

## Starting the New Year Right

All of us at CMI are hoping you've enjoyed the holiday season and are looking forward to a successful 2009. We've spoken with many of you, and we hear the challenges you're facing in this tough economy. As a result, we're concentrating on the key business issues you've told us you're struggling with:

- Identifying your highest priorities for marketing dollars and resources
- Leveraging your customers' social networks – online and offline – to sell more to more people
- Creating new ways to retain customers and revenue, while spending fewer dollars
- Monitoring and improving your brand's health with customers and key stakeholders
- Fighting off aggressive competitors (especially ones that are just lowering prices) and preparing for patent expirations

We look forward to helping you through these challenging times. We appreciate the chance to work with you using new and exciting techniques that will provide you with the answers you need to drive your business forward.

**And we hope you can join us for the start of our new webinar series on February 12<sup>th</sup>** (details below).

### ***A New Look for CMI***

After nearly 20 years of growing and developing our capabilities, we realized it was time to update our brand to reflect who we are and what we do now. We are very excited to announce the launch of a new brand platform, logo, and tagline this month. Our new brand platform centers around you, our clients, and focuses on how we can help your businesses in relevant ways that improve your financial performance. The platform represents our renewed commitment to understanding your business issues, designing research that addresses your questions, and delivering reports that get to the point.

Thank you to all of you who provided feedback as we analyzed our competitors and developed the new design. What do you think of the new logo?



### ***CMI Launches New Webinar Series***

CMI is offering *free* educational webinars about important topics and developments in the marketing research industry, open only to you – our clients and contacts – and your teams. We will address some high-priority topics that you've expressed interest in, such as new analytical methods, observational research approaches, working with your internal stakeholders, and more

Our first webinar is scheduled for **February 12<sup>th</sup> at 2pm EST** with a presentation from Christina Liao, CMI's Vice President of Marketing Science and Ph.D. in Research, Measurement, and Statistics from Georgia State University. She will present: "**Structural Equation Modeling (SEM): How it Can Help You Manage Your Business, Understand Your Customers and Learn Why They Buy.**" Learn how your Marketing Team can manage both your brand image and customers' experience with your products and services. The session includes an overview of SEM, followed by case studies and discussion of how this tool can be applied to your industry and business issues. ***We will send an email invitation within the next two weeks with a link to register.***

### ***Mplanet Conference, January 2009 – Hope to See You There***

- January 26-29 in Orlando, FL. : CMI is a sponsor of the American Marketing Association's Mplanet 2009 Conference, which will focus on "Navigating the New Marketshpere." Mplanet is a unique forum for B2B and B2C marketing leaders to share the latest marketing thinking, ideas, innovations and visions for tomorrow. ***(For additional information about this conference, please reply to this email or go to [www.mplanet2009.com](http://www.mplanet2009.com).)***

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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 brainstorm solutions for a business question you're facing.

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