



Introduction

Ellison Research has *not*:

- sent multiple football teams to college bowl games
- managed over \$20 billion in financial assets
- sold 9.1 million cars and trucks in the last year
- helped feed, clothe, and educate 12 million people in nearly 100 different countries
- produced one of the nation's most popular syndicated radio programs
- published 60 million pieces of literature
- or designed the Super Bowl championship ring for the Pittsburgh Steelers

But our clients have. And we helped them by providing information and analysis which enhanced their ability to succeed.

We are a marketing research company dedicated to providing clients with levels of service and responsiveness they have not experienced before. Our focus is on your research needs, which means focusing on service, being responsive and easy to work with, and remaining flexible to provide what will be most useful and informative for your organization.

Throughout these pages, you'll get a sense of what makes us unique and what that can mean for you. By design, this is general information; additional details such as staff profiles and articles can be found on our website.

We've helped our clients do some amazing things. What can we help *you* do?

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“Discovery consists
of seeing what everybody
has seen, and thinking
what nobody has thought.”
Albert Szent-Györgyi
Nobel Prize winner



The Company We Keep

The client list says a lot about any research firm, which is why we're proud to put ours right up front. We strive to provide highly personal service that is tailored to the needs of each client. That, along with the quality of our work and our high level of confidentiality, has allowed us to serve an impressive array of organizations and brands (either directly or in partnership with their branding or advertising agency):

- General Motors Corporation
- The Coca-Cola Company
- IBM
- Jostens
- Macy's Department Stores
- BMW
- Samsung Electronics
- M&M/Mars
- Phoenix Coyotes (National Hockey League)
- Goodwill Industries
- Fairmont Hotels & Resorts
- Mitsubishi Motors
- Air 1 Radio Network
- World Vision
- Arizona State University
- Audi
- SHR Perceptual Management
- Broadman & Holman Publishers
- K-LOVE Radio Network
- Loews Hotels
- American Family Online
- Bank One
- Life Outreach International
- Design Forum
- Mazda Motors
- The Arizona Republic
- United Methodist Publishing House
- Ford Motor Company
- LifeWay Christian Resources
- iZoom.com
- Del Webb
- Hibernia National Bank
- PETsMART
- Daimler-Chrysler Corporation

"It takes less time
to do a thing right than
it does to explain why
you did it wrong."

*Henry Wadsworth Longfellow
Poet*



Don't Just Take Our Word for It...

“Ellison Research employs a top-notch staff. They are consummate professionals. My confidence in their ability to complete projects in a timely and quality manner is unparalleled. Their industry knowledge, experience, and rapport with clients are unsurpassed. I have no hesitations in recommending Ellison Research to anyone looking for a research vendor.”

-- Dr. Scott Shook, Advertising Research Manager, Chevrolet

“Ellison Research is a true research partner. SHR has counted on Ellison’s expertise over the years for qualitative and quantitative research projects, and the company has always delivered beyond expectations. The professional staff understands our unique research needs and provides comprehensive study designs that allow us to make intelligent marketing recommendations to our clients. I believe this partnership is crucial to our continued success, and I would recommend Ellison Research to anyone looking for a full-service research partner.”

-- Penny Pierce, Research Manager, SHR Perceptual Management

“Our organization has truly tasted the benefits of marketing research. The men and women who represent Ellison Research are seasoned professionals and the knowledge gained through their work has proven to us their effectiveness. I would estimate that for every dollar spent we have saved or raised a minimum of fifty. I only wish all of our efforts had the same return!”

-- Terry Redmon, Vice President, LIFE Outreach International

“Ellison Research provided significant support to LifeWay Christian Resources through both quantitative and qualitative studies. Their exceptional research skills well equipped the company to design, implement, and interpret comprehensive surveys on a quick turn-around schedule. In addition, they were thorough in all that they did while staying within budget. Ellison Research exceeded my expectations by a wide margin.”

-- Woody Murray, Brand Manager, LifeWay Christian Resources

“Ellison Research has served World Vision for the past seven years. I have been impressed by their research quality, their knowledge and sensitivity towards the Christian community, and their willingness to partner with the client. World Vision has benefited strategically by Ellison Research's service.”

-- Lisa Pang, Director, Strategic Research/Analysis, World Vision

“Well done is better than well said.”
Benjamin Franklin
American statesman



What Makes Us Different

At Ellison Research our mission statement is simple, but its individual elements apply to your needs in a variety of crucial ways:

*“To **partner** with our clients through flexible, **personalized** service, providing **actionable** information and **analysis** which will encourage more market-wise decisions and further their **success**.”*

...partner...

We want to establish enduring relationships with clients. Partnering with your organization means caring about your long-term success. It means being there when you have a question six months after the project work is done. It means knowing enough to make insightful suggestions that will work for you, rather than just insisting “the data says so.”

...personalized...

Our staff has worked on the client side, so we understand your perspective as the client. We don't push pre-designed methodologies on you, but design each project around your specific needs. We seek to make intelligent recommendations, but defer to your final decision. We return phone calls quickly and respond to questions. In short, our focus is on making your relationship with us enjoyable, efficient, and valuable.

...actionable...

You want information that is actually *useful* to you, not just “nice to know.” Good research, one way or another, should pay for itself.

...analysis...

Chances are, you don't have the time to wade through volumes of data. That's why we offer experienced analysis, bringing to light findings you can put to work. Our reports will be in plain English, not laced with jargon such as “accessibility sampling bias” or “homoskedasticity.” And we'll provide the report in the format you prefer (PowerPoint, full text, topline, etc.).

...success...

Our goals are to help your organization succeed in its strategic objectives, and to do so in a way that provides a highly positive experience for you. Our ability to reach both those goals for our current clients is why the vast majority of our business is repeat or referral.

“Research serves
to make building stones
out of stumbling blocks.”
Arthur D. Little
Founder of the first
management consulting firm



Quantitative Research

Some people have the perspective that while qualitative research is an art, quantitative research is a science. We view it a little differently.

Quantitative studies, whether conducted on-line, by phone, through the mail, or in person, are an art form built upon a scientific foundation:

- Selecting the right **methodology** means balancing budget, timeline, response rates, ability to reach respondents, and specific information objectives. We often provide multiple ideas in our proposals, to let you select what best meets your needs.
- Designing a good **questionnaire** is much more than just choosing the right scales – it's crafting an instrument that clearly communicates to the respondent, leaves no doubt about the intent of the answer, and does it all without introducing bias or wasting time. How well-written the questionnaire is determines how good the entire study is.
- Acquiring the **sample** requires hard questions about how representative it is, not just how easy it will be to use.
- Running the **data** means being creative in how we prepare for the analysis, rather than just plugging in a banner and hitting "print."
- Providing the **analysis** is a process of always keeping your information objectives in front of us, focusing on details that will make a difference for you, and writing it in a way that captures the reader's interest.

We focus on the art of the study while never neglecting the science. In this way, we ensure the creative and statistical needs of your organization are met, all in a framework of responsive service.

Our quantitative projects have ranged from limited-scale studies for small organizations, to six-figure project contracts involving thousands of interviews for multi-national corporations.

The media has recognized the work of Ellison Research, leading to articles, interviews, or recognition in the *Los Angeles Times*, Associated Press, *The Dallas Morning News*, USA Radio Network, *The Financial Times of London*, and a host of other media. Our work has been covered internationally, by media in China, Sweden, New Zealand, Korea, Canada, Norway, Australia, England, and Central America, and even used in panel hearings before the U.S. Senate.

"Research is simply to find out what you are going to do when you can't keep on doing what you are doing now."
Charles Kettering
Founder of Delco



Qualitative Research

Conducting qualitative research, whether it's focus groups, ethnography, or in-depth interviews, is much like writing poetry: anyone can do it, but few do it really well. Many people claim to be moderators, largely because it *just looks so easy*. It's not.

Moderating is an exacting job requiring substantial skill and experience. Important decisions will come from your research (or you wouldn't be doing it in the first place).

We have managed and moderated literally hundreds of focus groups and interviews, each project with its own special challenges. We've worked everywhere from a professional facility in a posh Manhattan high-rise to a dilapidated community center in Orange, Texas.

Consider the challenge in exploring important topics among these diverse types of people...

- ardent sports fans
- new car shoppers
- ministers
- teenagers
- affluent investors
- executives
- charitable donors
- women with severe menopause complaints

...and being able to relate well enough with each group that they opened up with crucial insights and feelings on topics as personal as religion, health, charitable giving, and investments. This expertise from our moderators comes from many sources:

- RIVA training
- background as a professional news interviewer and reporter
- decades of qualitative experience
- time spent with advertising agencies, marketing departments, and executive management teams implementing the research findings
- experience in all facets of qualitative research (selecting methodologies, recruiting respondents, analyzing feedback, incorporating the results into surveys and business plans)
- a constant drive to perfect new techniques and methods of getting the most useful information possible

Many people moderate qualitative projects. Select someone who does it *very well*.