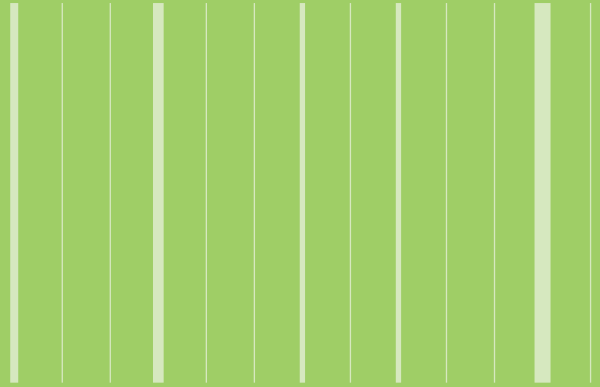


re-


again: anew <research>





re* search

refine your strategy. optimize your tactics. confirm suspicion.
challenge convention. discover opportunity. shed new light.
realize change. silence critics. see the future.



Re-search: To search again.
To search anew.

Re - It may be the most powerful prefix in the English dictionary. **Re** is demanding. **Re** never accepts half-hearted effort and never settles for an average result. Paired with the word “search” - **Re** says that no matter how much is known about a product or service, there is always more to learn, another spark of inspiration to ignite, another nugget to discover.

At **DRI**, we believe wholeheartedly in the **Power of Re**. As market research experts, we are committed to helping our clients:

Re-discover the power of their brand.

Re-connect with customers on a more personal level.

Re-think what was previously thought to be impossible.

Re-view all activities to ensure maximum ROI.

Harnessing the **Power of Re** and combining it with great attitude and fresh thinking enable us to deliver useful information to clients in a wide range of businesses – across the country and around the globe.

In short, we provide **unique perspectives** in marketing research.





re*discover

reach out. engage your target. gain insight. find out what's right. find out what's wrong. recognize risk. avoid problems. find answers. validate beliefs.

Rely on the strength in numbers

At DRI, we use quantitative methods to deliver reliable, structured, objective findings that provide the insight you need to make decisions with confidence.

Web-based surveys

DRI's in-house programmers have developed proprietary software that enables DRI to offer the latest techniques for the secure collection of online data. Our creative and flexible solutions include: advanced graphics, conditional branching, consistency checks, conjoint methods and multi-media stimuli, to name just a few.

Online panels

DRI has created and maintained its own panel of consumers who are available to participate in research studies. We also maintain a number of proprietary customer panels for our clients.

Telephone surveys

DRI contracts with a number of strategic interviewing partners to meet our clients' data collection requirements. We also maintain a small telephone interviewing service of our own to support the requirements of several core research programs.

Mail surveys

DRI's field services group manages direct mail research programs ranging in size from several hundred pieces to tens of thousands.

Intercept interviews

DRI's strategic partners can provide intercept interviewing anywhere in North America.

DRI is an EXPLOR (EXemplary Performance and Leadership in Online Research) recipient, conferred by the American Marketing Association.





re*connect

talk to your customers. listen to their opinions. find out what's on their mind. hear what they want. learn what matters. explore new ideas. discover possibilities.

Go straight to the source

Our trained and highly-skilled qualitative research staff will interpret the attitudes and behaviors of your target audience and determine what motivates them.

Focus groups

Online or in-person, we have conducted thousands of group discussions on a wide variety of topics. Whether we travel to the location of your choice or run the session at our facility in Kennebunk, ME — every detail of your qualitative engagement will be handled with complete professionalism.

In-depth personal interviews

Nothing generates the depth of information you need like a face-to-face consumer interview. DRI's trained professionals are some of the best in the business.


Executive interviews

Our senior research staff offers decades of experience in conducting executive interviews on a wide range of topics.



re*
think

question what seems obvious. test effectiveness. get buy-in.
identify strength. eliminate weakness. listen to feedback.
confirm validity. gain focus. feel confident.



Place your trust in our experience


Working together for nearly two decades, our research team has developed well-defined areas of expertise. You can be confident in DRI's ability to deliver experience-based, **unique perspectives** in:

- Advertising research**
- Attitude and usage studies**
- Brand research**
- Business-to-business, including government agency research**
- Concept/positioning studies**
- Customer/employee satisfaction**
- Package research**
- Product research**
- Publishing research**
- Retail research**
- Strategic studies**
- Technology evaluations**
- Tourism research**



re* view

we're dedicated. we're experienced. we care. we love what we do. we work hard. we develop. we deliver. we analyze. we inform. we help.



Tell us about you

At DRI, we want to know what's keeping you up at night, what gives you pause and what drives you crazy. We want to understand the things you need to know and the things you wish you knew. We want to hear about everything that makes your decision-making process difficult so that we can figure out how to make things easier.

That's the promise of DRI. That's the *Power of Re-*.

Digital
Research inc. **DRI**

Unique Perspectives in Marketing Research

re-

discover
connect
think
view

Digital
Research
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