



Advisory Services

iconoculture

ADVISORY SERVICES

ADVISORY SERVICES: WHERE INFORMATION MEETS INSIGHT

Iconoculture's Advisory Services offer ongoing advisory support from our experienced team of Consumer Strategists. With their combined knowledge of multiple consumer demographics, various consumer segments and expertise across a broad range of industry categories, our Advisory Team helps generate more consumer insights and better business ideas in a way that's efficient, cost-effective and in tune with your specific tactical interests and strategic objectives.

FEATURES AND BENEFITS: A FULL-SERVICE RELATIONSHIP

Our Consumer Strategist team brings decades of expertise in advertising and marketing, market research, packaging, brand planning and product development to your most important business issues. The sheer depth and breadth of Iconoculture's coverage give clients the unique ability to leverage overlapping categories and demographics to target specific markets and explore potential growth opportunities.

An ongoing relationship with Iconoculture Advisory Services is based on your company's individual needs:

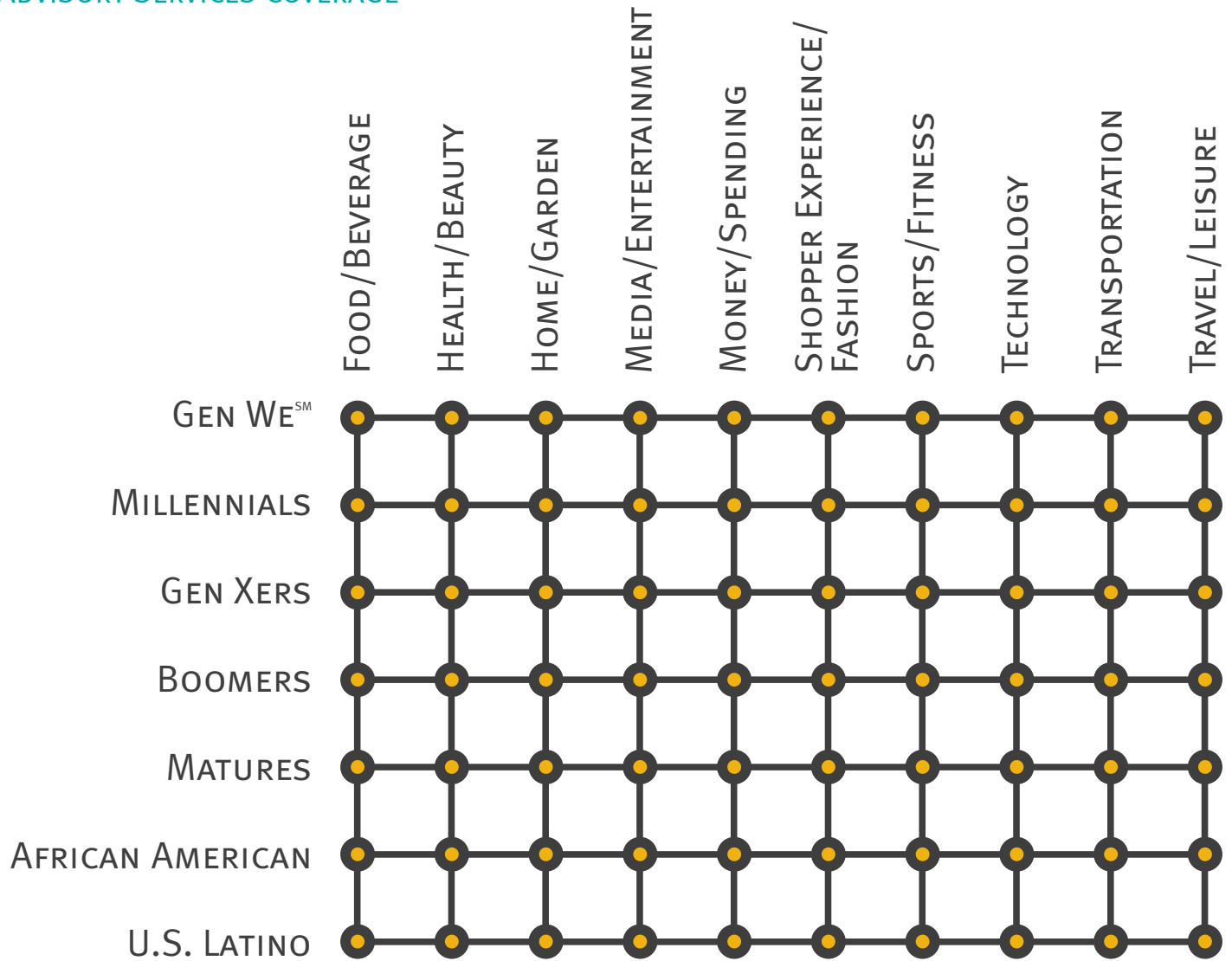
- **U.S. Consumer Advisory Service** — Insight for U.S.-based marketing and product development initiatives
- **Global Consumer Advisory Service** — Global insights to support multinational, multicultural initiatives
- **Global Packaging Advisory Service** — Insight and strategic direction specific to your business, based on the intersection of packaging trends and consumer information

ADVISORY SERVICE APPLICATIONS: AN EMPHASIS ON ACTION

Iconoculture's Advisory Services are designed to accommodate the diversity of the marketplace and support the changing needs of innovative businesses and agencies. Use it to enhance:

- **Market insight** — See how behaviors, expectations and preferences are driven by cultural values and trends.
- **New product innovation** — Explore ways to extend product lines into new territories. Gain insights from brands, products and phenomena outside your category.
- **Consumer segmentation** — Align, enhance and extend the value of your brand's segmentation with deeper insight into a diverse and rapidly changing audience.
- **Strategic planning** — Identify emerging opportunities and imperatives in the consumer and competitive marketplace. Chart innovative courses of action and reaction.
- **Tactical refinement** — Finetune positioning, packaging and pitches. Pinpoint the source of problems and identify solutions.

ADVISORY SERVICES COVERAGE



QUESTIONS? GO TO THE SOURCE.

Find out how Iconoculture's Advisory Services can get you closer to the consumer than ever before.

Contact Iconoculture today.

244 First Avenue North, Minneapolis, MN 55401
p: 612.642.2222 f: 612.642.2299 e: insight@iconoculture.com w: iconoculture.com

© 2009 Iconoculture, Inc. Iconoculture is a registered trademark of Iconoculture, Inc. All rights reserved.

iconoculture