

▪ **A GUIDE TO** ▪
SECOND WIND
RESEARCH SERVICES



1424 Penn Avenue, Wyomissing, PA 19610
Phone: 610-374-9093 Fax: 610-374-9238
www.secondwindonline.com

BE a better agency!

SECOND WIND RESEARCH GIVES YOUR AGENCY THE POWER TO GROW!

Second Wind offers a full suite of secondary and primary research services to meet your daily needs for current clients, new business prospects, or your own internal use. We have assembled these services over the past nineteen years and have built a department that rivals any large agency. Second Wind Research is available only to Second Wind Members.

Our intention is to become an important part of your agency's research capabilities. Our hope is that you will be able to take the services offered by Second Wind and integrate them with your agency's current services. All of our research is customized to fit your specific needs.

The process is simple. Just call **610-374-9093** and ask for Second Wind Research.

Please take a few minutes to review our extensive services list outlined in the following pages.

MEET OUR RESEARCH TEAM 4

SECONDARY RESEARCH

Industry Ad Spending Analysis 6
Company Ad Spending Analysis 6
Creative Samples 6
GET SMART™ Articles Search 7
Market/Industry Research Reports 7
Market Briefings 7
Monthly Clippings 7
Company Profiles 7
Target Audience Demographic Profile 8
Target Audience Psychographic Profile 8
Target Audience Media Profile 8
Target Audience Profile Value Package 8
Trade Publications Data 9
Consumer Publications Data 9
New Business Lists for Clients 9
New Business Lists for Agencies 9
Federal/State Trademark Search 10
Common Law Search 10
Logo/Design Search 10
Trademark Registration 10
Area Demographics 11
Zip Code Search 11

PRIMARY RESEARCH

Instant Surveys 13
Ad Testing 13
Customer Satisfaction Studies 14
Focus Groups 14
Depth Interviews 14
Competitive Intelligence 15

VALUE RESEARCH PACKAGES

First Meeting Package™ 17
Let's Get Serious Package™ 17
Current Client "r-e-s-p-e-c-t" Package™ 17

CONSULTING PRODUCTS

Bullseye™ – A Complete Target Market Assessment 19
Competitive Landscape™ 19
Customer Data Crunch™ 19

MEDIA SERVICES

Media Planning Services 21
Media Buying Services 21

MEET OUR RESEARCH TEAM

■ Heidi Ziemer

Research Director

heidi@secondwindonline.com

Heidi has been with Second Wind since 2004. She is the acting Research Director, overseeing the daily research department activities, as well as fulfilling members' research needs.

Heidi has a B.A. in Art History from Skidmore College and a Master's degree in Library and Information Science from the University of Pittsburgh. Her adept searching skills and problem-solving ability allow Heidi to quickly assess and satisfy our members' diverse research needs.

Heidi coordinates and facilitates both secondary and primary research projects on a wide variety of business-to-consumer and business-to-business topics.



■ Jennifer Mikes

Research Associate

jennifer@secondwindonline.com

Jennifer joined Second Wind in 2006. She holds the position of Research Associate and works in tandem with Heidi to assess and fulfill members' research needs.

Jennifer has a B.A. in History from Smith College and is currently working toward her Master's degree in History at Harvard. Jen, as she prefers to be called, is stationed in Boston not far from the rich historical sites of the city. Her out-of-the-box thinking, combined with a deep desire for knowledge, make her a proficient and flexible researcher.

Jen coordinates and facilitates both secondary and primary research projects on a wide variety of business-to-consumer and business-to-business topics.



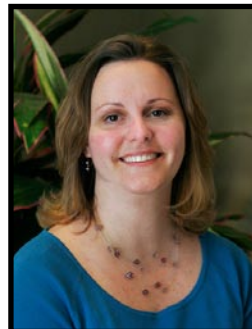
■ Laurie Mikes

COO

laurie@secondwindonline.com

Laurie has been with Second Wind since 1996. Her first responsibilities with the company were to oversee the implementation and growth of a full-service research department to address the needs of Second Wind member agencies. She acted as Research Director for nearly seven years before assuming the role of Chief Operating Officer.

Laurie remains involved in the daily research activities of Second Wind and acts as an adviser and sounding board for Heidi and Jen. She continues to participate in department growth by spearheading the expansion of Second Wind's primary research capabilities.



■ **SECONDARY RESEARCH** ■

Secondary research is existing data and information that can be accessed through traditional and online sources. Examples include published reports; trade association research and publications; directories; government sources; databases; and commercial reporting.

Your agency should use secondary research to:

- Get smart before a new business meeting
- Help write marketing and strategic plans
- Serve clients' informational needs
- Keep up with trends in your clients' industries

AD SPENDING AND TRACKING

■ Industry Ad Spending Analysis

Using SIC codes, industry ad spending reports provide average industry ratios, including advertising as a percentage of sales; advertising as a percentage of margin; and the trend from last year to this year. This information is very useful when determining how much clients or prospects should spend on their advertising budget.

\$50 per industry

■ Company Ad Spending Analysis

An ad spending analysis provides information on how much money a specific company or brand has spent on advertising during the previous 12 months.

The analysis includes:

- Total dollars spent on advertising
- Dollars spent by media type
- Specific media vehicles used

Thousands of companies, brands and media vehicles are tracked. This analysis is great for determining what the competition is spending, helping clients and prospects determine a budget and creating detailed media plans.

\$325 1-3 companies

\$450 4-6 companies

\$575 7-10 companies

**Ad spending information is only available for the top 100 markets in the US. Lower ranked markets are not covered. Reports include a wide variety of media vehicles for each market; however, many local and regional media vehicles are not tracked. An ad spending report will not provide a complete picture of a company's media expenditures but rather a snapshot of the media vehicles a company uses and their dollar allocation to those vehicles.*

■ Creative Samples

In addition to tracking advertising expenditures, Second Wind can provide creative samples on a competitor-by-competitor basis. Samples are available for magazine advertising on a national level and spot TV advertising on a market level.

Viewing competitive creative is important in developing a client's advertising positioning and execution style. This service ensures that you have the most current samples available.

Please call 610-374-9093 for a customized quote.

COMPANY AND MARKET INTELLIGENCE

■ GET SMART™ Articles Search

Second Wind can search numerous compiled databases encompassing thousands of domestic and international trade and consumer publications, newspapers and newsletters. A GET SMART articles search is an excellent way to collect recent information and data on any company, client, product, service or industry.

\$200 per search; includes up to 15 full text articles

■ Market/Industry Research Reports

Do you need to know what's happening in a specific industry? If so, we have access to data and information from thousands of market research reports and briefings. Available for almost any industry, data typically details market growth trends, market environment, demographics, marketing strategies, industry forecasts and more.

Please call 610-374-9093 for a customized quote.

■ Market Briefings

If you need a quick overview of a specific industry, ask about a Market Briefing. These condensed reports provide succinct bullet points on market size, market share, key players, forecasts and trends. They are a great way to prepare quickly for a new business meeting with a prospect.

\$200 per briefing

■ Monthly Clippings

Sometimes your client just wants to keep up with recent news on their industry, competitors, clients and other related topics. This package offers a monthly notebook of clippings on whatever subject they are interested in. We search our voluminous databases of consumer and trade publications selecting information by keyword and compiling the most relevant results.

Enhance your client relationships by bringing them something new every time you meet.

**\$200 per month; includes unlimited full-text clips
(3-month minimum)**

■ Company Profiles

Company Profiles are a great way to get the inside facts on thousands of public and privately-held companies. These profiles provide a "snapshot" of the company including a business summary, officers' names, financial information, SIC codes, revenue information and operating income breakdown.

\$150 per company

TARGET AUDIENCE PROFILING

■ Target Audience Demographic Profile

If you need demographic information for a specific target audience, including break-downs of age, household income, marital status, number of children, education levels, etc., then you need a target audience demographic profile. This report is available for over 2000 target audiences, including categories like vodka drinkers, golfers, Volvo owners, mattress purchasers and many more.

Let us know what target audience you are interested in profiling and we'll contact you to confirm what information is available before we proceed. This profile offers complete target audience demographics to help you focus a pitch or campaign strategy.

\$275 per report

■ Target Audience Psychographic Profile

In addition to demographics, we can compile a target audience psychographic profile for thousands of potential target audiences. A psychographic profile offers you a glimpse inside the minds of your target audience and includes buying behavior and life-style information, such as sources of buying influence, hobbies and preferred activities.

This is a great way to learn what really motivates your target and allows you to appeal to their sensibilities.

\$275 per report

■ Target Audience Media Profile

The target audience media usage profile complements demographic and psychographic profiles by providing the preferred media of your chosen target audience.

If you plan to place media for a client selling consumer goods or services, this report will help you choose the best radio formats, cable stations, consumer publications and TV shows. This is a surefire way to be on target with media planning and placement.

\$275 per report

■ Target Audience Profile Value Package

If you need all three target audience reports, take advantage of this cost saving package. We'll deliver a complete set of Demographics, Psychographics, and Media profiles for your target audience. Save more than 10% when you purchase all three.

Valued at: \$825

Your Cost: \$725

MEDIA PLANNING RESEARCH

■ Trade Publications Data

Do you need a list of trade publications targeting the construction industry or manufacturers of machine tools? Second Wind can search its compiled lists of trade publications providing you with complete details of publications that meet your criteria. Details include editorial profile, contact information, circulation figures, rates, readership analysis and much more. This is a great way to review all the possibilities before planning your media strategy.

\$95 per hour

■ Consumer Publications Data

Would you like to target avid golfers or patrons of the arts? Second Wind can search its compiled lists of consumer publications to find complete details on the publications that reach your target audience. Details include editorial profile, contact information, circulation figures, rates, readership analysis and much more. This information will help you focus your media plan on publications most likely to be read by your target audience.

\$95 per hour

LIST SERVICES

■ New Business Lists for Clients

If you are involved in building a direct marketing campaign for one of your clients, Second Wind can help you compile and secure the most appropriate list for your needs. We can provide the highest quality direct mail lists, as well as email lists for both business-to-business and consumer campaigns.

Lists can be built using a variety of criteria including business/consumer demographics, geography, specialty data and much more.

Second Wind provides list counts at no charge. Lists are typically delivered in 1-2 days.

\$225 administration fee, plus a per-record charge

■ New Business Lists for Agencies

Every agency needs to focus on their new business program to ensure a successful and stable future. Second Wind can help you identify and secure your best prospects so you can pursue new business effectively and efficiently.

We'll walk you through a new business objectives questionnaire to help identify the appropriate list-building criteria before we get started.

Lists are compiled in 1-2 days and delivered as tab-delimited files for easy import to your database management programs.

\$225 administration fee, plus a per-record charge

TRADEMARK CLEARANCE AND FILING SERVICES

■ Federal/State Trademark Search

A Federal/State trademark search is the first step in determining whether your proposed tag lines, product names or company names are available for presentation to your clients and for potential use in commerce.

A trademark screening provides a full-text search of the federal and state trademark databases to uncover marks that may potentially be in conflict with your proposed marks. The results also uncover usage/ownership information on file with the respective Trademark Offices.

Note: International searches are also available. Call us to inquire.

\$200 per mark

■ Common Law Search

Trademarks in use may be protected under common law trademark rights even if they are not registered. A common law search covers 20 million business names from American Business Information and Dun and Bradstreet databases; 5,000 online sources published by Information Access Company (IAC); and extensive trademarks collected and updated from over 300 trade publications.

\$600 per mark

■ Logo/Design Search

A logo/design search of the federal database determines if the mark you have developed for your client may be in conflict with similar designs or logos. The search covers all industries and provides visual samples of registered marks in question for direct comparison with your design.

\$1,500 per logo/design

■ Trademark Registration

Once a mark is cleared for use, it is advisable to apply for a federal or state level trademark. Trademark registration provides a public record of the details associated with your mark, including first date of use, goods and services rendered, owner information, registration and serial numbers. Registration is highly recommended to gain maximum protection for your trademarks.

\$600 administration fee, plus applicable government filing fees (\$375 per class federal; state fees vary)

GEOGRAPHY-BASED RESEARCH

■ Area Demographics

Get a comprehensive demographic makeup for any zip code, metro area, county or state in the United States. Demographic characteristics include total population, number of households, average household income, households with children and much more. The data is based on the latest U.S. Census. Let us know the region you are interested in and we'll provide a full report.

\$125 for up to 3 geographic areas

■ Zip Code Search

Give us a starting-point zip code and a radius, and we will give you all the zips in that radius. This is a great tool to help you compile zips for purchasing highly targeted mailing lists.

\$95 per hour

■ PRIMARY RESEARCH ■

Primary research is used to obtain original, proprietary data through vehicles such as mail, telephone or Internet surveys, depth interviews and focus groups. Primary research includes two types of research: qualitative and quantitative.

Qualitative research is an exploratory or operational study based on in-depth analysis of group or individual interviewee responses. It most often deals with a restricted sample of individuals that is not necessarily representative of a larger population. It may be the preliminary phase of a quantitative study or stand-alone research.

Quantitative research assesses attitudes or behaviors, measures variables and, compares/correlates data. It is most often conducted via surveys of a sample size representative of a larger population.

Your agency should use primary research because:

- It provides more specific information than secondary research.
- It may help define the problem or provide new hypotheses for solutions.
- It aids in designing highly targeted marketing efforts.

■ Instant Surveys

Using our powerful Internet survey tool, Second Wind can design and facilitate an on-line survey in a matter of days. These surveys are great for quickly gathering opinions and feedback on a broad variety of topics. You can really impress clients with your ability to react at a moment's notice and provide quantifiable results.

Surveys can be sent to a variety of respondents, including our in-house members list, compiled lists from third party sources or lists supplied by clients or prospects.

Second Wind has developed a variety of surveys to fit our members' needs and the needs of their clients.

- Logo/Tagline Feedback
- Consumer Opinion
- Creative Testing and Feedback
- Brand Awareness
- Client Satisfaction
- Product Satisfaction

Survey facilitation: \$500, includes set-up, transmission to Second Wind's in-house list and tabulation

Survey writing: \$95 per hour, or members can supply their own survey questionnaire

Outside lists: Estimates provided upon request

■ Ad Testing

Launching an ad campaign is costly. Help clients get the most from their ad dollars by providing target audience feedback prior to launching an ad. Ad testing may use one of several techniques. The process involves presenting creative advertising materials to individuals within a target market to determine the ad's impact.

Focus the message. Test a variety of messages to see which are most appealing to your selected target audience. Weigh your options. Let your customers, targets and key stakeholders provide valuable input.

Ad Testing is a service customized to fit your needs. Please call for more information on pricing and timing.

Please call 610-374-9093 for a customized quote.

■ Customer Satisfaction Studies

Customer satisfaction studies provide timely, reliable feedback on an organization's responsiveness, products and/or services. Studies are based on customer reports, as they become the best advocates or detractors, depending on their experience.

Management learns quickly about any problem, before it can damage an organization's reputation. Management can reward employees who are doing well, and direct their efforts to those who are not. Since perceptions are tracked over time, you can see the results of changes, and learn what does and does not work.

Customer Satisfaction Studies are a service customized to fit your needs. Please call for more information on pricing and timing.

Please call 610-374-9093 for a customized quote.

■ Focus Groups

Focus groups are discussions in which a skilled moderator asks a set of carefully crafted but open-ended questions designed to uncover respondents' thoughts, feelings and habits regarding a subject or product. The open-ended nature of the questions allows the moderator to react to respondents' answers with new questions designed to dig deeper into an issue than typical question/answer survey research.

Focus groups are an invaluable source of information about the thoughts and reactions of actual consumers. Listening to real live consumers in a comfortable setting provides a unique opportunity to strengthen your understanding of the market. Focus groups are famous for providing information no one expects to hear. The open discussion format allows respondents the freedom to raise points that managers and researchers never considered.

Focus Groups are a service a customized to fit your needs. Please call for more information on pricing and timing.

Please call 610-374-9093 for a customized quote.

■ Depth Interviews

Depth interviews can be conducted by telephone. These sessions may run as long as 45 to 60 minutes, but follow the same format as face-to-face interviews. Telephone interviews allow a skilled moderator to reach respondents in many different cities.

Depth interviews are ideal for exploring topics not easily discussed in a group setting (i.e., sensitive personal issues or strategic/proprietary business topics that respondents might be reluctant to discuss in front of competitors). These one-on-one sessions are also used when respondents are spread out geographically and cannot meet in a group setting.

Depth Interviews are a service customized to fit your needs. Please call for more information on pricing and timing.

Please call 610-374-9093 for a customized quote.

■ Competitive Intelligence

The competitive intelligence process gathers vital information on markets and competitors, analyzes and interprets the data, and devises strategies to develop successful marketing plans and gain competitive advantage.

Competitive intelligence helps you and your clients access information for making better decisions about products, services and customers, and improving job performance. Competitive intelligence efforts provide rare insight into your client's competition, their organization, philosophies, behavior and strategies. This information allows confident strategic direction, and keeps your clients ahead of the competition.

Competitive Intelligence is a service customized to fit your needs. Please call for more information on pricing and timing.

Please call 610-374-9093 for a customized quote.

■ VALUE RESEARCH PACKAGES ■

As your relationship with a client or prospect grows, your research needs increase. Second Wind is with you every step of the way. We have created several value research packages focused on different phases of your client/prospect relationships.

By ordering research packages instead of à la carte research, you can get more complete information *and* reduce costs.

Order a package and save BIG!

■ First Meeting Package™

The first meeting with a prospect is crucial. Our First Meeting Package™ provides you with research that ensures a great first impression.

The First Meeting Package includes the following data based on availability:

- A briefing/overview of the prospect's industry (\$200 value)
- Ad spending data for your prospect (\$325 value)
- A brief article search covering industry trends and company news (\$200 value)

Never go to a first meeting without it. In today's highly business-oriented environment, prospects want to know that you are in tune with their needs and their industry.

Valued at: \$725

Your Cost: \$525

■ Let's Get Serious Package™

Once you're beyond the first meeting and have made a commitment to pitch and win this business, you need the Let's Get Serious Package™. This package includes more in-depth information on the company, and their industry, competition, channel, target audience and much more. This information is geared to making your agency look like an expert.

The Let's Get Serious Package includes the following data based on availability:

- A briefing/overview of the prospect's industry (\$200 value)
- Ad spending data for your prospect and three of your prospect's competitors (\$450 value)
- An in-depth article search covering industry trends, competitor news and marketing strategies (\$200 value)
- Target audience demographic, media and psychographic profiles (\$825 value)

Valued at: \$1,675

Your Cost: \$825

■ Current Client "r-e-s-p-e-c-t" Package™

Winning a client is not a one-time deal. You must continually "win over" your client by educating your agency and your client about recent issues, trends and best practices. The Current Client "r-e-s-p-e-c-t" Package™ will help you gain a position of parity and prove to your client that you are their long-term strategic marketing partner and not just a vendor.

The Current Client "r-e-s-p-e-c-t" Package includes the following data based on availability:

- Ad spending data for your client and two of your client's competitors (\$325 value)
- An in-depth article search covering current industry trends, and company/competitor news (\$200 value)

Valued at: \$535

Your Cost: \$425

■ CONSULTING PRODUCTS ■

One of the best ways to move your relationship forward with a prospect or client is to offer marketing consulting rather than just advertising services. Consulting products and services are used by many Second Wind Members to position their agencies as capable marketing partners and to make high margin fees at the front end of a relationship, before creating any ad concepts or planning any media. We believe your agency should move toward offering these types of high margin/high intelligence products to your clients.

Following are some consulting products we have developed that are only available to Second Wind members. Offer them to your clients. We will do all the work through Second Wind, so you can sell them to your clients, adding your markup and valued-added fees.

Consulting products can be very profitable for your agency!

■ Bullseye™ – A Complete Target Market Assessment

Most clients need—and crave—more information about their own customers and end users. The Bullseye™ report consists of a full analysis of your client’s primary and secondary target markets. We will give you all the statistics, plus interviews with a sampling of both primary and secondary users. All of this is bound in a first-class report focused on your client’s customer base. All great agencies do this.

Give your clients and your agency a boost using a proven, big agency method.

Please call 610-374-9093 for a customized quote.

■ Competitive Landscape™

Your clients may know some of their competitors, but do they have the information to effectively compete against them? We can provide a thorough competitive landscape by scanning our voluminous databases for competitive information and utilizing “snoops” to call dealers, distributors, reps, end users and customers. The result: a very comprehensive report delivered through you to your client that perfectly positions your agency as a “partner.”

Please call 610-374-9093 for a customized quote.

■ Customer Data Crunch™

Your client gives you appropriate sales and customer data, based on a template we provide. We provide the strict confidentiality agreements necessary as a part of this service. We then take the data and crunch the numbers every way but Sunday, using our own proprietary software.

Out of this comes a complete book of reports on purchase and customer data—who buys most, who buys least, where they are located, what they buy, how often they buy, trends to recognize, segmentation studies and so many things your client has never seen before, it makes your agency look like a star. This positions you as an agency that knows a lot about your client’s customers. In our experience, the key to being a strategic marketing partner with your clients is to possess data.

Please call 610-374-9093 for a customized quote.

■ **MEDIA SERVICES** ■

Second Wind knows that not all of our members have the necessary media planning and placement skills to satisfy every client. If you find yourself in a position where you need to work with a media partner, give Second Wind a call. We will either work with you directly, or match you with an appropriate media partner, depending on your project needs.

■ Media Planning Services

If you lack the time or expertise to write a media plan for a client, call Second Wind. Our media planning partners and experts can strategize and write any sort of media plan including consumer, trade, business-to-business, online media and much more.

Please call 610-374-9093 for a customized quote.

■ Media Buying Services

When the plan is written and approved, Second Wind's media planning partners and experts can help you with media buying and negotiations in every major US and Canadian market. These services cover all forms of media, including TV, radio, cable, out of home, print and online.

Please call 610-374-9093 for a customized quote.

ALL YOU HAVE TO DO IS CALL

As James Taylor once sang, “Winter, Spring, Summer or Fall, all you’ve got to do is call, and I’ll be there... you’ve got a friend.” It is the same with Second Wind Research. One call links your agency with a group of research professionals who are just waiting to help. Plus, because we only work for Second Wind members, and never work on competitive assignments, when you call us you can be assured that we are only working for you.

As we said, it’s like having your own research department right at your agency. Call us anytime.

610-374-9093

Heidi Ziemer - heidi@secondwindonline.com

Jennifer Mikes - jennifer@secondwindonline.com

Or access your research department directly through our website at: www.secondwindonline.com