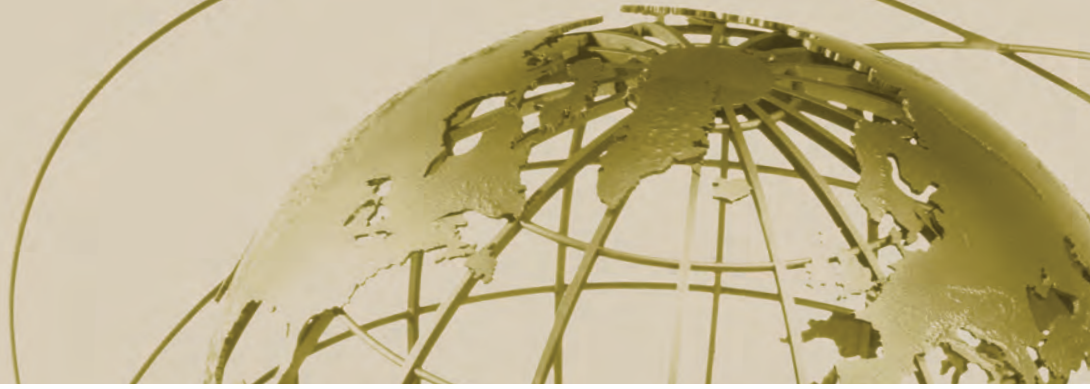




Opinion Research Corporation



*Realize your brand's potential to command preference in the marketplace.*

## C O R P O R A T E   B R A N D   &   R E P U T A T I O N

The Corporate Brand & Reputation practice of Opinion Research Corporation works in partnership with clients to help them understand the value of their corporate brands and develop strategic actions to maximize that value.

Closely linked to corporate brand management is corporate reputation. A positive corporate reputation can drive expansion, attract customers and employees, facilitate premium pricing and generate good will. But a negative reputation can be a significant barrier to success.

In many cases, companies simply don't know what their customers, clients, employees and other key stakeholders are saying about them. Whether they are admired or vilified, their reputation impacts their performance in the marketplace.

The Corporate Brand & Reputation practice of Opinion Research Corporation provides companies with the fact-based information and tools they need to protect and enhance their primary intangible asset.

### **Issues we can help you with include:**

- Identifying current and potential risks to your company's reputation and their likely impact on your profitability and growth
- Developing and maintaining corporate positioning that will resonate with your customers
- Understanding your brand's relevance in the market—whether it meets genuine user needs and offers real benefits compared to competitive offerings
- Determining your brand's credibility as well as its sustainability
- Monitoring the health of brands over time via in-depth tracking studies on brand/advertising programs
- Development of brand and communication strategies and the supporting data-driven rationales/business cases

Our goal is to ensure that your company's reputation is supporting—not undermining—your key business objectives.

*To learn more, contact ORC's Corporate Brand & Reputation Practice:*

Phone: 1-800-444-4672, ext. 25478

Email: [answers@opinionresearch.com](mailto:answers@opinionresearch.com)

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## ABOUT OPINION RESEARCH CORPORATION

Founded in 1938, Opinion Research Corporation (ORC) is the market research industry's only true global boutique, with offices across the U.S., Europe and Asia Pacific region. We help clients achieve success within their markets and with their customers, employees and other stakeholders by providing fact-based, action-oriented intelligence and advice in the areas of Customer Strategies, Employee Engagement, Corporate Brand & Reputation, and Market Planning & Development.

ORC is known for its leadership in the integration of research and technology, as well as for the flexible, nimble and responsive approach we apply to the complex market research challenges facing our clients around the world. We are proud to be an official partner of CNN, the most trusted name in news, on the CNN/Opinion Research Corporation Poll®. ORC is a member of the *infoGroup* family of companies, the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

## BUSINESS ISSUES EXPERTISE

Our team of seasoned research professionals partner with you at every stage of your business' lifecycle to help you address issues such as:

- Building your brand
- Developing stronger relationships with your customers
- Understanding your customer's needs and expectations
- Delivering differentiated products and services
- Entering new markets
- Identifying new and innovative opportunities for growth
- Attracting, retaining and engaging the best employees
- Safeguarding your corporate reputation

## INDUSTRY EXPERTISE

We serve clients in a diverse range of industries, with broad expertise in:

- Financial Services
- Information Technology & Telecommunications
- Healthcare
- Public Services

## RESEARCH PRODUCTS AND SERVICES

Our range of specialized research products and services includes:

- The CARAVAN® suite of shared-cost, multi-client omnibus services, featuring:
  - CARAVAN® International
  - Small Business CARAVAN®
  - CARAVAN® Telephone Omnibus
  - Online CARAVAN®
  - Teen/Pre-Teen CARAVAN®
- IDetailing™—On-line product ideation
- Citimarks™—Citizen satisfaction services
- PR Plus™—"Survey in a box" to generate media coverage
- Out-of-Box Experience™—Critical product development intelligence for new tech products
- CSMPactor®—Customer satisfaction and loyalty measurement tool

For more information about Opinion Research Corporation and to download our latest publications, press releases, survey results and more, visit our website at [www.opinionresearch.com](http://www.opinionresearch.com) or contact us via email at [answers@opinionresearch.com](mailto:answers@opinionresearch.com).

