

Insight to Action

Any research firm can provide data. But today, delivering quality data isn't enough. At StrategyOne we follow a process that identifies your goals, defines those goals in concrete terms, maps the industry, tests hypotheses, identifies optimal approaches, creates a framework of strategic options, and measures results. In short, we turn raw data into pragmatic insight, and insight into actionable strategy.

Whether utilizing advanced quantitative message testing, speech dial testing, market research online communities (MROCs), predictive markets, strategic foresight tools, consumer ethnographies, or media analytics — we assure the delivery of a measurable impact on every communications strategy our clients launch.

Global Reach. Rapid Response.

With offices in London; New York; Paris; Washington, DC; Chicago; Silicon Valley; Abu Dhabi; and Atlanta, we routinely conduct projects with global perspective. This gives our clients the ability to quickly hear the voices of consumers, opinion leaders, and media across time zones and continents. And our timelines are built to deliver in days. Not months. We pride ourselves on our rapid turnaround times that answer the corporate need for speed.

Actionable Data. Methodological Rigor.

Today's leaders are drowning in data, itching for insight, and starving for strategy. But data-driven strategy based on faulty data can be worse than no data at all. To ensure that our clients receive the most projectable, accurate, and actionable data possible, our researchers and project directors adhere to strict methodological guidelines and a rigorous design, selection, and administration control process.

Evidence-Based Communications. Proven Persuasion.

We see measurement as an integral part of the communications cycle. That's why we test and measure every program with your overall goals and objectives in mind. Through up-front analysis and ongoing dialogue, we create a truly customized approach to demonstrate return on communications.

Custom Market Research

Our Market Research division provides a variety of quantitative and qualitative research services, including proprietary research products and techniques designed to meet diverse client needs. We have extensive experience in conducting complex global studies, and advanced qualitative research techniques, including ethnographic research.

Our staff has conducted research among myriad target audiences, ranging from CIOs to delivery-room nurses, retired military officers to Millennial movie pirates, and Brussels parliamentarians to Ohio voters.

Our Heritage

As the strategic research partner of Edelman, the world's leading independent PR firm, StrategyOne's heritage is in communications research. We understand that useful research informs strategy that engages, persuades, and moves products, minds, and media alike.

Media & Conversation Analytics

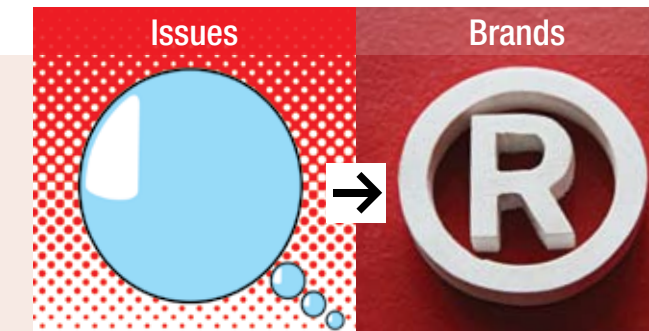
How is your company positioned against the competition? Are you visible within key media trends? And what can you do to stay ahead?

We provide competitive media intelligence, secondary research, analysis, and strategic counsel to clients spanning all vertical markets. Combining advanced custom technology with proprietary methodologies, we deliver actionable data aligned with your goals, from which tactical and strategic communications plans can be designed and measured. So, whether you need to evaluate your return on marketing investments or prioritize the focus of your PR, marketing, or communications efforts, StrategyOne can provide you with the insight to make smarter business decisions.



StrategyOne's geographic diversity gives our clients the ability to quickly hear the voices of consumers, opinion leaders, and media across time zones and continents.

Whether you're marketing a health care product or tracking elite opinion across continents, StrategyOne can design the most effective research program to meet your needs.



Get in Touch

Let us know if you're interested in learning more, talking, or meeting with us.

Contact us at 877-374-0813, or visit us online at www.StrategyOne.net.

StrategyOne at a Glance

- A full-service, strategic consulting firm providing evidence-based insights, analysis, and media measurement.
- Specializing in multicountry reputation, branding, and communications research.
- Our research has been highlighted in The Wall Street Journal, The New York Times, Roll Call, The Washington Post, USA Today, The Guardian, Bloomberg News, The Financial Times and The Economist.
- Visit us online at www.StrategyOne.net

Practice Areas

- Consumer and Marketing
- Corporate
- Crisis Communications
- Energy
- Issues Management
- Change and Employee Engagement
- Corporate Social Responsibility
- Sustainability
- Government
- Litigation
- Public Affairs
- Food and Nutrition
- Financial Sector
- Health
- Technology

Expertise

- Brand Positioning
- Attitudes and Usage (A&U)
- Corporate Reputation
- Segmentation
- Ethnographic Research
- Opinion Elite and Influencer Research
- Message Testing
- Public-Facing Studies
- Thought Leadership
- Strategic Foresight Research
- Ad Testing
- Creative Refinement
- Market Research Online Communities (MROCs)
- Competitive Intelligence
- Microtargeting

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