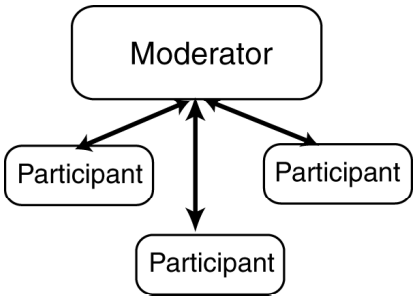
Obidicut Research™

Obidicut Research lets you take the pulse of your marketplace more quickly and conveniently than traditional focus groups and surveys.

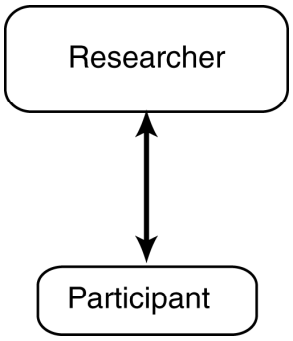
In this age of economic uncertainty, you need to act more quickly with an even clearer sense of the needs of your market. Traditionally, market feedback has been garnered by focus groups held at multiple locations, or by quantitative market surveys of current perceptions of the marketplace. Both approaches require too much time and money to be used frequently, making it difficult to get timely feedback, tune programs and re-evaluate strategies on an as-needed basis. In contrast, Obidicut Research can capture feedback from targeted groups and individuals more cost effectively, with increased clarity, and in a more timely fashion through Web conferencing.



Web focus groups let you reach out to market members quickly and effectively, from the convenience of your office. For more in-depth feedback, Web market panels allow you to present ideas and solicit feedback from individuals anywhere in the world.

Web Focus Group
A Web focus group begins capturing relevant data from each participant during a registration process. Once the meeting starts, the group moderator controls the discussion by presenting information – such as creative concepts, software demonstrations, product features, and design drawings. The moderator elicits feedback from the group using verbal discussion, polling tools, forms and other means. A post-session questionnaire can capture additional data after the group digests your presentation. All meeting activity can be recorded for detailed post-event review.

Web Market Panels
Where the interaction of a focus group is not required, Web Market Panels can elicit feedback from individual market participants. In these one-on-one meetings, you can show creative ideas and products to individuals anywhere in the world and get their responses in real time. You can set the pace of viewing, capture first impressions, and measure retention. Orchestrated properly, a Web Market Panel can capture timely feedback from broad geographies in hours. With results available almost in "real time", market response becomes an integral part of your planning and development process.



Program Elements – Obidicut Research combines all the elements needed to ensure a successful Web conference:

- **Process** to plan, prepare and execute high quality Web Focus Groups and Market Panels.
- **Knowledge** of best practices for planning, materials, presentation, interaction, and follow-up.
- **Resources** to support your conferencing: Web and audio conferencing services as well as Web and e-mail infrastructure.

Obidicut Delivers – Obidicut Research starts at $4950 for a complete Web research package. You leverage our experience planning and executing Web conferences and meetings for a variety of companies and industries. Moreover, we draw on decades of experience in business processes involving marketing, sales, operations and technology. We focus on the business value and measurable results made possible by Web conferencing.

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