

In life there is
always more than
one way to go.



The same is true
of Research.

That's why we think it's
important to have an
expert along for the ride.



Nobles Research can help you map out a research plan that leads to the answers your business needs.



Nobles Research is experienced in helping its clients gather the insights they need to make smart business decisions. Our success has come by designing qualitative research to allow our clients to explore the minds and hearts of their consumers. Our research has helped them gain answers to the following business questions.

- ◆ What is my brand's personality?
- ◆ What are the habits, practices, behaviors and motivations of my target audience?
- ◆ Which marketing headlines, taglines best fit with the brand's identity and equity?
- ◆ What benefits are most appealing to our consumer?
- ◆ Which advertising campaign best communicates the benefits of the product?
- ◆ What product prototype is most appealing?
- ◆ Which package design is most eye-catching, fits with the brand's equity and the product's benefit?



An expert guide can offer the direction you need.



Selecting a research approach can be challenging and confusing. We believe our experience and expertise has positioned us to expertly guide you through the research process from start to finish.

- ◆ Our Founder has been designing research for over a decade.
- ◆ We have conducted research in a variety of industries including consumer packaged goods, health care, video games, pet care, retail and public relations.
- ◆ Experience with brands like Glad, Folgers, Bounty, Puffs, Mr. Clean, Pedigree, Tag, Enbrel, Provigil, King Kong, Splinter Cell, Flooring America, McSwain Carpets
- ◆ Conducted hundreds of focus groups and interviews.
- ◆ Conducted research throughout the United States and worldwide.



Customized research so you can travel a mile in your customer's shoes.

Nobles Research designs research so that you can obtain a deeper understanding of your consumer. By traveling a mile in your customer's shoes we believe you can gain the insights you need to make smart business choices. To help you do this we use a variety of research approaches and techniques.

- ◆ **Metaphor Elicitation**
- ◆ **Storytelling**
- ◆ **Mind Mapping**
- ◆ **Projective Techniques**
- ◆ **Focus Groups**
- ◆ **In-Depth Interviews**
- ◆ **Online Bulletin Board Focus Groups**
- ◆ **In-Context Research** (In-Store, In-home)



Every journey is unique.

We understand that your business challenges are unique and every research project is different. When you work with Nobles Research you can expect to be asked the following:

- ◆ What are your research objectives?
- ◆ What business questions are you trying to answer with this research?
- ◆ What does success look like for you when this research is completed?
- ◆ How do you plan to use the findings from the research?

These important questions form the basis of a conversation that allows us to design and conduct research that will help you better understand your target audience.

We can help navigate.



Get in touch with your consumer without leaving your office.

Online Bulletin Boards allow for highly involved discussions with your customers over an extended time frame. This tool allows you to bring together participants from all over the country, even world to participate in the discussion.

In fact, **OBB's** can provide more feedback than traditional focus groups because respondents take more time to formulate their answers, respond at their convenience and each respondent answers the question.

A virtual backroom allows you to participate in the research without having to leave your office.

Demonstrations of this exciting tool are available!



Customized Research for Your Needs

In research there is always more than one way to go. Let Nobles Research be your guide.

We would love to partner with you on your next research project.

Why not invite us along for the ride?

You can learn more about us at
www.noblesresearch.com

You can contact us by phone at
[813.977.7700](tel:813.977.7700)
or by email at
info@noblesresearch.com

