



How do you work with clients?

We work with our clients on a project-by-project basis but act as strategic business advisors. We combine our depth of knowledge and our experience in a wide range of planning and research techniques to design, implement and provide solutions to our clients' needs seamlessly, both domestically and internationally. This is why we have long-standing relationships with the majority of our clients. An obvious benefit to clients is having an ongoing strategic partner combined with the flexibility of working with us on an as-needed basis.

We can work with our clients in a variety of ways. Clients can choose to be as involved as they want in a project. They can outsource an entire project to us with limited client involvement or can work closely with us throughout the entire process, brainstorming concepts, providing input into questionnaires and guidelines, observing fieldwork firsthand.

Internally, teamwork is an integral part of the creative process. We work in teams to generate the most dynamic thinking and thus provide our clients with the strongest solutions possible.

Whether we're working with a long-term client, or beginning a new relationship, we immerse ourselves in your business and industry. We constantly strive for innovative, creative and strategic thinking, and we continually deliver on that promise. Our clients have appreciated the results, and describe us as leaders in the marketing and planning sector.