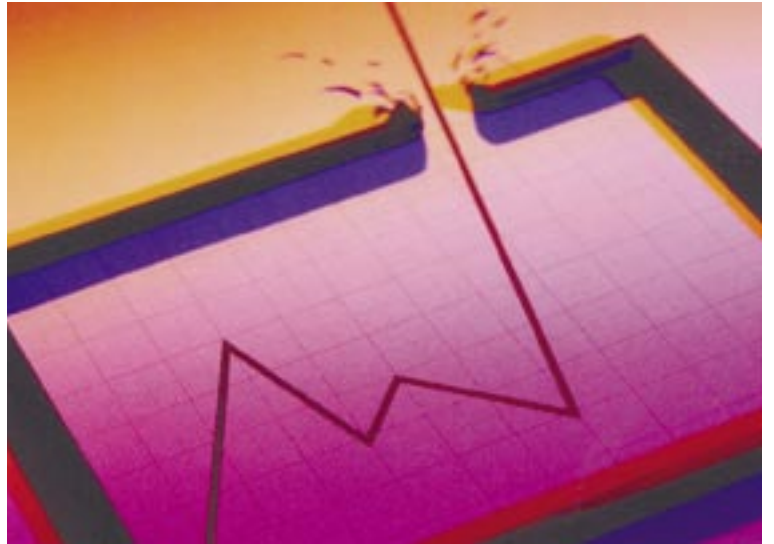


INCREASE THE EFFECTIVENESS OF
YOUR MARKETING INVESTMENT



GODBE RESEARCH
Gain Insight

Strategic research increases marketing effectiveness.



Today, your marketing dollars need to work harder and smarter to achieve your goals. To be successful, your marketing efforts must be based on accurate and insightful information about your industry, competition and target audience. Reliable marketing research reveals not only "who" is in your target market, but also "what" motivates them.

Godbe Research is a full-service marketing research firm specializing in methodologies designed to develop intelligent and effective marketing strategies. Our customized primary and secondary studies integrate established data collection methods with precise measurement and analysis techniques to define and evaluate markets, attitudes, awareness, and buying behavior.

Our experience working with business-to-consumer and business-to-business Fortune 1,000 companies, as well as start-ups, has earned us a reputation for producing innovative marketing research that is accurate, reliable and actionable. We provide both qualitative and quantitative research services in the following areas:

- Brand development and positioning
- Market segmentation and sizing
- Message testing
- Advertising campaign concept development
- Copytesting
- Website usability
- Product usability
- Customer satisfaction and loyalty
- Media research
- Awareness/competitive research
- Product/service development
- Needs assessments
- Data mining



GODBE RESEARCH
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Increase the return on your marketing dollars.

Godbe Research increases the effectiveness of your marketing by revealing both the motivations of your target audience and potential methods to influence their buying decisions. Achieving this level of understanding comes from determining attitudes, behaviors and values through reliable marketing research. Godbe Research has been recognized nationally for producing results-oriented research, and utilizes both Internet-based methods and traditional techniques.

Internet surveys — Internet surveys offer an advanced method of collecting data from a select group of survey respondents, and are recommended for quick-turnaround projects where the population of interest has access to the Internet.

Telephone surveys — Telephone surveys are considered the best means of conducting consumer surveys due to the readily available samples, favorable response rates, and the ability to execute an entire survey quickly. Telephone surveys can be used to understand customer needs, segment target audiences, test messaging, and track awareness.

Focus groups — This qualitative research technique offers a unique opportunity to analyze the detailed opinions of select groups by allowing considerable interaction between participants, and permitting in-depth discussions of themes and ideas brought out in the course of the session.

One-on-one interviews — This technique allows individual feedback, not biased by other participants, for a variety of purposes including executive interviews, copytesting or product testing.

Intercept interviews — Often the only way to obtain information is to conduct the research in-person at locations where the target group may cluster. Shopping malls, trade shows, and industry conferences all provide opportunities where interviewers can assess the opinions of consumers on a number of products.

Mail surveys — Mail surveys are recommended when a mailing list is the only available access to the target audience, and when there is sufficient time available to allow respondents to answer the survey questions.

Secondary research — Sometimes the best research can be accomplished through review and analysis of existing data sources. Godbe Research specializes in sourcing, compiling and analyzing data from existing internal and external data sources.

Trust your next project to the research and analysis experts.

Why us? Godbe Research has specialized in marketing research for more than 15 years. We're experts in executing strategic research projects that provide concrete results you can use. To intensify your marketing effort, call us today at 866-835-9273, extension 121, or log on to www.godberesearch.com.

RECOMMENDATIONS YOU CAN TRUST FROM RESEARCHERS WHO UNDERSTAND MARKETING

The Godbe Research team is built on researchers with a broad base of marketing expertise and training, including MBAs and specialists with advanced degrees in social and behavioral research. We are experts in sampling, research design, data processing, data interpretation, and statistical analysis customized to inform and guide your strategic planning and marketing campaigns. For over 15 years, we have been helping corporations and organizations to find answers to critical questions as well as providing real-world actionable plans for putting the data to use.

CLIENTS

Agilent Technologies	Corporate Relocation Services	Mirapoint
Amazon.com	Covad Communications	Novare
American City Business Journals	Craftsman Books	Oakland Ballet
Andale	EarthLink	Pacific Gas & Electric
Apple Computer	Edify	PE Biosystems
Applied Materials	Equinix	PlaceWare
AT&T Broadband and Internet Services	Garden Communities	Rentals.com
Bank of America	Harrah's Entertainment	Sedway Group
Bay 101	Hewlett-Packard	Shapell Industries
Business Objects	Hollywood.com	Sony Electronics
California Public Securities Association	iMotors.com	St. Joseph Health System
Cargill Salt Corporation	Intel	SummerHill Homes
Catholic Healthcare West	JetBlue Airways	Stanford Hospital and Clinics
Charles Schwab	Lucent Technologies	TCI Cablevision of California
Comcast	Lucile Packard Children's Hospital	Tempo Manufacturing
Comergent Technologies	Meriwest Credit Union	Trammell Crow
Conceptus	Microsoft	Waste Management (partial list)

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