

RESEARCH

Understanding what to measure, when to measure and how to measure isn't always apparent. Whether you're looking at campaign performance, website traffic or your brand reputation, our research and analytics teams are experts at developing actionable business intelligence insights.

Tap our institutional knowledge — and generate your own findings — by working with AIM to increase your market and customer intelligence. We offer a range of options, through a constellation of focus groups, brand audits and market testing. AIM Marketing services is creative, credible and connected. Work with us and use data to your advantage when making high impact business decisions.

WE CAN HELP YOU WITH:

- Market Testing (concepts and products)
- Media and message research (advertising/ campaign effectiveness)
- Brand awareness and positioning
- Communication strategy
- Industry and competitor analysis
- Distribution channel and pricing
- Omnibus studies
- Controlled focus groups
- 1:1 Interviews

