

## Fall Foliage

Here at CMI, the changing of the leaves signals the beginning of one of our favorite times of year – planning. In addition to conference presentations by our thought leaders and the usual seasonal increase in marketing research activity as the year winds down, we have been working with a number of you to plan your research programs for the upcoming year. We love being involved at the “ground level”, so please let us know if we can be of help in any way with your planning activities. We look forward to working with you on new and exciting techniques to provide you with the answers you need to drive your business forward.

### ***CMI in the News***

We're excited to share a few quick updates about CMI in the news.

- **Inc. Magazine features CMI:** *INC's* September '08 issue listed the fastest-growing private companies. CMI was featured in their top 5000; the magazine highlighted CMI's forward-thinking ethnographic approach to marketing questions.
- **Ethnography in Action:** Fidelity Investments recently commissioned CMI to explore actions and attitudes of Gen X and Gen Yers toward retirement via iSight, our unique multi-phased observational approach. The study generated a lot of excitement and action as Fidelity demonstrated thought leadership in their industry, and the results were reported by several news agencies. You can view Fidelity's original press release at [http://content.members.fidelity.com/Inside\\_Fidelity/fullStory/1,,7613,00.html](http://content.members.fidelity.com/Inside_Fidelity/fullStory/1,,7613,00.html) or access an AP article from msnbc.msn.com at <http://www.msnbc.msn.com/id/26438632/>

### ***New Developments in the Marketing Research Industry***

- **Evaluating Your Brand's Health:** CMI's most recently published article related to marketing and the marketing research industry highlights key priorities for evaluating your brand's health, particularly in a B2B context. In “Does Your Brand Need a Physical?” (*Business to Business Magazine*, September 2008), Chet Zalesky poses some questions around key issues like brand equity among customers and non-customers, customer segmentation, underlying customer needs, marketing positioning and communications to help you take your brand's pulse. To read the full article, please follow this link: [http://www.btobmagazine.com/Articles/2008/September\\_October/Insights\\_Into\\_Marketingx\\_Does\\_Your\\_Brand\\_Need\\_A\\_Physicalx.html](http://www.btobmagazine.com/Articles/2008/September_October/Insights_Into_Marketingx_Does_Your_Brand_Need_A_Physicalx.html)

### ***Conferences to Keep in Mind – Hope to See You There***

- This week we're at the IIR's *The Marketing Research* event in Anaheim, California, where Mike Mabey, a CMI Account Manager, will be presenting “Taking Messaging to the Next Level: Tapping into Customers' Underlying Emotions to Drive Sales.”
- Christina Liao will be speaking again this year at the University of Georgia's Advanced School of Marketing Research for marketing professionals on Tuesday, November 11<sup>th</sup>. Her presentation on Structural Equation Modeling will introduce this dynamic technique and illustrate how it address a variety of business issues such as brand equity, brand awareness, customer satisfaction, customer loyalty and brand share. *(For additional information about these conferences or the presentations, please reply to this email.)*

### ***A Few Promotions to Announce***

We're pleased to recognize some of our team members who have consistently received rave reviews from clients for providing research reports that drive their business results.

- **Jana Sutherland** has been promoted to Senior Project Manager. Jana is regularly praised by clients and co-workers alike for her organized and efficient approach to project management and her ability to deliver worry-free research.
- **Kat Roberts** has been promoted to Associate Project Manager on the Qualitative Team. Kat brings creativity and vision to the reporting process, often exceeding clients' expectations through excellent organization of the information and descriptive visual illustrations.

\* \* \*

We have many plans for expanding our resources and capabilities to support your needs, and we are eager to put our forward-thinking expertise to work for you. Please call us with questions about our news or to help you brainstorm solutions for a business question you're facing.

(If you would like to unsubscribe from receiving future emails from CMI, please send an email to [info@cmiresearch.com](mailto:info@cmiresearch.com) with the word “Unsubscribe” in the subject. Thank you.)