



OPTIONS

Marketing Research & Consulting, Inc.

We Know People Count

Customers. Constituents. Parents. Enthusiasts. Clients. Guests. Employees. Shoppers. Diners. Patients. Purchasers. Travelers. No matter who they are to you, they're everything to us. Options Research cares deeply about the value of the peoples' opinions and perceptions and the expert design and execution of gathering that information so that your business can make informed decisions.

The real work of consumer research is done by the respondent. Honest, insightful information comes from engaged people whose time and opinions are respected. Our longstanding commitments to the highest ethical standards and balanced research design are at the heart of every project plan.

Know Your Options

Options Research is a group of highly skilled market research professionals who are dedicated to designing research that you can use. "Nice to know" is just that...we think about what you need to know and provide options that operate under the real world circumstances of your budget without sacrificing quality.

- **Intelligent research design**
- **Experienced research execution**
- **Clear, concise reports**
- **Actionable business results**
- **Attentive client care and quality control**
- **Total research plan management**

Information to Meet Your Business Objectives

AWARENESS & USAGE TESTS | BRAND PERFORMANCE TRACKING | POSITIONING & TARGETING
PRODUCT MODIFICATION | SENSORY TESTING | CUSTOMER LOYALTY & RETENTION
BRAND EXTENDABILITY TESTING | NEW PRODUCT/CONCEPT TESTING | BRAINSTORMING & IDEATION
CONSUMER SATISFACTION | ADVERTISING GUIDANCE | PRICE EVALUATION

Traditional and Innovative Approaches

TELEPHONE | ONLINE | FOCUS GROUPS & IDI'S
CENTRAL LOCATION TESTS | MAIL SURVEYS | ONSITE | IVR

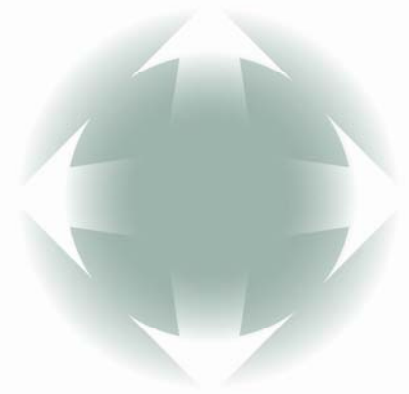
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**If you think people count,
you need to know your Options.**



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Quality with Balance

Research providers with proprietary methods, nifty acronyms, in-house panels, telephone centers, moderators, and high overhead have their place in this industry; many are our highly respected colleagues and partners. However, our ability to put together a custom analysis team, partner with the most appropriate data collection group, and choose state-of-the-science statistical methods built for analysis (not competitive flash) gives us unmatched flexibility and power to manage your project using the best people, technology, and statistical methods for the project. The result is quality at a reasonable cost.

We hold the tenets of simplicity and flexibility in high esteem, so that we can focus on your top priorities without taking a bite out of your bottom line.

Our Expert Partners

For over 20 years, and since 1995 as Options Research, our skilled full-time staff has worked in unison and with independent research practitioners to bring industry-specific experience to our valued clients. Partnering with experts in qualitative research, brainstorming and ideation, and high level statistical analysis, and professionals with backgrounds in healthcare, foodservice, advertising, Hispanic marketing, and more, we bring a wealth of fresh perspective to our clients.

Our B2C Clients

Discover what our business-to-consumer clients know. From initial project discussion through reporting and presentation, Options research team will work with you to insure project quality at every level. (Partial Client List)

AAA (American Auto Assoc)
Arby's
ARCO am/pm
AutoZone
Columbia Healthcare
ConocoPhillips
Crescent Jewelers
Dunn-Edwards Paints
General Motors
Hampton Inns

Hansen's Natural Soda
Hoag Hospital
IHOP Corporation
Jamba Juice
Kikkoman International
LAWA/Ontario Int'l Airport
Long Beach Aquarium
Lowe's Home Improvement
Molina Healthcare
Mrs. Field's Famous Brands

PacifiCare
Pioneer Electronics
Kroger Grocery Company (Ralphs)
Sara Lee Foods
Sav-on/Osco Drug
Sharps Barber & Shop
SureHealth (Insurance)
T-Mobile
Tobacco Control Section/State of CA
TracFone Wireless

Our Agency Clients

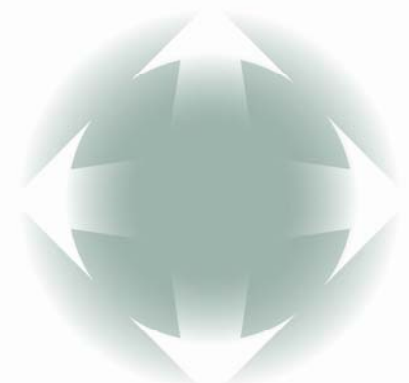
Options frequently partners with professional groups specializing in advertising, brand development, and marketing to meet the needs of a primary client. Whether we are driving the project, working side-by-side, or in a supporting role, Options provides a full compliment of research services to help boost your capabilities. (Partial Client List)

Anita Santiago Advertising
Conill Advertising
Dailey & Associates
Duncan & Associates
FCB Southern California

HeilBrice Retail Advertising
Livingston, Wilson & Associates
PGC Advertising
Talking Business
The Phelps Group

Member

COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS (CASRO) | MARKETING RESEARCH ASSOCIATION (MRA) | AMERICAN MARKETING ASSOCIATION (AMA) | INTERACTIVE MARKETING RESEARCH ASSOCIATION (IMRO) | NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)



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