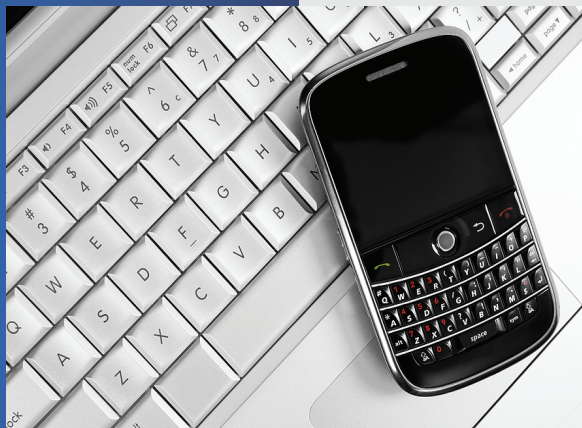


MEDIA & ADVERTISING

Hansa has a strong tradition of utilizing the latest tools in media and advertising research, coupled with a seasoned team of industry experts, to support clients as they hone their outreach strategies. Previous projects have answered key research questions for clients via such approaches as message testing, ad awareness measurement, and pre- and post-ad testing.

The proliferation of new media technologies and channels has created a complex, multi-dimensional landscape that organizations must now successfully navigate in order to convey their message to an ever fluid marketplace. We are dedicated to helping make our clients' brand and product outreach a relevant, personal experience, employing targeted media and advertising effectiveness research within the context of a forward-looking consultative practice.



Hansa has broad experience in Media and Advertising market research, including the following:

- Pioneering work in new media technologies, including a first-to-market product test of a TV-enabled cell phone prototype
- In-depth profiles for consumers of Internet, cable, satellite, DVR and DVDs globally
- Development work for one of the major television networks on a value-add positioning program targeted at older baby boomers
- Television channel subscriber and viewer analysis

including comprehensive profiling of media preferences, programming and time of day usage, mood mapping, and other techniques to provide insight into programming preferences relative to different viewer segments

- Ad testing at global, domestic, and market-specific levels
- Impact of Green on product and brand communications research across a host of industries globally

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.