



GONZALO SANCHEZ

CREATIVE DESIGNER
gsldesign.com

Talented bilingual **Graphic-Web Designer** and **Presentation Specialist** with 10 years' experience in print and web design who is highly motivated, creative, and versatile. Especially skilled in creating and directing corporate and new business design. Adept at innovating user experience for the web and multimedia applications.

Exceptional interpersonal skills with team members and subordinates. Accomplished at incorporating the desires of the client with a superior design solution.

CONTACT ME

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EDUCATION

BACHELOR OF ARTS

2004-2009
Universidad de Valparaiso, Chile
Bachelor's Degree in Design
(Industrial, Graphic & Web)

MBA GENERAL MANAGEMENT

2012-2013
Stevens, Institute of Technology, NJ
General Management Graduate
Certificate, mini-MBA

TECHNICAL SKILLS

Photoshop	Rhinoceros 3D
Illustrator	3D Max
InDesign	Poser

Premier	Microsoft Office
After Effect	PPT/Prezi
Movie Maker	Photography

Dreamweaver
WordPress/Wix
Email Blast

EXPERIENCE

DATA VISUALIZATION GROUP MANAGER – RADIUS GLOBAL MARKET RESEARCH

FEBRUARY 2014 – PRESENT

Effectively collaborated with executive management team by translating ideas into concrete design for promotional materials, data visualization, newsletters, intranet content management and sales collateral. Created and designed highly influential sales and marketing presentations for potential new clients. Successfully created data visualization and infographics reports for current clients. Managed and coordinated graphic-web design project for partner's companies and intranet sites. Managed daily project in-take workflow for the Graphic team from web presentations to print materials under extremely tight deadlines.

Key Achievements:

- Developed strong project management skills.
- Consistently recognized for innovative ideas and sleek design
- Demonstrated ability to collaborate with executive leadership.

GRAPHIC & WEB DESIGNER – LGPLTD

JUNE 2012 - FEBRUARY 2014

Managed graphic design projects from concept through conclusion. Worked closely with sales team and CEO to create marketing ideas and consistently meet deadlines and requirements. Successfully designed and produced graphic and web promotional material and marketing key presentations for tradeshow. Converted features to benefits to achieve sales team and CEO objectives.

Key Achievements:

- Conceptualized and designed a new LGP corporate Identity and brand.
- Demonstrated master level skillset in Adobe Creative Suite and Web development.
- Provided innovative presentation ideas and reduced shipping cost for overseas tradeshow.

GRAPHIC & WEB DESIGNER – HUDSON COUNTY COMMUNITY COLLEGE

JANUARY 2010 - JUNE 2012

Successfully created brand and identities for 5 different HCCC departments. Pioneered the implementation of the new portal and provided technical support to the administrative staff. Collaborated with the directors of each department to conceptualize new promotional ideas and level up the design communication on the Portal system and print materials. Effectively managed the redesign and print production for all the HCCC diplomas for each graduation term.

Key Achievements:

- Proven ability to learn master new technologies
- Coordinated and collaborated with cross-functional teams
- Developed marketing experience.

DESIGNER INTERNSHIPS

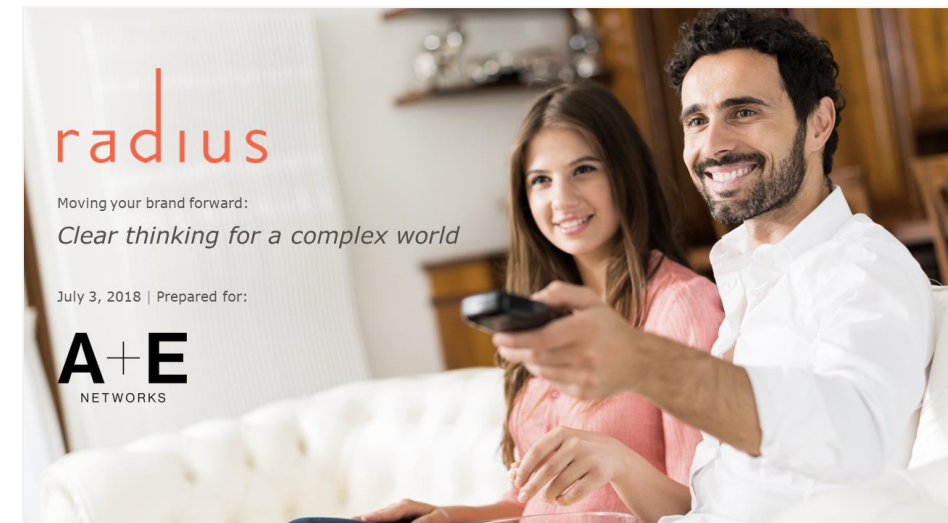
OCTOBER 2006 – MARCH 2008
Soda Studio S.A – Santiago, Chile
Company Alcon S.A – Valparaiso, Chile

A grayscale photograph of a person's hands typing on a laptop keyboard. The person is wearing a watch on their left wrist. The desk is cluttered with papers, some of which feature charts and graphs. The background is a blurred office environment with a window frame.

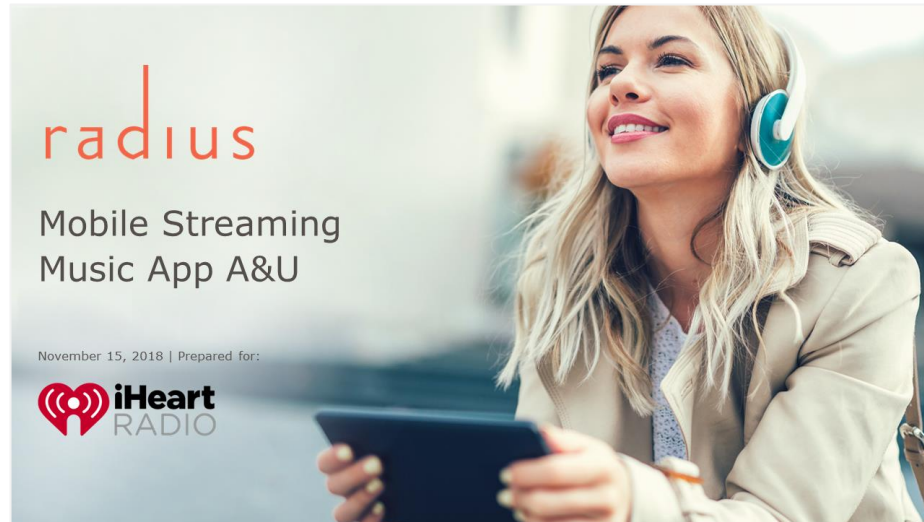
Gonzalo Sanchez

Portfolio Presentations

Covers



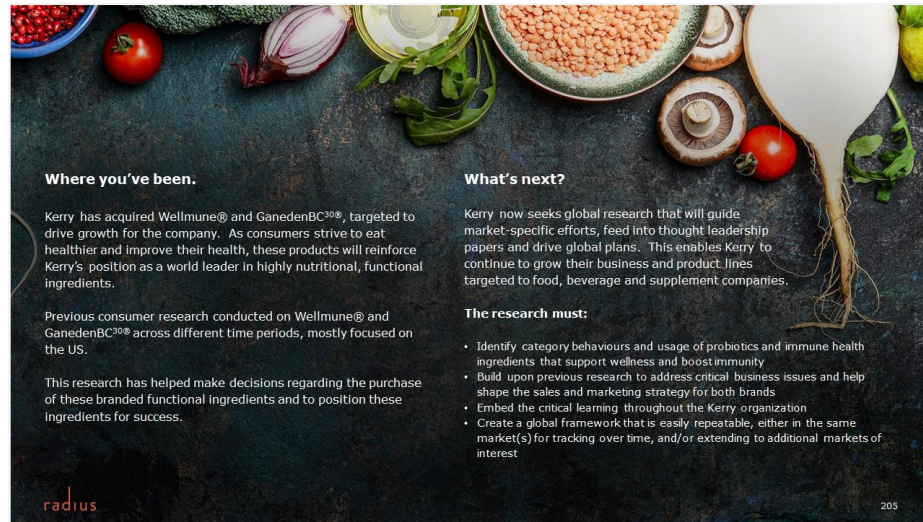
Covers



Covers



Content



Where you've been.

Kerry has acquired Wellmune® and GanedenBC30®, targeted to drive growth for the company. As consumers strive to eat healthier and improve their health, these products will reinforce Kerry's position as a world leader in highly nutritional, functional ingredients.

Previous consumer research conducted on Wellmune® and GanedenBC30® across different time periods, mostly focused on the US.

This research has helped make decisions regarding the purchase of these branded functional ingredients and to position these ingredients for success.

What's next?

Kerry now seeks global research that will guide market-specific efforts, feed into thought leadership papers and drive global plans. This enables Kerry to continue to grow their business and product lines targeted to food, beverage and supplement companies.

The research must:

- Identify category behaviours and usage of probiotics and immune health ingredients that support wellness and boost immunity
- Build upon previous research to address critical business issues and help shape the sales and marketing strategy for both brands
- Embed the critical learning throughout the Kerry organization
- Create a global framework that is easily repeatable, either in the same market(s) for tracking over time, and/or extending to additional markets of interest

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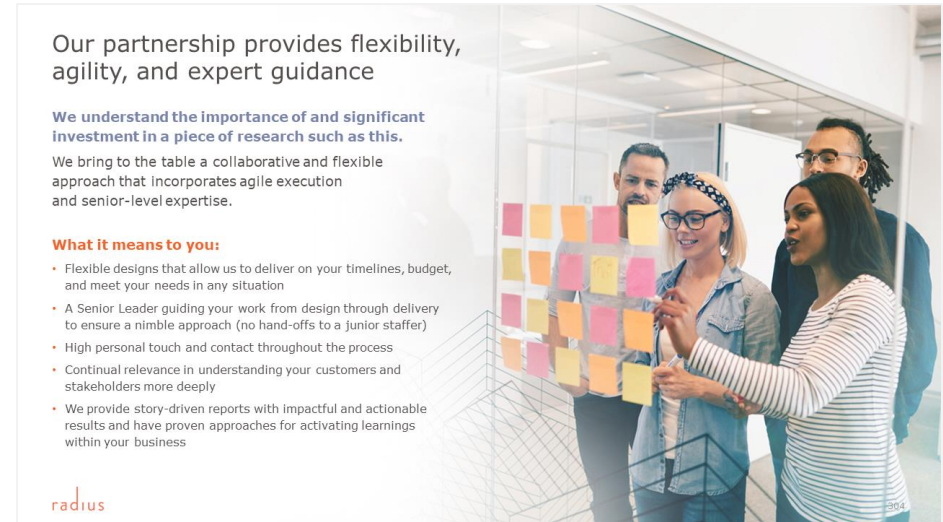
Our partnership provides flexibility, agility, and expert guidance

We understand the importance of and significant investment in a piece of research such as this.

We bring to the table a collaborative and flexible approach that incorporates agile execution and senior-level expertise.

What it means to you:

- Flexible designs that allow us to deliver on your timelines, budget, and meet your needs in any situation
- A Senior Leader guiding your work from design through delivery to ensure a nimble approach (no hand-offs to a junior staffer)
- High personal touch and contact throughout the process
- Continual relevance in understanding your customers and stakeholders more deeply
- We provide story-driven reports with impactful and actionable results and have proven approaches for activating learnings within your business



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Rolling It All Up, Vox Media Readers Are More Likely to Engage with Technology

- 8%** more likely to enjoy using various technologies (22% gaming device, 15% E-Reader, 14% wearable tech, 11% smartphone)
- 10%** more likely to visit sites/apps in the past month (27% gaming, 25% podcasts, 19% social media)
- 11%** more likely to use various electronic devices per month (26% gaming device, 23% E-Reader, 10% Computer)
- 12%** more likely to buy new devices (22% wearable tech, 21% tablet, 18% headphones/speakers)
- 25'** more minutes spent on average per month on various devices* (123' more playing video games, 72' more listening to podcasts, 36' more listening to news/checking weather)
- 76%** try new electronics first out of the whole family or friend group (compared to 47% non VOX MEDIA USERS)



*Excluding watching TV. Note: Other Data

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Leadership Team Purpose

The team reviews & discusses a myriad of subjects related to all areas of the company including:



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The goal is to build a future oriented tracking program for Energizers Battery Category



EHI PowerTrack

The learnings from **Energizer PowerTrack** will equip the insights team and your key stakeholders with a robust assessment of each brand's performance and provide actionable diagnoses to guide business decisions and retailer relationships.

Energizer Holdings, Inc.

- Measure performance of Energizer's key brands and competitors
- Track Performance Over Time
- Provide Diagnostics To Guide Decisions and Improve Brand Building Activities

radius 164

Creating a custom research methodology for RBW.

We uncover the complex nature of your customers by creatively **integrating** the best of advanced marketing and **data** science with **behavior-based** research.

- Qualitative Phone Interviews**
 - Radius will create a discussion guide
 - Radius will recruit 8 RBW clients
 - The moderator will have a 45-minute one-on-one discussion with each customer
- Quantitative Survey**
 - Radius, along with the RBW team, will create a questionnaire that will seek to answer all objectives
 - This will include a driver analysis of factors that influence satisfaction
- Executive Summary Report**
 - RBW will receive a high level report summarizing the findings from the qualitative interviews
- Full Qualitative + Quantitative Report**
 - The final report will summarize both qualitative and quantitative findings
 - Radius will deliver the final report ~2 weeks after fielding ends
 - Radius will present the findings to RBW either over the phone or in person, if desired

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We recommend conducting a two part research (pre and post wave) to evaluate the campaign impact on the Native brand

- PRE-WAVE (JULY/AUG 2020)**
 - Benchmark category behaviors and brand perceptions.
 - We can leverage this phase to help make any final refinement on the campaign strategy/messaging.
- CAMPAIGN LAUNCH (SEPTEMBER 2020)**
 - (Depending on the campaign duration, there is opportunity to leverage a mid wave to help pivot during the campaign.)
- POST-WAVE (TBD)**
 - Evaluate campaign perceptions and impact on the Native brand.
 - To paint a more holistic picture, we can integrate sales, ad spend, click, etc. information.

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The key research objectives are as follows...

- Understand **awareness, usage, and consideration** of Goodyear's tire promotions and rebates compared to other competitors.
- Illuminate **perceptions** of Goodyear's tire promotions and rebates overall, and how they impact Tire Purchasers' **channel selection** and **purchase consideration**, respectively.
- Determine the extent to which promotional and non-promotional efforts, respectively, **drive** channel selection and purchase consideration.
- Understand the extent to which Goodyear's tire promotions and rebates motivate Tire Customers to **trade-up** their tires.

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CSS/datatelligence
Experts in Problem Solving, Design, Execution and Uncovering the Insights



About CSS/datatelligence

Full-service marketing research firm specializing in CPG
Fueled by our parent company, CRG Global, Inc.





Our team includes: Legal Counsel, Psychologist, Sensory Scientist, Food Scientist, Statistician, Panel Manager

And a team of consumer/shopper and sensory marketing researchers that love what they do and it shows!

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Packagir® Online

Outline of the approach

1 Flash Test	2 Competitive context	3 Out of competitive context	4 Preference
<p>Details: Individual Pack Flash Test for Recognition on 1 pack Competitive Flash Test for Findability (Details on previous slides)</p> <p>Purpose: Understanding risk on impact and recognition in shelf</p> <p>Stimulus:</p> <ul style="list-style-type: none"> Competitive context Picture of SKU 	<p>Details: A competitive environment of test brand and competitors. In total 20-35 SKUs</p> <p>Purpose: Measure appeal in competitive setting including liking, image and purchase intent.</p> <p>Stimulus: Competitive context based on planogram and brief</p> 	<p>Details: Functional/emotional elements of the packs. Detailed diagnosis of specific pack features</p> <p>Purpose: Measure relative performance of each design and identify specific optimisations</p> <p>Stimulus: Range image</p> 	<p>Details: Comparison of both pack design options</p> <p>Purpose: Preference and reasons for preference</p> <p>Stimulus: Range Images</p> 

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Context counts

Context impacts what we do, how we feel and how we act as human beings. It is integral to consumer decision-making, informing expectations and preferences.

Through our research approaches you will **enter the consumer's world** and **understand** their personal context and their priorities, at the relevant moment.



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Background and Objectives

Savannah Bee is considering executing a quantitative Landscape Study to learn more about their consumers and prospects. Prior recommended qualitative learning, including shop-along interviews, will help inform the quantitative research content.

The objectives of this Landscape Study are to:


- Identify the competitive set for Samantha Bee's honey and personal care products
- Understand the imagery of Samantha Bee's honey and personal care products today based on current positioning
- Profile key sub-groups based on attitudes, lifestyle and demography, including...
 - E-commerce Savannah Bee buyers (or shoppers whether bought or not)
 - Savannah Bee retail store buyers (or shoppers whether bought or not)
 - Wholesale shoppers where Savannah Bee sold (e.g., Whole Foods, other natural food stores, gourmet shops, Target, etc.) list to be determined
 - Prospects based on purchase interest in the Savannah Bee concept shown in this research (overall and by honey vs. personal care products separately)



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The United States Vast in Geography

Four main Census regions: Northeast, South, Midwest, West.

US is a vast country that covers over 9 million square kilometers.

It is not surprising to learn that regions separated by large distances will be noticeably different.

Nine sub-regions
Pacific Alaska, Pacific, Rocky Mountain, Great Lakes, Central Plain, Southwest, Southeast, Mid-Atlantic and Northeast

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Understanding consumer truths

At each step we have a **profound understanding** of the consumer and the context



- DISCOVER: Explore and uncover
- CONSIDER: Develop and prioritise
- DECIDE: Predict and activate
- CONVINCe: (No specific description provided)

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lpw training services

Learning Partners Worldwide

- Onsite Instruction
- Distance Learning Solutions
- Course Content Development
- Training Logistics Management
- Multilingual Education Services
- Veeva and Salesforce Experts

Phase 1: Pre-Wave Approach

Establish a benchmark for key brand metrics.
The Pre Wave will allow us to gain a baseline understanding of category attitudes and behaviors and establish benchmark metrics to gauge campaign effectiveness in the post wave.

Specifically, this Pre Wave will:

- Measure **category attitudes and behaviors** (e.g., deodorant and beauty needs, usage, decision making Journey).
- Determine what **factors/needs have the most impact** in driving purchase intent and can help Native stand out in the deodorant/beauty market.
- Benchmark perceptions** toward Native vs. competitors (e.g., awareness, perception, likelihood to purchase).
- Identify any **sub-group nuances** to help refine campaign messaging prior to the September 2020 launch.

Methodology

- 15-minute online survey**
 - Including a drivers analysis to understand which deodorant/beauty needs motivate purchase consideration.

n=2,000 Women, ages 18-34

Field Time: July/August 2020



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Key Business Question

“ **HOW CAN WE LEVERAGE THE TRACKING PROGRAM FOR BETTER GROWTH OF GOODY BRANDS IN SAUDI ARABIA** ”

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Background: Starbucks CPG Teams are completing a strategic assessment of the full portfolio, across at-home packaged coffee and ready-to-drink coffee.

This report summarizes results from two studies: 1) an assessment of the entire CPG AHC and RTD coffee category in US, UK, Japan and China, 2), an assessment of the cold coffee category in the US.

Key objectives are to learn...

- How does consumer relevance/ satisfaction differ for a JTBD at the total beverage category vs. specifically cold coffee? Where does cold open additional doors for innovation?
- How does SBUX brand fit differ for total CPG vs. specifically Cold Coffee CPG?
- Of the total portfolio "opportunity" spaces, are any NOT relevant to Cold Coffee?
- What are benefits/barriers for AHC vs. RTD – across total Portfolio vs. specifically Cold Coffee?

radius 2

Although there is some blurring of regional differences due to relocation, personality traits are still evidenced

A recent study identified three main regional types: friendly and conventional, relaxed and creative, and temperamental and uninhibited.

Mid-west, South	West Coast and Rocky Mountains	New England, NE, Mid-Atlantic
Friendly & conventional	Relaxed and Creative	Temperamental and Uninhibited
<ul style="list-style-type: none"> Sociable, considerate, dutiful Traditional values, family, and the status quo are important 	<ul style="list-style-type: none"> Open, creative, innovative, entrepreneurial Liberal, psychologically & physically healthy Ethnically diverse 	<ul style="list-style-type: none"> Reserved, aloof, impulsive, irritable, and inquisitive, while also being "passionate, competitive, and liberal, Highly educated and affluent Ethnically, culturally diverse

CSS/datelligence Strategir

Webcam interviews will dive deep into the attitudes and behaviors of customers and prospects

- This approach allows for the ability to see the respondents, with their body language and expression, allowing for richer feedback.
- Tax executives will be recruited around their schedule and participate via the computer, tablet, or smartphone.
- Interviews are transcribed, providing direct quotes in customer language that can be used for your business teams.
- Vertex team members will have access as observers in real time and can probe through our moderator, Bari Weinhausen.

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BACKGROUND & OBJECTIVES

This study examines fundamental hair color category behavior, usage, and trends including:

- Category usage incidence
- At-home coloring behaviors
- Purchasing behaviors
- Shopping channels
- Sources for inspiration/information
- Media use
- Hair colorer profiles/demos
- Barriers to coloring

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Ultimate business outcomes for EE

The segmentation will yield consumer clusters and brand benefits that align with EE and target health & wellness.

These insights will allow Fletcher Knight to ultimately build a EE market strategy to:

- Increase the % of current members** that want to continue their relationship with WW based on an understanding of behaviors and needs.
- Drive more deeply penetrated relationships** by creating an effective targeting strategy.
- Drive more new memberships** by understanding segment-specific needs and **whitespace growth opportunities**.



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The power of Voice sits at the intersection of 3 rapidly-evolving technologies

- 1 Artificial intelligence**
Algorithms that learn, do tasks, and make recommendations based on your behavior.
Apple's Siri, Microsoft's Cortana, Google's Assistant, Amazon's Alexa
- 2 Smart device**
Physical things we interact with
- 3 Voice recognition technology**
Ability to recognize and decipher speech and speak back

Taking Innovations Further: Video Mining & Analysis

Video Management/Video Mining:

What: Videos are uploaded and transcribed: easy to search and manage

Benefit: Easier to write reports, bring insights to life. Enables us to driver more depth with studies. Results (video montages or video clips) adds excitement and strengthens delivery of insights

Radius Illumination Take Away:

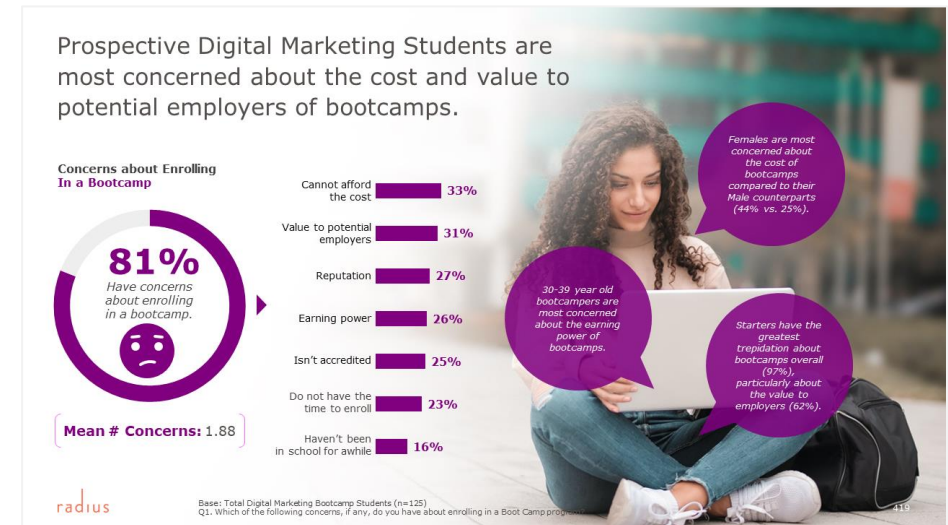
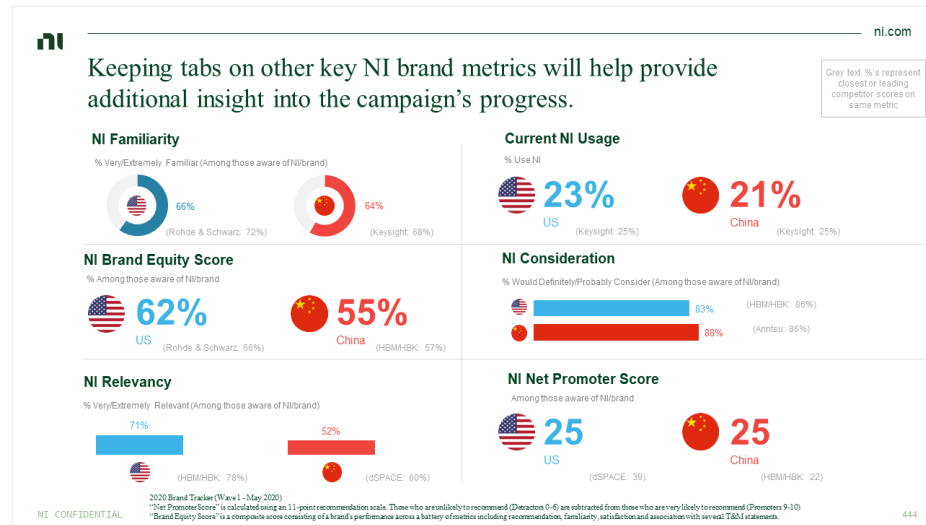
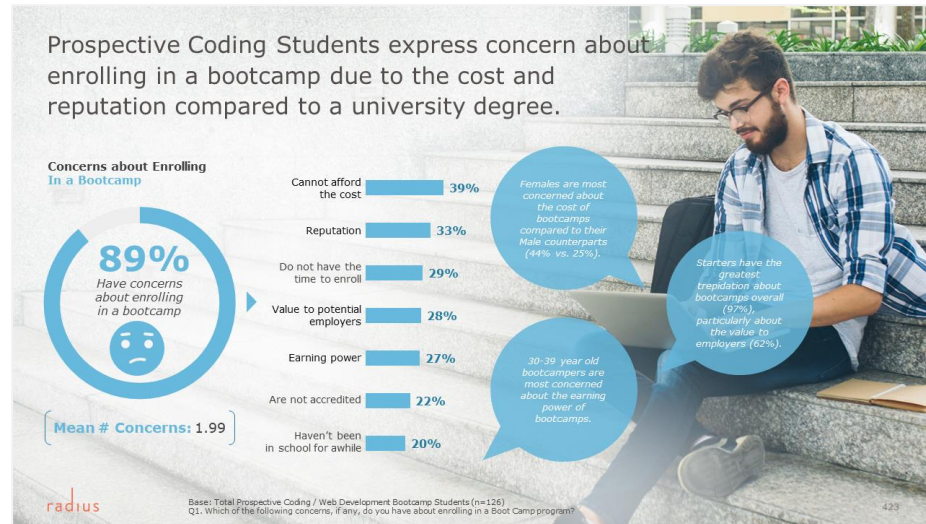
- Add to all proposals
- Make it optional if cost is an issue
- Slides and case studies available



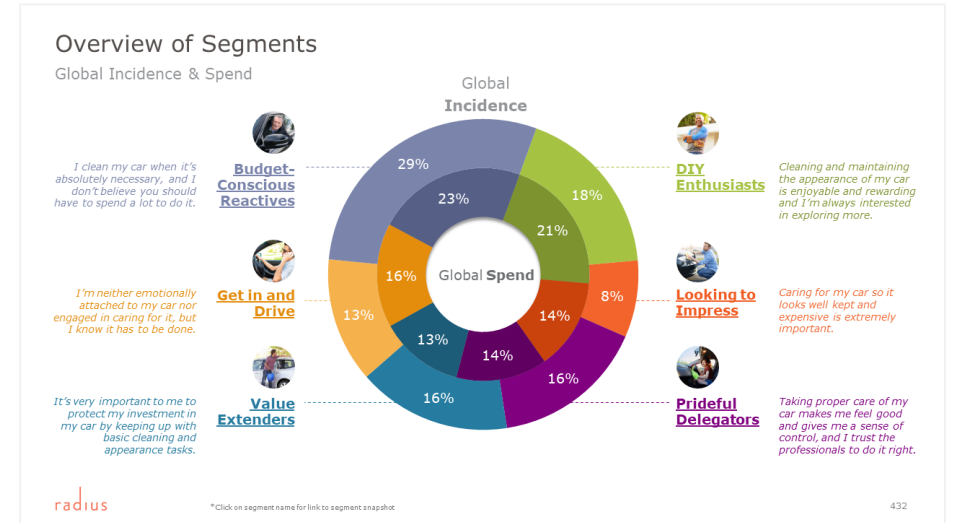
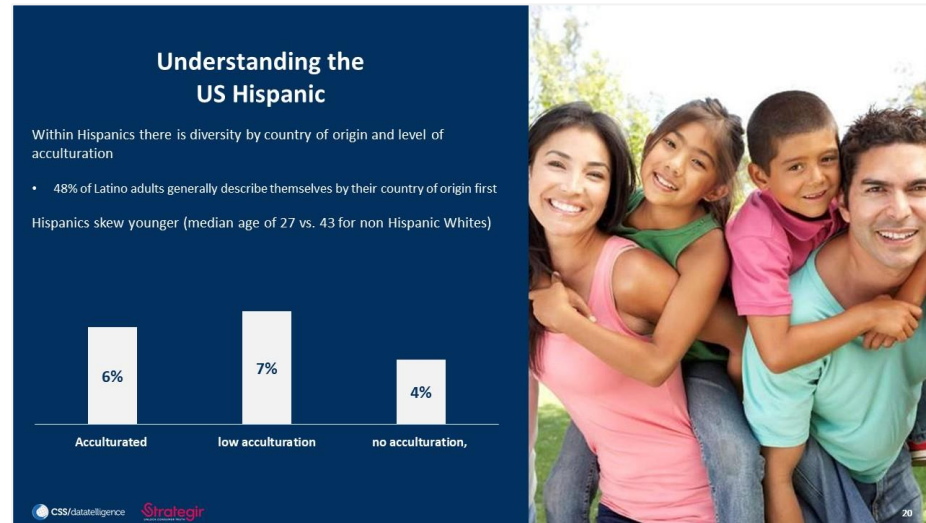
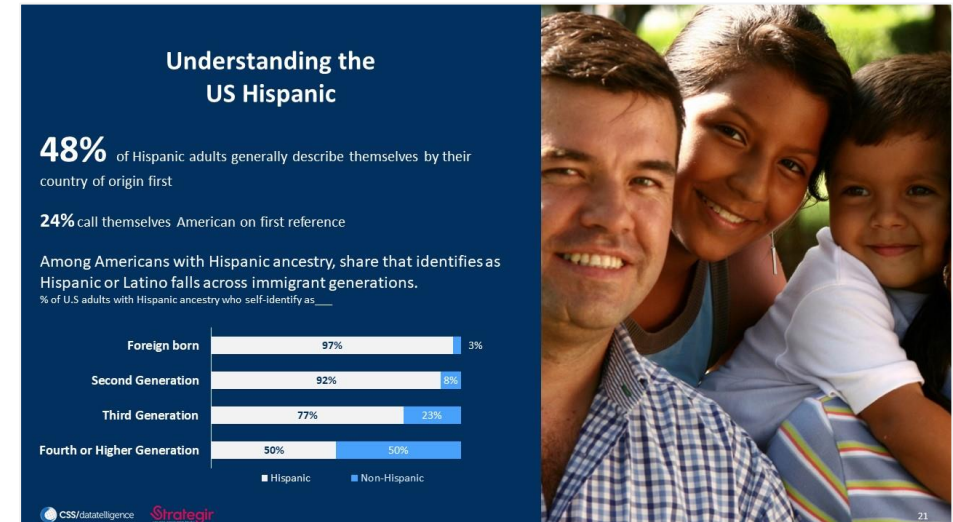
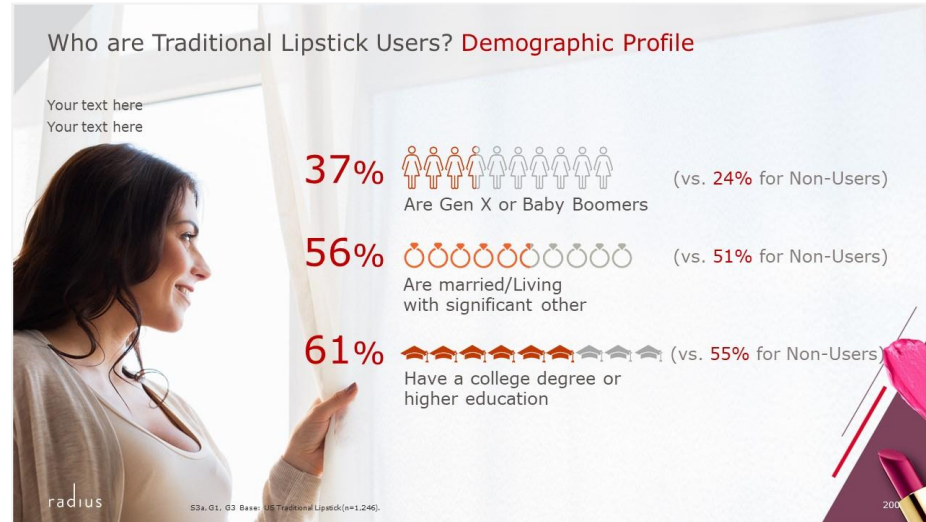
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Infographic




Infographic




Infographic

Majority of US adults have tried a beauty enhancement product.
And most look for natural ingredients.



Think only women use beauty enhancements?
According to the latest beauty trend survey conducted by Radius Global Market Research, the majority of men (55%) are using them, too.



Women prefer new & natural.

- 74% look for products that are all natural
- 70% look forward to new trends
- 45% are always adapting their beauty routine to try the latest products

Use of beauty enhancements keeps growing among both men and women.
Growth % from 2018 vs 2019


+8% Charcoal on teeth	+8% Seaweed products	+7% Lip plumping	+7% Skincare
+6% Nail decorations	+5% Makeup	+4% Eyebrow decorations	+4% Lip art tattoos

Men want more beauty options. And still feel masculine using them.

- 63% of men want the same options as women when it comes to offerings of beauty products
- 49% of men don't think using makeup changes their masculinity

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100 million US adults interested in cannabis products.
The inaugural Cannabis/Hemp Trends Report from Radius Global Market Research shows that most people would choose these products for medical reasons.



There's a growing interest in cannabis/hemp products among US adults.

- 2018: 40% used
- 2019: 54% plan to use or would consider using

But they want trusted brands

- 58% say if a brand they trust produces a cannabis product, they would purchase it
- 54% more research is needed for people to be comfortable to use cannabis
- 49% there isn't enough information about cannabis and products made from it for them to make a decision on usage for themselves and family

It isn't used for recreation, but for medical reasons.

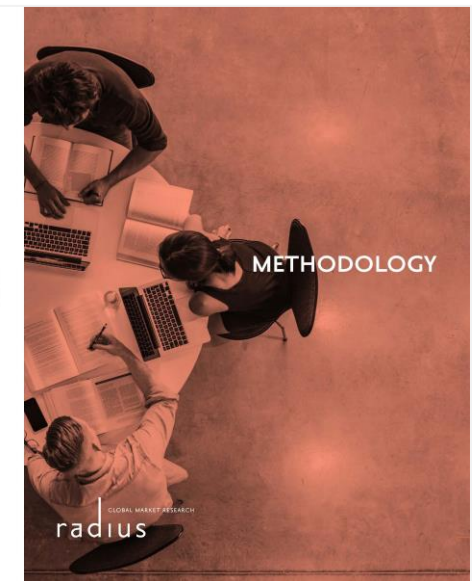
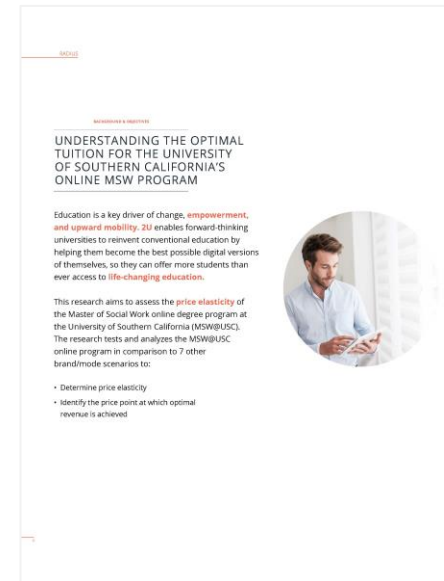
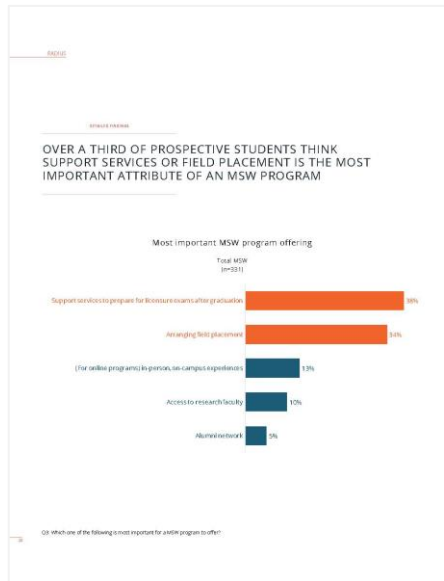
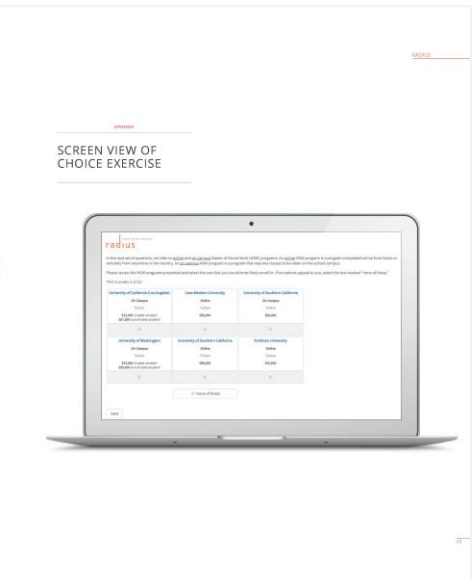
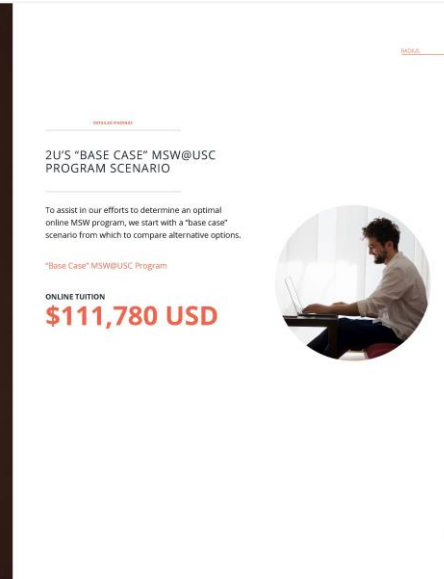
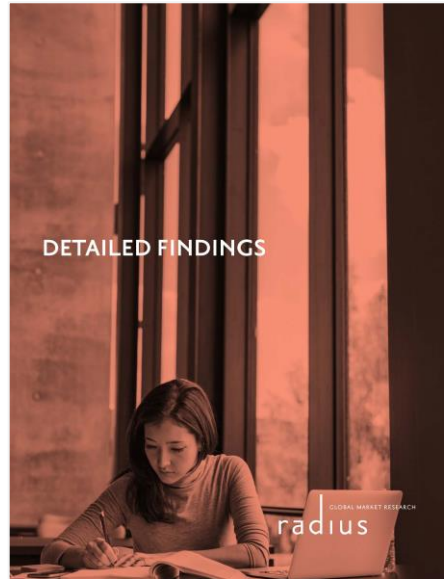
- 54% for pain management
- 53% for mental health

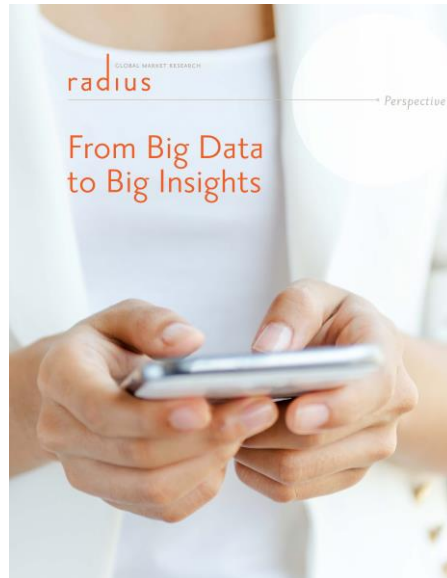
Consumers showing more interest in cannabis-based personal care products, cosmetics and beverages, too.

28% Personal health	26% Food	26% Body skincare	20% Facial skincare	14% Cosmetic	13% Alcoholic beverages
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White Papers





GLOBAL MARKET RESEARCH
radius

Perspective

From Big Data to Big Insights

PUTTING BIG DATA INTO ACTION — SPECIFIC EXAMPLES

From our perspective, with our DNA in attitudinal measurement, Big Data provides an ever-increasing amount of what you and your stakeholders can discover about your business to which attitudinal data can provide only the why.

While there are occasions where Big Data can lead to valuable insights on its own, maximizing the impact of Big Data and achieving actionable insights often means marrying this information with attitudinal data. Following are examples of situations and initiatives where Radius has found that integrating Big Data sets with attitudinal research has created the most actionable outcome and path forward for brands and businesses.

Branding

Primary market research offers the best single approach to analyzing a brand's position in the marketplace, but when combined with external data, one can add considerably to the power of that learning. Customer data, if married to primary research, can enhance the diagnostic value of brand data and provide greater strategic direction for marketers.

Social media can provide early warning of branding issues, thus triggering the need for a deeper dive through primary research. Social media also provides external validation for primary brand measurement — acting as a proxy in between brand trading views or driving new questions to include in a primary brand measurement program. User Generated Content (UGC) can also provide a wealth of information to guide brand positioning decisions.

As an example, a large media client partnered with Radius to understand their unique brand value proposition. By reviewing thousands of UGC, we used textual analysis to code those comments on multiple dimensions. We then

conducted attitudinal research in which we tested mathematically generated comments in a conjoint analysis to understand which UGC was most valuable in building the brand. By fusing both attitudinal data and UGC data, we were able to help the company enhance their business and marketing understanding, helping the media company strengthen their brand and build loyalty.

Customer data, if married to primary research, can enhance the diagnostic value of brand data and provide greater strategic direction for marketers.

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The Proliferation of Big Data

As we move into the next phase of the Big Data revolution, we find ourselves with new challenges, while old questions and issues are still top of mind for many marketers. For example, some internal stakeholders have seen the power of Big Data and their appetite for more is insatiable, creating challenges as well as opportunities. At the same time, many marketers still see the daunting challenges of legacy systems and mindsets, of finding those initial Big Data "wins" and of knowing which questions to ask their data (and whether or not they can monetize the answers). As a result, marketers, rightly so, are asking research professionals some very big questions:

"How are you using Big Data to help me make better decisions?"

"With so much behavioral data around, do I still need to use survey data?"

We are heavily engaged in this dialogue, both internally and collaboratively with our clients, to ensure we are using the most appropriate types of data for a given engagement. We always begin our work with clients by taking a data agnostic approach, going weight and value to each data source, ensuring that we build our action plan by incorporating the right data for the business challenge. Importantly, we assess each business challenge to understand where Big Data or attitudinal data alone is most advantageous, and where we can marry Big Data with attitudinal data to ensure we provide a more comprehensive and holistic approach.

Not only do we conduct this data "audit" from a quantitative standpoint, we also look for ways to use big qualitative data. By that we mean, being able to quickly and accurately delve into past qualitative studies and find answers in the hours of video, audio or textual data. We have found past qualitative studies to be a treasure trove of information, often negating the need for new research, or else being the starting point for new studies. The sheer volume of qualitative data can be a very bit daunting at first, but which often we will use quantitative behavioral data. Our approaches to overcome these issues for our clients have often resulted in continued ROI for work conducted years previously and in different subject areas.

Our goal is to use a rigorous means by which to extract a sample from the data universe that would allow for accurate representation back to the total data universe, and ensure usability with existing advanced computing techniques. Leveraging this more traditional technique from the attitudinal research world enables us to effectively we tie Big Data to the ground, and in the process, develop winning insights that drive our client's business forward.

HANDLING BIG DATA — AN OVERALL PERSPECTIVE

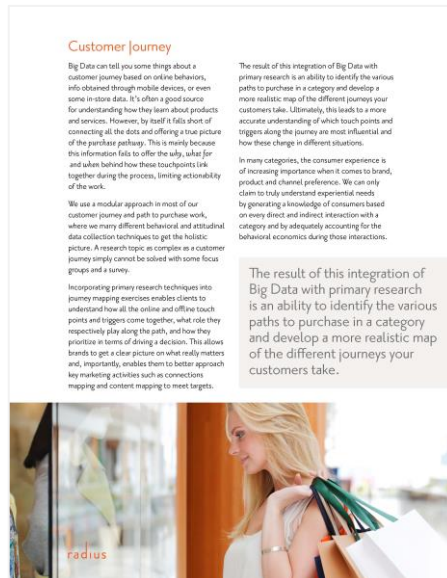
Whether in combination with attitudinal data or used by itself, one of the biggest challenges of using Big Data (sales data, customer data, social media, or data from other sources), is that the volume of information available is massive — and increasing rapidly. We have worked closely with clients to apply sophisticated sampling techniques to Big Data sets, along with advanced analytic techniques. Therefore, we employ the rigors developed in attitudinal sampling methods to cut these data sets into more usable and representative bases of information.

Our goal is to use a rigorous means by which to extract a sample from the data universe that would allow for accurate representation back to the total data universe, and ensure usability with existing advanced computing techniques. Leveraging this more traditional technique from the attitudinal research world enables us to effectively we tie Big Data to the ground, and in the process, develop winning insights that drive our client's business forward.

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White Papers



Customer Journey

Big Data can tell you some things about a customer journey based on online behaviors, info obtained through mobile devices, or even some in-store data. It's often a good source for understanding how they learn about products and services. However, by itself it falls short of connecting all the dots and offering a true picture of the purchase pathway. This is mostly because this information fails to offer the why, when and where behind how these touchpoints link together during the process, limiting extensibility of the work.

We use a modular approach in most of our customer journey and path to purchase work, where we marry different behavioral and attitudinal data collection techniques to get the holistic picture. A research topic as complex as a customer journey simply cannot be solved with some focus groups and a survey.

Incorporating primary research techniques into journey mapping exercises enables clients to understand how all the online and offline touchpoints and triggers come together, what role they respectively play along the path, and how they prioritize in terms of driving a decision. This allows brands to get a clear picture on what really matters and, importantly, enables them to better approach key marketing activities such as connections mapping and content mapping to meet targets.

The result of this integration of Big Data with primary research is an ability to identify the various paths to purchase in a category and develop a more realistic map of the different journeys your customers take. Ultimately, this leads to a more accurate understanding of which touchpoints and triggers along the journey are most influential and how these change in different situations.

The result of this integration of Big Data with primary research is an ability to identify the various paths to purchase in a category and develop a more realistic map of the different journeys your customers take.

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Segmentation

Sophisticated data mining techniques offer great promise for their abilities to identify valid, measurable, and identifiable segments of customers within large behavioral data sets, whether customer data, transaction data, or other sources. These techniques are limited, however, in their abilities to interpret the actions of customer groups — that is, the wants, needs,

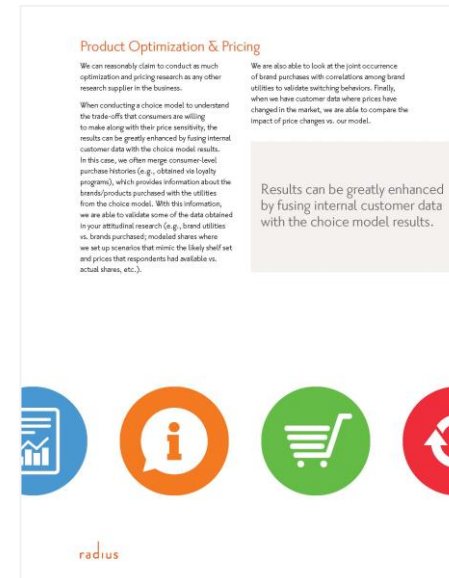
Sophisticated data mining techniques offer great promise for their abilities to identify valid, measurable, and identifiable segments of customers within large behavioral data sets.

attitudes and other motivations behind the customer's actions. A blended approach using primary research with database information overcomes this limitation, thus producing more powerful segmentation structures.

For instance, a large Financial Services Company with diversified insurance, retirement, investment products wanted to ensure that they provide products/services to meet customer's needs and thereby more efficiently and effectively target customers with compelling offerings.

Using their database, attitudinal research was conducted among current and prospect customers. The attitudinal data was then merged with the database information. An Actionable Segmentation analysis was then performed that allowed us to uncover attitudinally different segments that could be tied back to the clients' database. Our client was then able to apply these segmentation outputs to all consumers in their entire database, increasing the effectiveness of their marketing efforts.

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Product Optimization & Pricing

We can increasingly claim to conduct in-market optimization and pricing research as any other research applied in the business.

When conducting a choice model to understand the trade-offs that consumers are willing to make along with their price sensitivity, the results can be greatly enhanced by fusing internal customer data with the choice model results.

In this case, we often merge consumer-level purchase histories (e.g., obtained via loyalty programs), which provides information about the brands/products purchased with the utilities from the choice model. With this information, we are able to validate some of the data obtained in your attitudinal research (e.g., brand utilities for brands purchased, modeled shares where we set up scenarios that mimic the likely shelf set and price that respondents had available vs. actual shares, etc.).

We are also able to look at the joint occurrence of brand purchases with correlations among brand utilities to validate switching behaviors. Finally, when we have customer data where prices have changed in the market, we are able to compare the impact of price changes vs. our model.

Results can be greatly enhanced by fusing internal customer data with the choice model results.

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Looking to drive performance for your brand?

Contact Managing Director Chip Luter: 312.433.1900 chipluter@radiusglobal.com

Radius Global Market Research is one of the largest independent market research companies in the world. We believe each organization has its own unique needs that deserve a custom approach to every research engagement.

Our marketing and communications experts have the business experience and cross research talent to provide a clear view of the dynamics of success in your industry. Radius delivers what growth-oriented organizations need most: **Clear thinking for a complex world.**

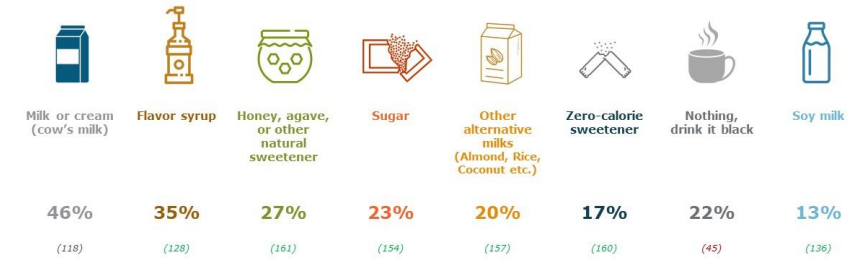
Radius is one of the Top 50 revenue-generating market research companies in the U.S., according to the American Marketing Association's *Homework Report*.

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Most add milk or a sweetener to their coffee/espresso

Ingredients Add to Coffee/Espresso Beverages
Among Total Starbucks Consumers - with Index of New Espresso Target Consumers vs. Total

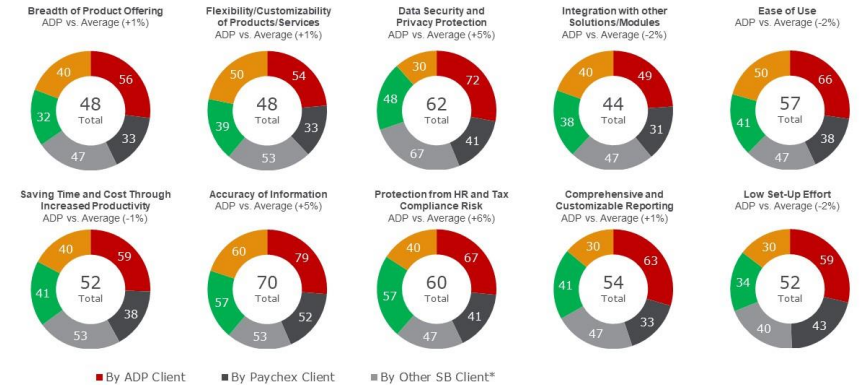


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Base: Total Starbucks Consumers (2437); New Espresso Target Consumers (643)
D4: Thinking about how you drink your coffee/espresso beverages, what additional ingredients do you personally add once the drink is made, or ask the barista to add while he/she is making it. If anything?
(00) = Index of New Espresso Target Consumers vs. Total Sample
Green font = Index of 120 or higher
Red font = Index of 80 or lower

209

ADP Product Category Performance Evaluations



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02: using a scale of 1 to 11 being "Unsatisfactory" and 7 being "Excellent" please rate the performance of the provider(s) listed below for each one of these characteristics. Base: Small Business Customer Rating ADP Performance - Year to 2015 ADP Client vs. Other Paychex Client vs. Other SB Client vs. Total. Year: Client vs. Other ADP Client vs. Other SB Client vs. Total. D4: Client vs. Total. *CAUTION: Small Base Size.

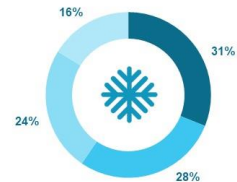
193

Data Charts

XXX

• XXX

Expected System Behavior in A Facility **Cooling Failure Scenario**

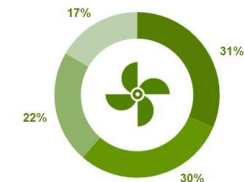


■ Trottle in order to remain operational (reduced performance state)
■ Trottle first, shutdown to prevent hardware damage
■ Maintain full performance
■ System Shutdown

245

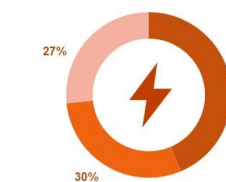
Total: All Respondents: N=696
Base Total Answering: Cooling Failure N=222 | Fan Failure N=223 | Power Supply Failure N=223

Expected System Behavior in A System **Fan Failure Scenario**



■ Trottle in order to remain operational (reduced performance state)
■ Trottle first, shutdown to prevent hardware damage
■ Maintain full performance
■ System Shutdown

Expected System Behavior in A Server **Power Supply Failure**

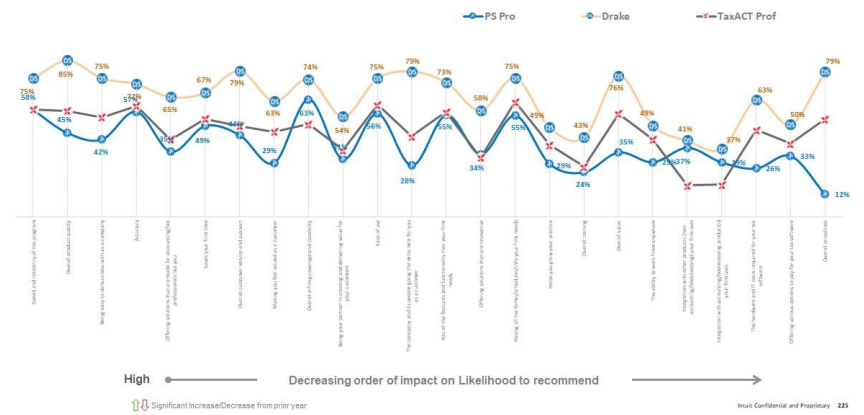


■ Trottle in order to remain operational (reduced performance state)
■ Trottle first, shutdown to prevent hardware damage
■ Maintain full performance
■ System Shutdown

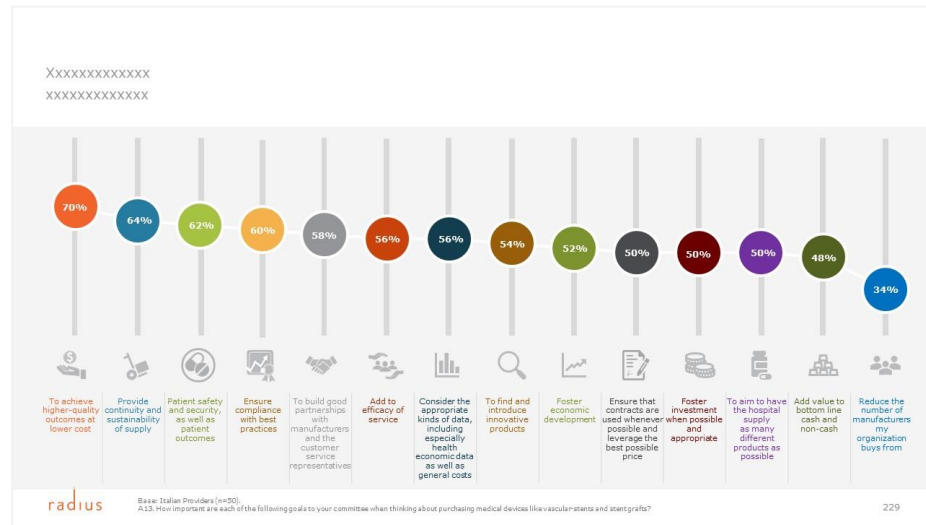
DELL EMC PowerEdge

Takeaways

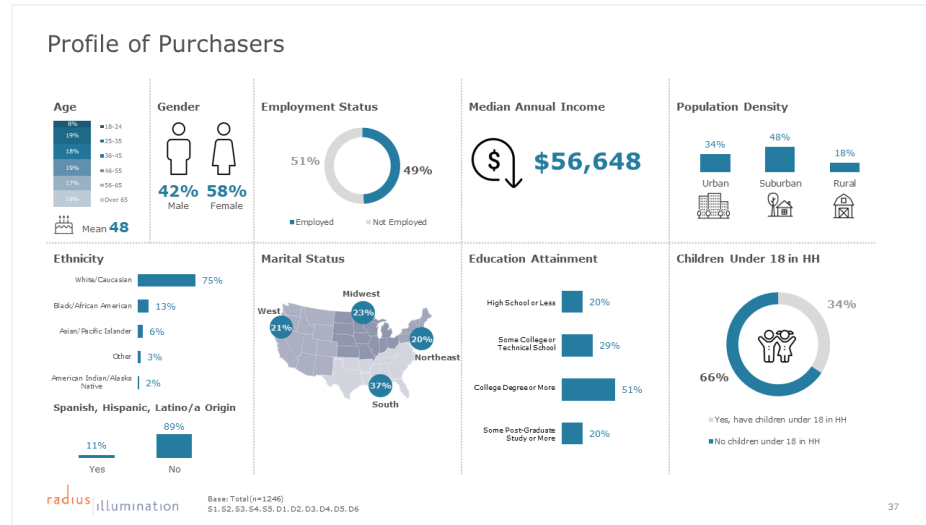
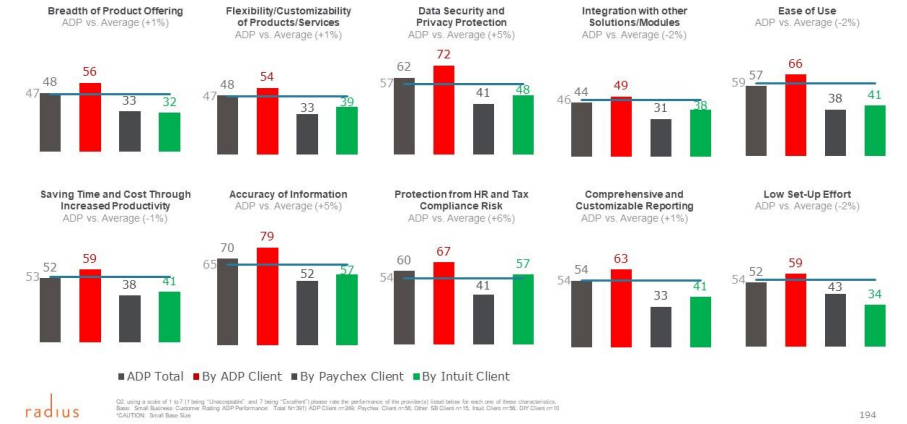
Satisfaction with Value Brands



Data Charts



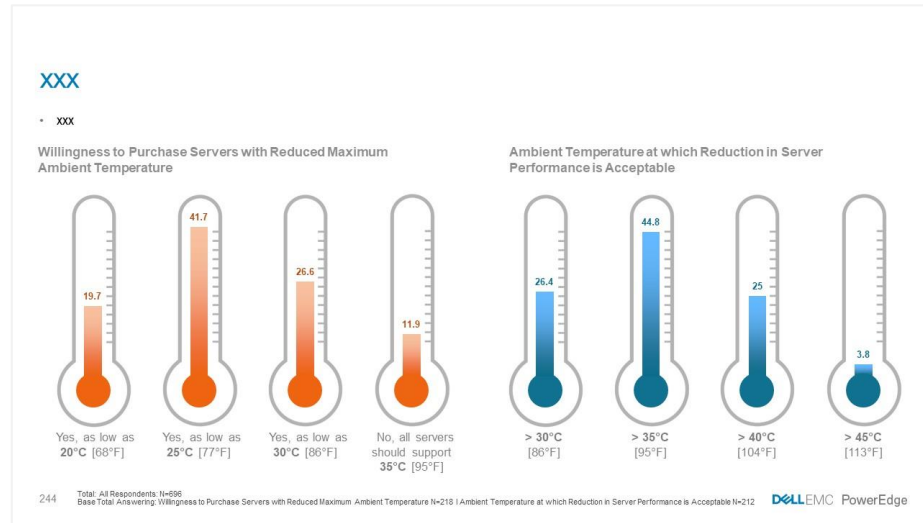
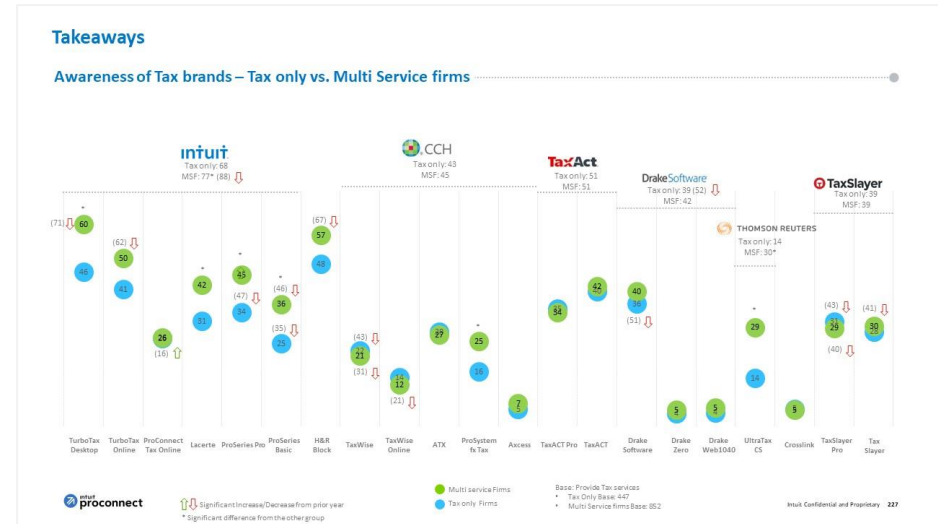
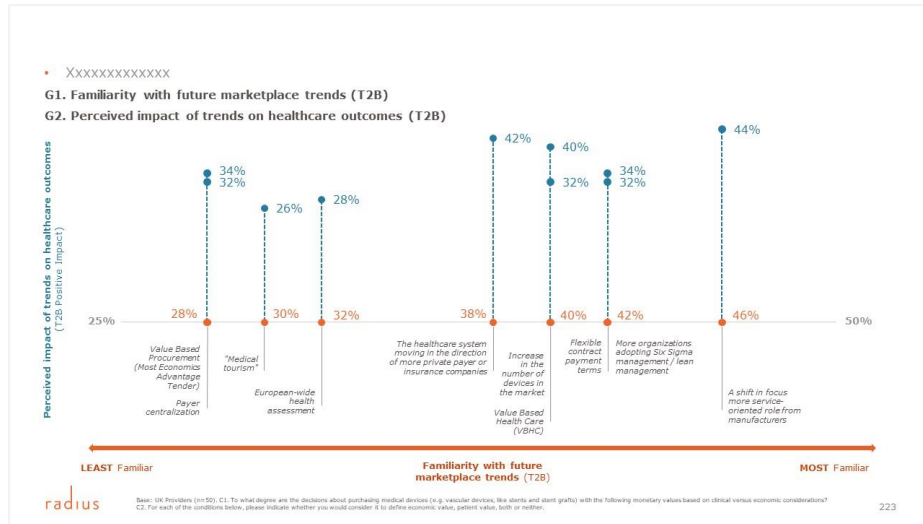
ADP Product Category Performance Evaluations



Clients are using the Internet, networking and conferences as their main sources of information



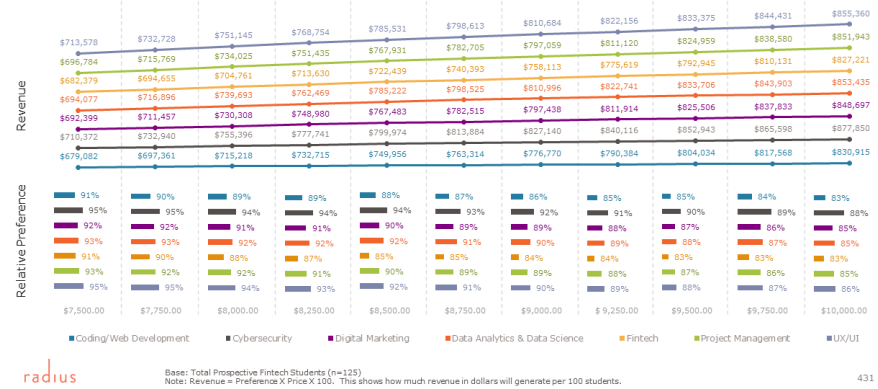
Data Charts



Data Charts

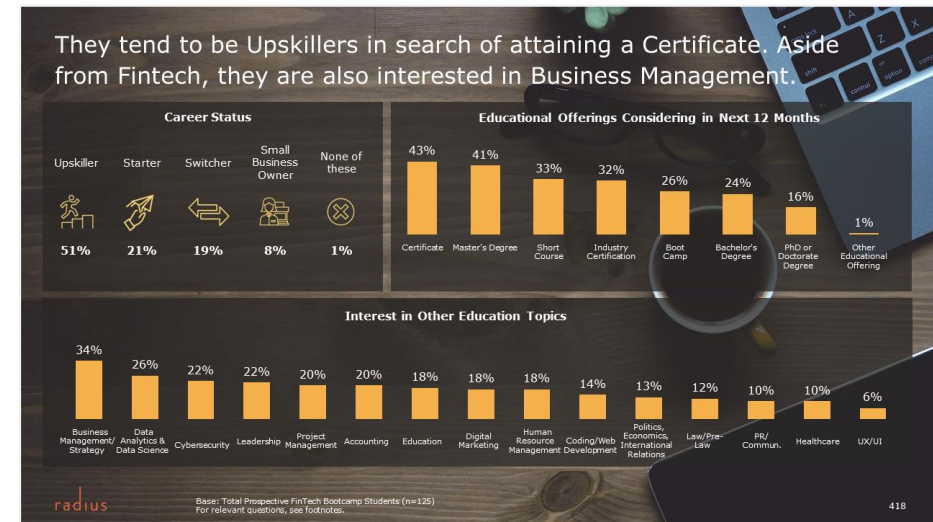
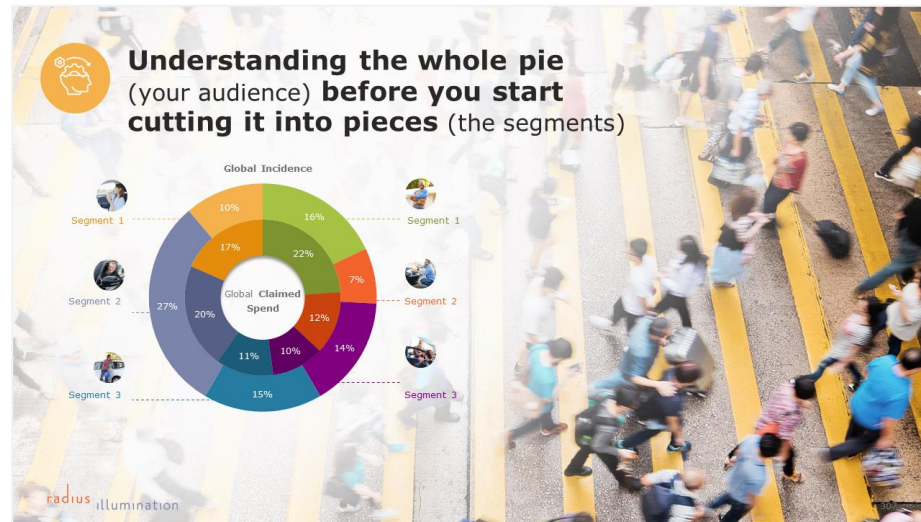
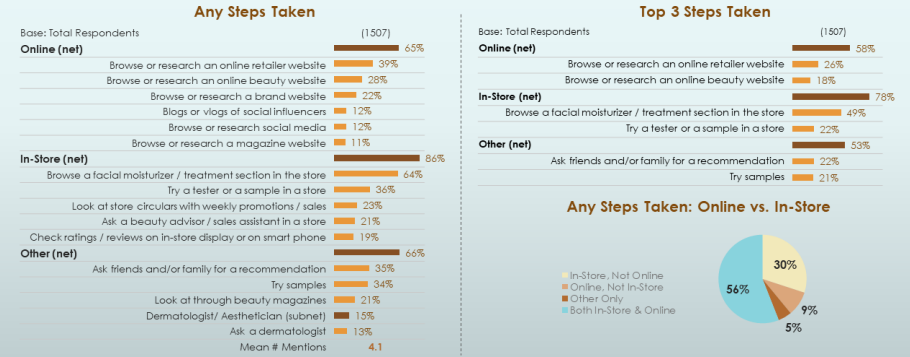
Revenue grows as the most popular program increases in price; but the program's appeal declines among Prospective Fintech Students.

Price Curve of Most Popular Bootcamp

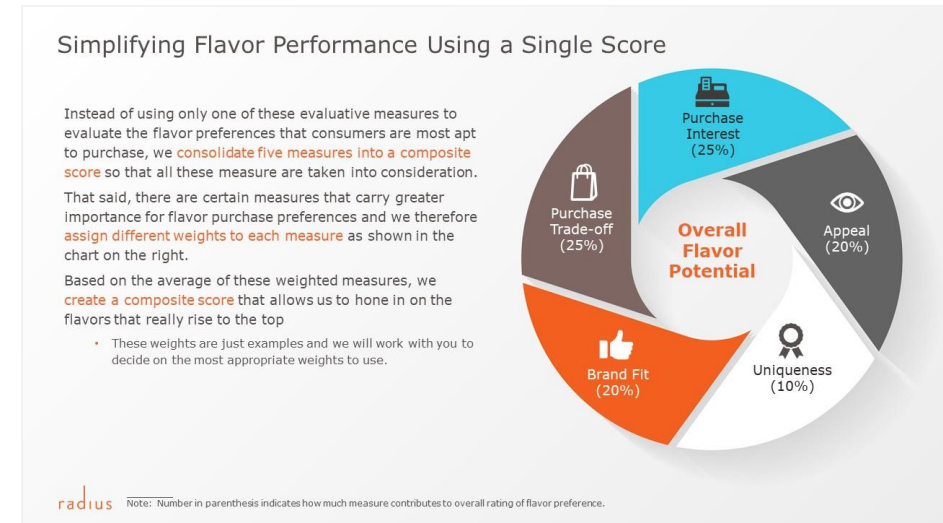
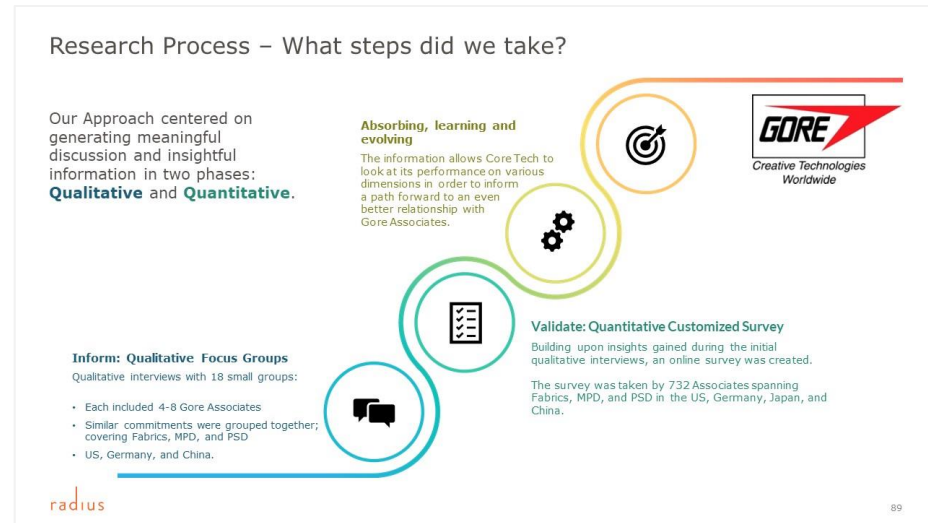
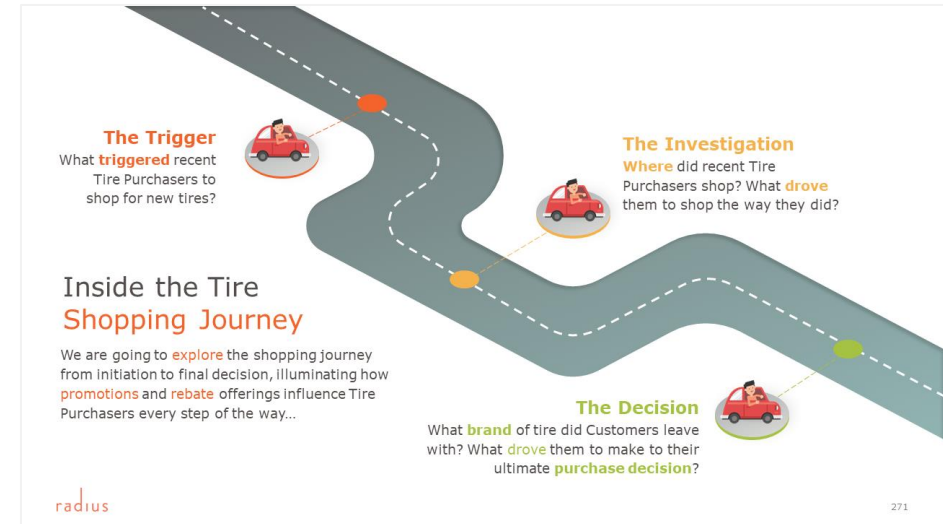
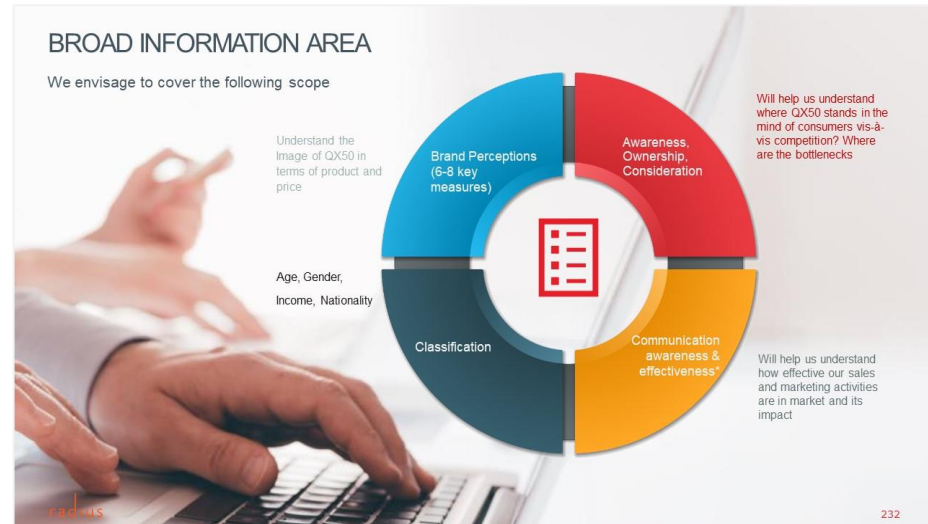


Online vs. Offline Path to Purchase: Total

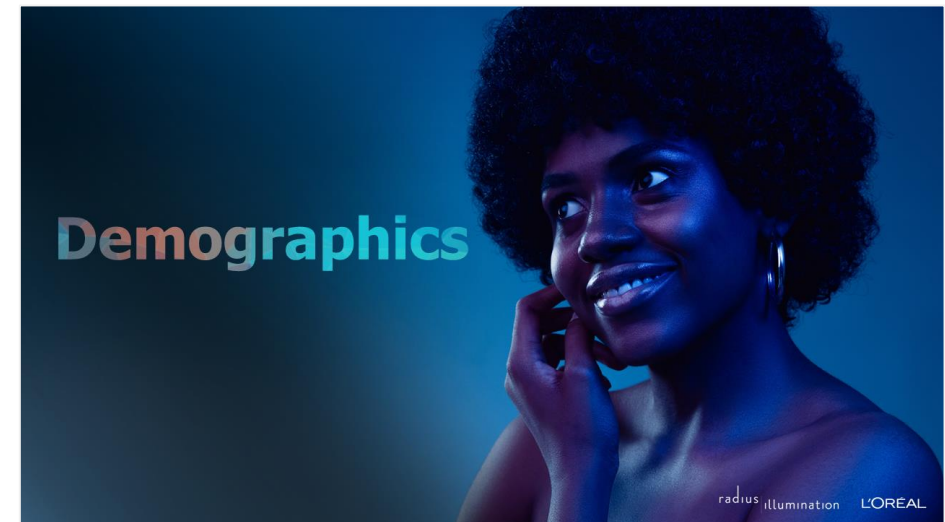
Consumers, on average, have 4 steps in their path-to purchase, with 86% of consumers participating in some sort of in-store activity (with most browsing in-store) and 65% of consumers browsing online. Word of mouth / recommendations and samples play an important role too.
 > Both in-store and online touchpoints are required to reach consumers.



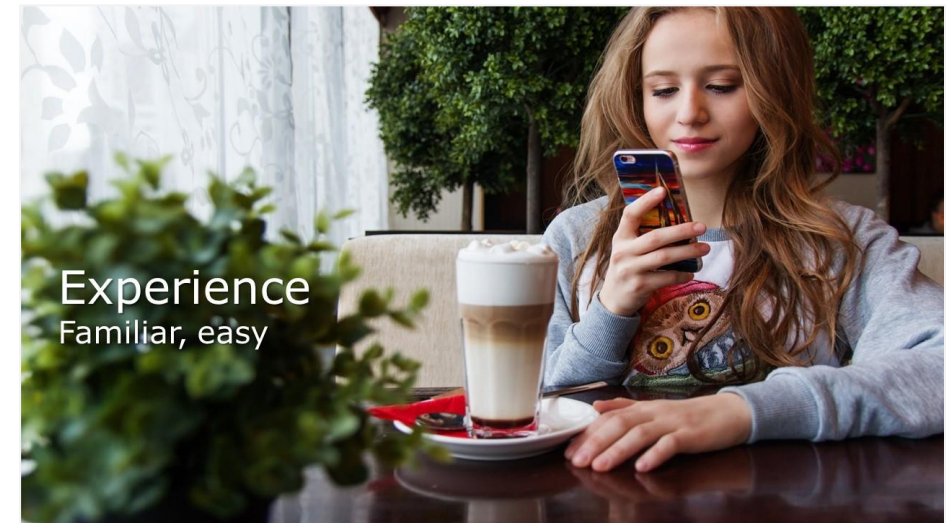
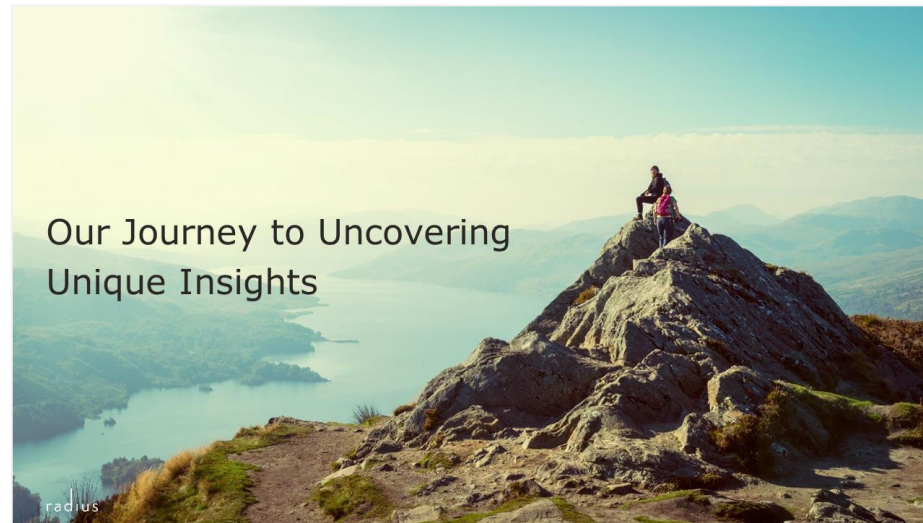
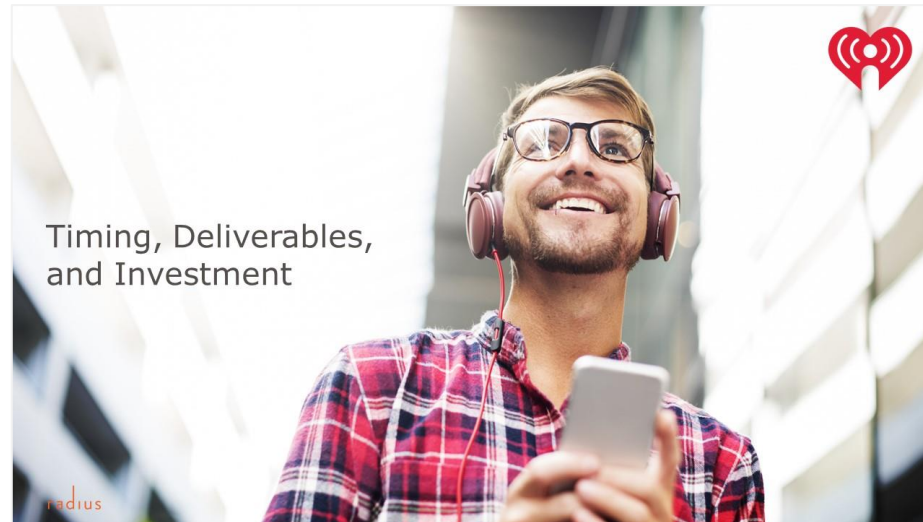
Vector Charts



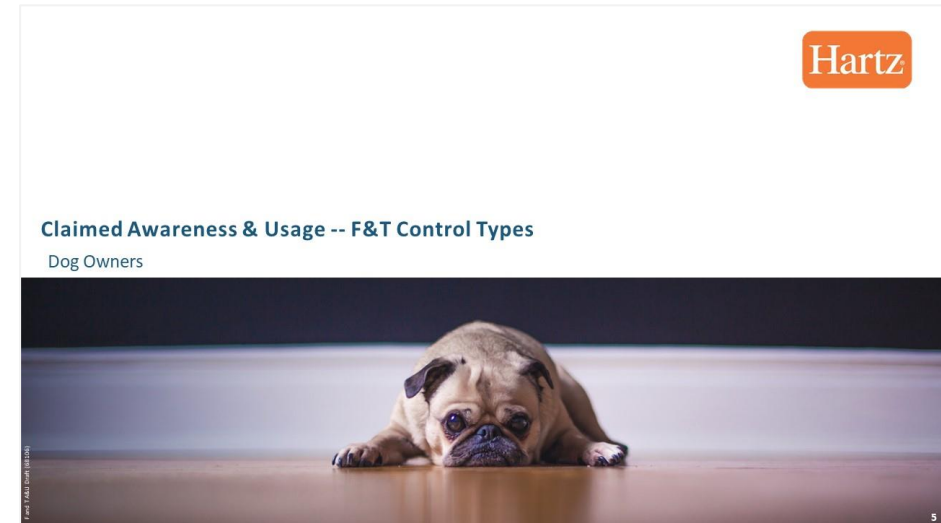
Dividers



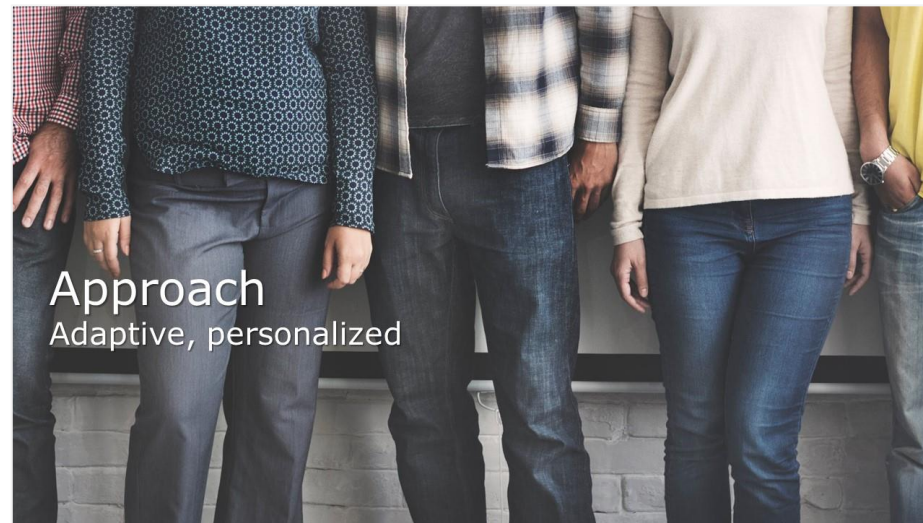
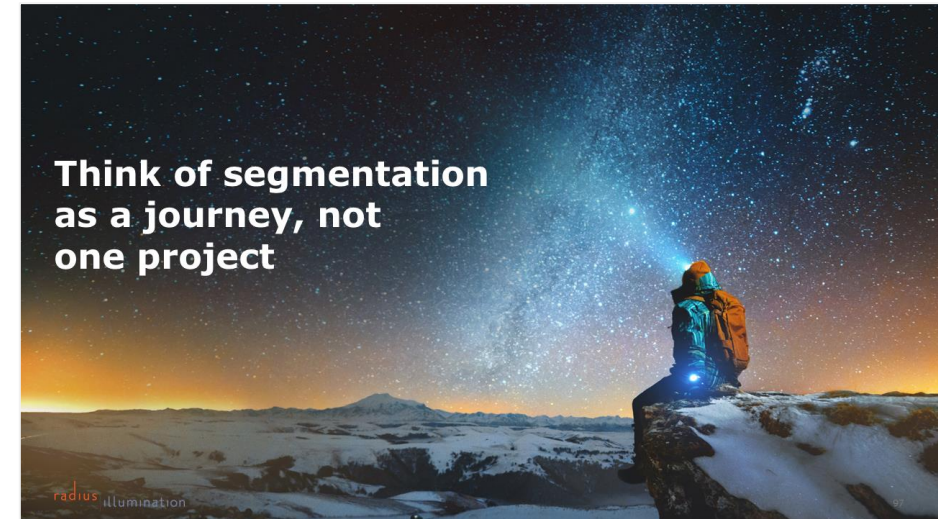
Dividers



Dividers



Dividers



Gonzalo Sanchez

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