

Springing into Action

Thanks to all of you for keeping us updated with how this economy is affecting your business. We're glad to serve as a brainstorming partner to help you find the most promising opportunities in these challenging times. Here are a few clever examples we've noticed of how some companies are capitalizing on difficult economic conditions with relevant messages to consumers:

- **Allstate Insurance:** Given recent economic developments, many consumers are having trouble trusting any financial services companies. Allstate's recent "Back to Basics" ad campaign addresses consumer skepticism effectively; founded in 1931, Allstate has lasted through the past 12 recessions, so consumers can still – and always will be able to - trust Allstate's "good hands." The tone is perfect for this stressful time: straightforward, but with an undercurrent of optimism about life's simple pleasures.
- **Hyundai:** In January, Hyundai recognized U.S. consumers' ambivalence about buying a car in the current economy. So they launched the "Assurance Program": new car buyers can return their Hyundai if they lose their job. To date, Hyundai's sales are up for 2009 (about 4.9% at the end of Q1), even though overall auto sales are down by about 40%. So far, the company reported that no cars have actually been returned under the program.
- **Domino's Pizza:** In March, Domino's launched an aggressive multi-media campaign, offering a "bailout for those who need it most right now – hardworking American families." The "Big Taste Bailout" promotion offers deals on pizzas and lets consumers nominate a friend to receive a year's worth of Domino's Pizza products. Most pizza promotions lately have been about new toppings for pizza, but this clever alternative may actually resonate with consumers.

If you'd like to brainstorm new ways to look at your company and customers, in the current economic climate, we're here to help. We look forward to helping you provide answers that will help your business prosper through adversity.

And we hope you can join us for the start of our next webinar on April 15th (details below).

CMI Launches New Webinar Series

For those who have registered for and attended our new webinars, we appreciate your participation and feedback. These webinars were developed to address some high-priority topics you've expressed interest in. Please let us know other compelling topics you'd like to learn more about in the coming months.

In case you missed our recent webinars, you can find the slides and a recording of each session at these links:

- **"Structural Equation Modeling: How it Can Help You Manage Your Business, Understand Your Customers and Learn Why They Buy"** presented by Christian Liao, Vice President of Analytical Services: <https://cmiresearchevents.webex.com/cmiresearchevents/lsr.php?AT=pb&SP=EC&rID=1232512&rKey=36D985A5F939AC0F>
- **"Ethnography in the Digital Age"** presented by Laura Johnson, Qualitative Research Manager: <https://cmiresearchevents.webex.com/cmiresearchevents/lsr.php?AT=pb&SP=EC&rID=1271797&rKey=CB7059F9FF6B507E>

And be sure to attend our next webinar: **"Finding a New Way to WIN: How You Can Leverage Your Research Data to Manage Your Business" on April 15 at 2pm EST**. This webinar will show how integrating your research data into a single web portal enables you to more effectively manage your business by delivering your research results to the right people throughout your organization and aligning your teams to focus on your customers' highest priorities. We'll demonstrate our interactive online tool, which mines more from your research findings - without necessarily changing your current research vendors.

***To register for this upcoming webinar, please click here,
then click the "Register" button at the bottom:
http://www.cmiresearch.com/redirect/Webinar_WIN.htm***

Conference Attendance

- Pharmaceutical Marketing Research Group (PMRG): We were happy to see so many of you at this year's PMRG conference: "Maximizing Brand Potential in a Volatile Market." Bill Salokar, our Vice President of Business Development, is an active member of the PMRG. At this year's conference, he was particularly impressed with discussions of changes in the market as the era of blockbuster drugs comes to a close, and the role market research will play in products targeted to smaller patient segments. If you'd like more information about the conference sessions, please let us know.

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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 keep your research relevant and brainstorm solutions for a business question you're facing.

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