

MARKETING RESEARCH SERVICES

YOUR MARKETING DECISIONS MUST BE BUILT ON A FOUNDATION OF SOLID RESEARCH.

In today's marketplace, the economic and political costs of bad or delayed decisions are high. That's why product and service providers turn to us for help.

interiors+sources, the leading brand serving commercial interior designers and architects, specializes in helping commercial building product and service providers understand the perceptions, motivations, and behaviors in the commercial building marketplace.

interiors+sources offers a complete range of quantitative and qualitative marketing research services including:

- ▶ Image and perception studies
- ▶ Brand marketing studies
- ▶ Competitive positioning studies
- ▶ New product marketability studies
- ▶ User habits and trends

Our leading position in the marketplace allows us to query such audiences as:

- ▶ Interior Designer
- ▶ Architect
- ▶ Owner/Principal/President/Partner
- ▶ Corporate Executive/General Manager
- ▶ Project Manager/Other Manager
- ▶ Staff Architect; Staff Space Planner/Interior Designer

RESEARCH METHODS

Depending on the needs of our clients, interiors+sources can choose from a wide range of methods and analysis techniques, including:

- ▶ Discovery and analysis of secondary data
- ▶ Review and analysis of institutional data
- ▶ Conjoint analysis
- ▶ Max-diff analysis
- ▶ Telephone surveys
- ▶ Web-based surveys
- ▶ Mail surveys
- ▶ In-depth interviews
- ▶ Moderated discussion groups
- ▶ Geographic and demographic analyses

