

MARKETING RESEARCH SERVICES

Your marketing decisions must be built on a foundation of solid research.

In today's marketplace, the economic and political costs of bad or delayed decisions are high. That's why product and service providers turn to us for help.

i+s, the leading brand serving commercial interior designers and architects, specializes in helping commercial building product and service providers understand the perceptions, motivations, and behaviors in the commercial building marketplace.

i+s offers a complete range of quantitative and qualitative marketing research services including:

- Image and perception studies
- Brand marketing studies
- Competitive positioning studies
- New product marketability studies
- User habits and trends

Our leading position in the marketplace allows us to query such audiences as:

- Interior Designer
- Architect
- Owner/Principal/President/Partner
- Corporate Executive/General Manager
- Project Manager/Other Manager
- Staff Architect; Staff Space Planner/Interior Designer

Research Methods

Depending on the needs of our clients, interiors+sources can choose from a wide range of methods and analysis techniques, including:

- Discovery and analysis of secondary data
- Review and analysis of institutional data
- Conjoint analysis
- Max-diff analysis
- Telephone surveys
- Web-based surveys
- Mail surveys
- In-depth interviews
- Moderated discussion groups
- Geographic and demographic analyses

