



NANOS

trusted insight and strategy

NANOS RESEARCH GROUP

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Your Trusted Advisor



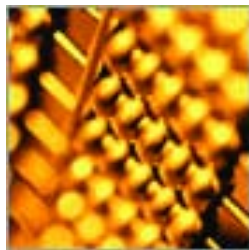
As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. Whether you are charting a new corporate expansion, engaging the public or navigating a complex public policy issue, executives like you have turned to Nanos as their trusted research partner since 1987.

Nanos offers a full suite of services ranging from small market research engagements through to strategic assessments and mission planning.



The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We’ll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



Our Record of Success

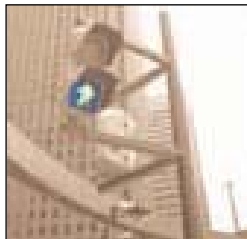
As a full-service firm, Nanos Research brings the right tools to every challenge to ensure success. The sample assignments listed below demonstrate the broad range of Nanos Research capabilities that clients have called upon.

For a national advocacy campaign, Nanos provided advice and counsel on key campaign activities as part of a monthly **strategy retainer**.



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 decisionmakers.

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 overarching 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**.

Nanos Research is regularly commissioned to conduct public policy research and is one of the most trusted brands in collecting, measuring and understanding public opinion.



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 analyze complex issues.

Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.



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.



www.jenkinsresearch.ca



www.thinkwellresearch.ca



www.justasonmi.com



www.zincresearch.com

Contact us today for your next research or strategy project.

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