



Clear thinking for a complex world.

GLOBAL MARKET RESEARCH

radius



Ten years ago I wrote, “We’re a company that has been in business for over 50 years and yet has continued to push, almost to reinvent ourselves over time so that we continually see our marketplace with fresh perspective.”

A decade into this latest evolution of our company, I can only say that the one way we do not change is in our ever-present quest to change. Our goal today as then is to continue striving for a deeper and broader market research offering. **We’ve expanded our geographic coverage to all 24 time zones.** With that **our people-bench is three times greater;** our methodological coverage spans all aspects of the **intellectual capital proposition that is our core;** the technologies we employ much more wide-ranging. We’ve worked each and every day to make Radius the go-to company for answers meant to **meaningfully affect your business.**

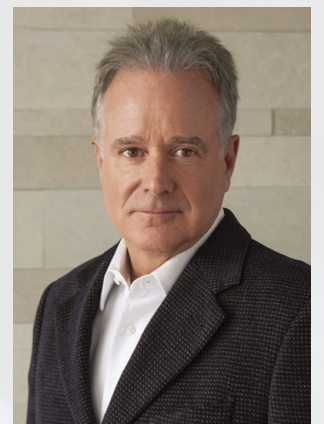
Through an ongoing process of challenging ourselves, the goal has been to maintain best practices across all the many research efforts in which we engage. Our clients expect the operational aspects of the research to be pristine; truly the finest anywhere in our market. The real core for us comes from the **people at Radius who take every engagement from inception through to deliverables,** looking at each stage to optimize the client experience and the power of our research’s impact.

This is a team approach built around your unique needs. It’s an end-to-end process that begins in the issues phase in concert with our clients so that marketing needs are well translated into research methods; and research methods are well translated into business impact. It yields a powerful linkage between issue and solution, much because of the level of involvement from the Radius team.

Radius is fortunate to have remained independent over the years, and has enjoyed **relationships with a wide range of clients many of whom have been with us since our inception.** We are proud of that track record, and it is something for which we are most grateful. Ours is a client service business. If there is any “Report Card” for what we do it is based on the longevity of the relationships we’ve built. In my role as Managing Director, I have the unique position of looking across the many people we have here, and the great number of client relationships we’ve developed. It is without doubt the biggest thrill I get in my professional life; to be able to say time and again our clients “stick.” It is certainly the most singular substantiation that we’re doing it right. Our success is at the behest of our clients, a point each of us at Radius considers very gratefully every day. Our hope continually is that you find the experience with us to be **unique, world-class, and most critically, meaningful for its impact to your business.**

Chip Lister
Managing Director

Chip Lister has led the Radius team of marketing and research professionals since 2004, overseeing the company’s expansion into Europe, MEA and Asia. He has worked closely with the senior management of global organizations to develop research efforts that meaningfully affect their business growth and performance.





Our strength is global brand building.

Building and sustaining a top global brand takes proactive and ongoing commitment to strategically identifying opportunities. In addition, truly understanding the specific issues of the brand in different markets is critical to successful brand performance over the long run.

Radius excels at addressing complex issues in development, marketing and communications for Fortune 500s, multinational companies and other industry leaders. We are a global team of smart marketers and savvy research professionals with diverse experience across dozens of industries. **Our commitment is bringing cutting-edge, custom research solutions to every engagement so that you can maximize your brand growth.**

Our intellectual capital is truly global, as Radius research engagements stretch from Asia, across Africa and Europe, to the Americas. From highly strategic, multi-country initiatives to tightly focused tactical needs, Radius will design the most effective and efficient approach to deliver business-building insights.

➔ **INTELLECTUAL CAPITAL AT THE CORE.** Radius Global Market Research is highly respected among industry leaders as well as among our peers for thought leadership that elevates the marketing and research discussion. Hear Managing Director Chip Lister discuss building a top global brand and other senior executive insights: radius-global.com/perspectives



Driving performance for your brand.

More customers. Increased share of market.
Higher sales and profit. A simple formula
for brand success?

The reality is that **achieving clear-cut, measurable results** is a complicated journey. The marketplace is filled with a vast array of choices in products, services and communications. Customers are fickle in their decisions leaving their loyalty to a brand often in question. Senior management and investors are demanding more innovation to drive brand differentiation, as well as faster speed-to-market.

Companies rely on Radius for **strategic business-building guidance to optimize brand offerings, identify clear innovations, and develop compelling customer propositions**. This is our single-minded focus: taking brands to higher levels of success.

→ **FINGERS ON THE BUSINESS PULSE.** Our monthly Radius Report e-newsletter features relevant business insights and innovative research approaches. Sign up at radius-global.com/signup

Seeing clearly to customer engagement.

Identifying the right mix of price, features, and benefits to maximize customer demand—and determining how best to influence their purchase pathway—is critical to your brand's success.

Radius is experienced at optimizing brand offerings in order to take share from competitors and increase your brand's market penetration. We are skilled at handling complex and critical issues in pricing, line extensions and product or service enhancements. **Our advanced research methods give you a higher degree of clarity in decision-making** and greater confidence in building a business case for supporting existing lines or expanding with new offerings or different market targets.

Once your brand is in market, Radius can profile the purchase process to determine best how to promote your offerings, connect with key decision influencers, and leverage marketing resources that will **maximize your impact with customers.**

The bottom line?

More competitive clout for your brand in the marketplace.



→ **SOLUTIONS ON THE FOREFRONT.** Radius provides advanced and custom solutions for intelligent insights that further your brand's growth. See more: radius-global.com/solutions

Uncovering new opportunities.

What features and benefits do customers see as missing in the market? Which ones are under delivered? Are there differentiating factors that your brand could leverage to drive involvement?

Taking a holistic look at the structure of your market from a buyer's point of view can uncover brand opportunities in new and different ways. **Radius is adept at identifying clear paths to innovations**—those that are compelling; those that are meaningfully differentiated.

To do so, we conduct a strategic assessment of your current competitive landscape. This enables you to **identify which strengths to build on, what barriers to address and overcome, and where opportunity exists to extend and grow.**

Brands pursuing aggressive growth through innovative offerings rely on Radius to guide the development of new products or services, and shape a powerful brand positioning among consumers.

The result?

Choosing the right innovations to motivate customer purchase.



A clear path to compelling propositions.

What's the most relevant and motivating positioning for an existing or new brand? What communication strategies will draw in your key target audiences? How can your brand message cut through the clutter?

Every marketer today is challenged with **developing compelling propositions** that will maximize their position in the marketplace. We know that this challenge is met through a persuasive positioning, a results-oriented loyalty strategy, and highly relevant customer messaging.

Through our proven strategic approaches, Radius can **quantify your brand's equity in the marketplace**, and determine the best path to move ahead. We help minimize your development risk through a deeper understanding of your customers and their needs. Part of the Radius approach is to **recognize that customers use their hearts as well as their heads** to make decisions. So we examine a brand's imagery and personality, as well as its emotional benefits and rewards.

The outcome?

Greater customer relevance for increased share of wallet.



Radius Global Market Research enjoys long-term relationships with global and industry leaders that turn to us again and again for guidance in decision-making surrounding their brand equity, product development, market positioning, customer satisfaction and other issues critical to brand growth.

We are proud to partner with a multitude of consumer and business-to-business companies in industries including:

- Beverages
- Entertainment
- Financial
- Food
- Information technology
- Media
- Packaged goods
- Personal care
- Pharmaceuticals
- Telecommunications
- Travel and tourism
- Transportation



➔ Looking to drive performance for your brand?

Contact Managing Director Chip Lister: 212.633.1100 clister@radius-global.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 issues that deserve a custom approach to every research engagement.

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

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

RADIUS U.S. RADIUS EUROPE RADIUS MEA RADIUS ASIA

For a full listing of office locations, visit radius-global.com