



Longwoods e-News Bulletin

Issue No. 001 - October 2005

Quotable Quotes:

"Longwoods International uses integrated data sources to derive not only insights but also implementable models to enable the marketer to play with different marketing mixes to optimize ROI - - - a company of whom the traditional research industry has never heard and yet who is eating our proverbial lunch."

Simon Chadwick, Cambiar L.L.C.
Former Global CEO, NOP World
CASRO Meeting September 2005

View from the Bridge:

Longwoods continues to proceed in a positive direction during the second half of 2005. In addition to **winning a best practices award from the Market Research Intelligence Association (MRIA)** for our work with a leading financial services institution integrating our Longwoods R.O.EYE™ method with CRM, we have emerged as a proven, credible marketing accountability solution for those clients challenged to holistically measure campaign ROI and optimize their advertising, marketing and communications efforts.

Recent Accomplishments & Events:

- **MRIA Award, June 2005** – our recent work with a leading financial institution garnered the MRIA 2005 Integration Award **recognizing excellence in combining database and survey research to quantify the incremental sales impact/ROI of multi-channel marketing campaigns on customer profitability**; adding yet another prestigious peer award to our 14-year track record.

To learn more about the **Longwoods R.O.EYE™ method** call us at (800) 509-8933 or visit our website at www.longwoods-intl.com

Longwoods International specializes in ROI research, from strategy development to measuring the incremental return on investment of multi-channel marketing campaigns. Longwoods' award-winning single-source method – Longwoods R.O.EYE™ - not only quantifies the incremental impact of marketing communications programs on sales, but also provides unparalleled, real-time insight into how to optimize future yields through creative, media and tactical enhancements. It's been adopted by leading marketers across North America, and fielded in the Americas, Europe and Asia. Our methodology has undergone intense scrutiny, and won a number of awards for best practices from our peers given the credible, defensible nature of our findings and insights.

- Longwoods R.O.EYE™ has been identified as a **recommended method by a leading global packaged goods company**, enhancing and extending their marketing accountability/ROI efforts in this ever-changing multimedia landscape.
- A leader in the **global pharmaceutical industry recently placed Longwoods R.O.EYE™ method on their approved vendor list** for measurement and marketing optimization projects. This will include consideration for projects initiated by drug brands, over-the-counter medicines, and health care products.
- **Longwoods' client roster** continues to expand in multiple sectors, adding leading **marketers in the lottery, gaming and major appliances categories** to our multinational client roster.
- **Dr. Bill Siegel**, Longwoods Chairman and Founder, **recently spoke at the Infopresse Media Conference**, Montreal, Quebec on "**Measuring and Optimizing Campaign ROI in a Multi-Channel World**". (To view this presentation, go to www.longwoods-intl.com/ppt/infopresse_media.ppt).
- **Dr. Raymond Pettit**, Longwoods VP of Product and Marketing Intelligence, NY Office, and **Dr. Siegel presented a paper** at the spring **ESOMAR Media Measurement Conference** in Montreal, Quebec titled "**A Framework for Marketing Optimization and Accountability**". (To view this PDF, go to www.longwoods-intl.com/doc_bin/ESOMAR_WAM.pdf).
- **American Marketing Association - 'Applied Research Methods'** in St. Petersburg, Florida on October 25th, **Dr. Raymond Pettit**, Longwoods VP of Product and Marketing Intelligence, **presented a training workshop on marketing accountability practices and approaches.**

Partnerships and Alliances:

Longwoods teams up with comScore Networks to enhance its behavioral diagnostics and online/offline sales impact insights...

In a recent speech by Simon Chadwick, of Cambiar L.L.C. and former Global CEO of NOP World at the CASRO and MRS (UK) annual conferences, **Longwoods International was mentioned in the context of innovative new approaches to market research.** Simon went on to say that "the confluence of a 'behavioral monitoring company, such as comScore' and an innovative new firm would sustain a truly analytic business intelligence company – one that could answer the clarion call for a more broad-based and yet focused understanding of the consumer."

We are pleased to announce that **Longwoods has in fact just consummated a strategic alliance with comScore Networks** as a preferred supplier of online fieldwork to Longwoods. As a world leader in online panel and behavioral monitoring, **comScore Networks will allow us to enhance the diagnostic power of the Longwoods R.O.EYE™ method given their unique cognographic data and online behavioral tracking, thus further raising the bar on holistic ROI measurement and online/offline marketing optimization.** In addition to this, we will be working with comScore to develop new approaches and tools that meet the challenges and issues marketers and advertisers face today in this ever-changing media landscape.

Upcoming Stage Events:

- Association of National Advertisers' Global Marketing Executive Summit in New York City on November 9th. **Dr. Raymond Pettit will be presenting an executive presentation on new approaches to marketing accountability.** He will appear **with David Harkleroad, Global Director of Brand Strategy at IBM**, presenting an integrated picture of the way that marketing leaders are approaching this vital, challenging issue.

Longwoods in the News:

To view one of the many news articles highlighting how clients are benefiting from Longwoods' innovative, actionable research tools to maximize their marketing expenditures and choose from one of the many categories to browse topic-specific news articles or browse our case study files, go to <http://www.longwoods-intl.com/cgi-bin/news.cgi> .

To learn more about the Longwoods R.O.EYE™ method and how it could help you not only quantify the impact of your spend on driving incremental sales, but also increase its impact, don't hesitate to either call us at 1-800-508-8933, email us at info@longwoods-intl.com or visit our website at www.longwoods-intl.com.