- Advertising testing
- Brand equity and image evaluations
- Brand extendibility and line extension evaluations
- Brand loyalty assessments
- Concept to use tests
- Customer profiling
- Name, label, and package testing
- New product concept testing
- Observational studies
- Positioning development
- Product placement/home use tests
- Taste testing
- Tracking studies

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Government Agencies/Programs

- Advertising development
- Current issues consumer sentiment polls
- Feasibility studies
- Logo testing
- New program concept testing
- Voting issues consumer sentiment polls

Grocery Stores/Retail Foods

- Advertising incentive testing
- Advertising development
- Branding studies
- Customer satisfaction evaluations
- Customer loyalty program development
- Competitive positioning assessment
- Customer profiling
- Concept testing
- Department expansion and service concept evaluations
- Site/location assessments
- Feasibility studies
- Taste testing

Health Care Organizations/Insurance Companies

- Advertising testing
- Awareness, trial, and usage studies
- Competitive position analyses
- Customer service assessments
- Employee benefit managers attitude and awareness studies
- Employee opinion surveys

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- General image studies
- Health issues, attitude testing
- Logo testing
- Market penetration analyses
- New product development
- New product/service concept testing
- Patient satisfaction evaluations
- Product and marketing evaluations
- Tracking studies
- Women's issues, attitude testing

Newspapers/Radio Stations

- Awareness, trial, and usage studies
- Current issues, consumer sentiment studies
- Listener preference assessments
- Voting issues, consumer sentiment studies

Private Nonprofit Service Organizations

- Advertising testing
- Communications testing
- Membership profiles
- Membership studies
- New product/service concept studies
- Recruitment studies

Product Manufacturers/Industrial

- Brand awareness and preference assessments

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- Competitive positioning analyses
- Competitive strengths and weaknesses assessments
- Environmental issues and impact studies
- Feasibility studies
- Image assessments
- Industry analyses
- New product concept testing
- New product testing
- Property development studies
- Secondary research on industry
- Site location studies

Real Estate Development Companies

- Awareness, trial, and usage studies
- Competitive position analysis
- Customer profiles
- Feasibility studies

Research Companies (field services)

- Focus group recruitment
- Mall intercepts
- Mystery shopping
- On-site interviews
- Pre-recruited interviews
- Political polling
- Product placement
- Store audits
- Telephone interviewing

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Restaurants

- Advertising incentive testing
- Concept testing
- Customer profiling
- Customer satisfaction evaluations
- Feasibility studies
- Site/location assessments
- Taste testing

Tourism Boards

- Awareness, trial, and usage studies
- Advertising effectiveness studies
- New product concept testing
- Traffic counts
- Visitor profiles

Utilities/Communications

- Advertising testing
- Branding Studies
- Communications testing
- Conservation issues evaluations
- Consumer opinion studies
- Customer service assessments
- Energy issues, attitude testing
- Environmental issues evaluations
- General community sentiment surveys
- New product concept testing
- Tracking studies

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