



Established in 1987, Nanos Research (formerly SES Research) is one of North America's premier market and public opinion research firms.

We put strategic intelligence into the hands of decision-makers.

Whether you are charting a new corporate expansion, engaging employee input or navigating a complex public policy issue, executives like you turn to Nanos Research as their trusted research partner.

When you think of NANOS -  
think quality, service and insight.

NANOS RESEARCH GROUP Nanos Research • Justason Market Intelligence • MBA Recherche • Thinkwell Research



## The NANOS Approach

### Quality Research



When you invest in research, you want to be confident that you receive the insight and intelligence that will help chart the best course for success. We provide experienced counsel on complex challenges.

Our foundation for success is actually quite simple - we painstakingly focus on every detail.

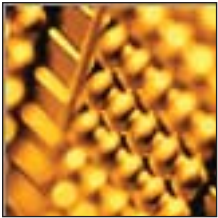
### Quality Service



Our clients notice the quality of our service. We have earned our success one satisfied client at a time. Every assignment is important to us and a senior corporate leader in our organization is assigned to every project.

A good research partner is available, listens, and works with clients to find actionable solutions. Nanos Research succeeds when our clients succeed.

### Competitive Attitude



Competition spurs action, innovation and creativity. Decisions in a competitive environment impact the bottom line. At Nanos Research we embrace competition.

We understand what it is to give our clients the competitive edge so that they remain or become leaders in their field.

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## Our Record of Success

As a full-service firm, Nanos Research brings the right tools to every research challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos Research capabilities that clients have called upon.

In the lead-up to a major **labour negotiation**, a multi-billion dollar corporation turned to Nanos Research to conduct research and provide advice on its corporate reputation and positioning.



Nanos Research helped chart the course for the **market expansion** of one of North America's leading retailers. Nanos Research conducted market and customer research which helped the retailer grow market share to number one in its class while expanding from 40 to 220 stores.



A global advocacy organization chose Nanos Research to **reposition a major international campaign** as part of an effort to increase support for the cause and to influence decision-makers.

As part of a policy renewal process, a federal government department retained Nanos Research to conduct an **environmental scan** of policy initiatives around the world.



A leading industry association relied on Nanos Research to conduct research, **test creative materials** and provide advice related to its image and government initiatives which impact association members.

Nanos Research has conducted major brand research and provided expert analysis for numerous **trademark litigations**.

For a federal government department, Nanos Research developed an over-arching service delivery **performance measurement framework**.

Faced with negative press, a leading advocacy organization turned to Nanos Research to conduct research among donors, members and the general populace to manage its reputation and craft a **communications campaign**.

In the 2004 and 2006 national federal elections in Canada, Nanos Research conducted a **nightly tracking** initiative in conjunction with CPAC, Canada's Political Channel. In both elections Nanos Research was recognized as the most accurate at predicting the outcome.

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## Capabilities

Nanos Research has the scope and capacity for every assignment. Our organization has offices in Ottawa, Toronto, Montreal, Vancouver and Halifax.

### Telephone Surveys

Nanos Research regularly conducts large-scale telephone-based quantitative research across North America through its call centres which are equipped with predictive dialers. Our call centers are located in Toronto, Montreal and Vancouver with full capability in English, French, Mandarin and Cantonese.



### Online Surveys

Nanos Research also provides custom designed online surveys. Using a random e-mail list for the target segment or a list from a client, Nanos Research has consistently delivered high participation rates with its online surveys. Nanos Research remains at the forefront of this expanding field, offering innovative solutions and products in online research.



### eDeliberative Polling and Online Dialogue

The newest addition to the Nanos Research suite of services is eDeliberative - a hybrid quantitative/ qualitative service that uses online dialogue software. eDeliberative facilitates discussions and captures views by using customized software developed by Nanos Research. It is ideal for deliberative polling, customer or public Town Hall consultations or policy issue dialogue initiatives.



### Qualitative Research (Focus groups/elite in-depth interviews)

Whether you're testing new creative concepts or exploring new communication lines, Nanos Research provides full-service focus group research across Canada to meet the qualitative research requirements of our clients.

### Mystery Shopping

With our own in-house network of over 3,000 mystery shoppers across Canada, Nanos Research is among a handful of research firms with a fully integrated mystery shopping field capability.

### Management Consulting and Strategic Advice

Many of our assignments fall outside traditional public opinion research and include conducting program reviews for government agencies, developing stakeholder consultation strategies, and providing policy research and analysis. We have provided counsel to senior executives on projects ranging from the privatization of government services through to being expert witnesses for complex corporate litigation.

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## A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyse complex issues.



## The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



Contact us today for your next research project.  
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