

*Innovative Research Designs*

*High Quality Data Collection Practices*

*Premier Customer Service*



## *Business-to-Business Group*

*Our research expertise, innovative methodologies, and collaborative consultation are the key ingredients that help us provide our B2B clients with real answers to their business questions.*



### **INTERNATIONAL COMMUNICATIONS RESEARCH (ICR)**

Is a full-service marketing research agency that for over 25 years has been designing and implementing tailored solutions to complex strategic, tactical and policy issues in the U.S. and in more than 90 countries worldwide.



Our **B2B** practice is not limited to a specific industry, but instead focuses on gathering actionable information from business executives and professionals. Our premier customer service efforts, and B2B expertise, in combination with providing innovative

contact methods and practical/cost-effective research help our clients meet the ever changing demands of their business. Areas of expertise include:

- Employee Satisfaction
- Market Exploration & Competitor Assessment
- Brand Image/Awareness/Loyalty
- International Research
- Trending
- User Attitudes, Behavior & Preferences

ICR B2B consultants leverage a broad range of qualitative and quantitative interview approaches to help achieve effective results, marketing success, and business growth. These include:

- Telephone
- Web/Online Panel
- Focus Groups & In-depth interviews
- Mail
- On site
- Multimodal approaches

**International Communications Research**

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*We offer custom marketing research services to a multitude of participants in the B2B marketplace, including:*

- *Financial Services*
- *Health Care*
- *Public Relations*
- *Government*
- *Energy*
- *Insurance*
- *Telecommunications*
- *Technology*
- *Associates*

*Our B2B consultants create ways to develop powerful new solutions to help optimize market entry, expansion strategy, product positioning, & customer retention.*



We specialize in both Business-to-Business and Business-to-Consumer interviewing. In our B2B interviewing specialty, 40% of our over 200 interviewers are specially trained to interview executives, IT professionals, middle management, business owners and a wide range of business professionals. Our vast network of online panel affiliates further allows us to target the most difficult to reach decision makers.

We offer differentiated value:

**Sector Expertise:** Long history and broad knowledge of evolving best practices. We have been monitoring and shaping the latest market development and trending for the past 25 years, through both our syndicated and custom research solutions.

**Category Leader:** Our company is one of the top twenty six marketing research consulting firms in the U.S.

**Complete Market Intelligence System:** We offer a range of solutions from qualitative to quantitative, from ad-hoc to tracking, from industry to sub-category specialty, and from user to database driven insights.

**Expertise:** Our consultants consist of a group of highly skilled category professionals from econometricians, academicians, marketers, media specialists and research experts. We take a strategic, yet practical orientation toward study guidance and design, results interpretation, in-person workshops, and presentations.



*Whether you need to reach consumers, small businesses, Hispanics, or teens, ICR has the omnibus tool to meet your needs:*

### EXCEL OMNIBUS SERVICES

*Share the cost of research - Get affordable, credible information fast.*

*Target your research:*

*ICR Small Biz Excel - 500 interviews among a national sample of small businesses.*

*ICR Excel - national sample of 1,000 males & females.*

*ICR Hispanic Excel - 1,000 interviews among a nationally representative sample of Hispanics 18 years and older.*

*ICR Teen Excel - 500 interviews among a national sample of teens 12 -17.*

*Our partners use ICR's Omnibus to obtain:*

- *Data for internal meetings & sales presentations*
- *Cost effective tracking metrics for ad or brand recall*
- *Early assessment of concepts*
- *Market intelligence & incidence*

## MORE ABOUT US

*ICR is a subsidiary of AUS, Inc. Since its inception over 40 years ago, AUS has anticipated, witnessed, and provided consulting services to address a broad range of businesses across multiple industries. As a result, AUS has grown to include ICR, Social Science Research Solutions (SSRS), Marketing Systems Group (MSG), Survey Technology & Research Center (STR), Centris, AUS Consultants, and RoyaltySource®. Together, these AUS operating companies provide exceptional consulting and market research solutions to clients throughout the United States and internationally.*

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