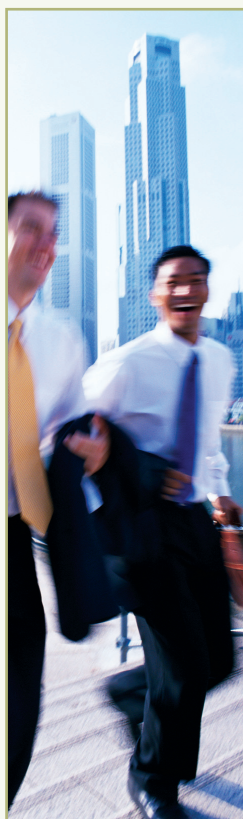




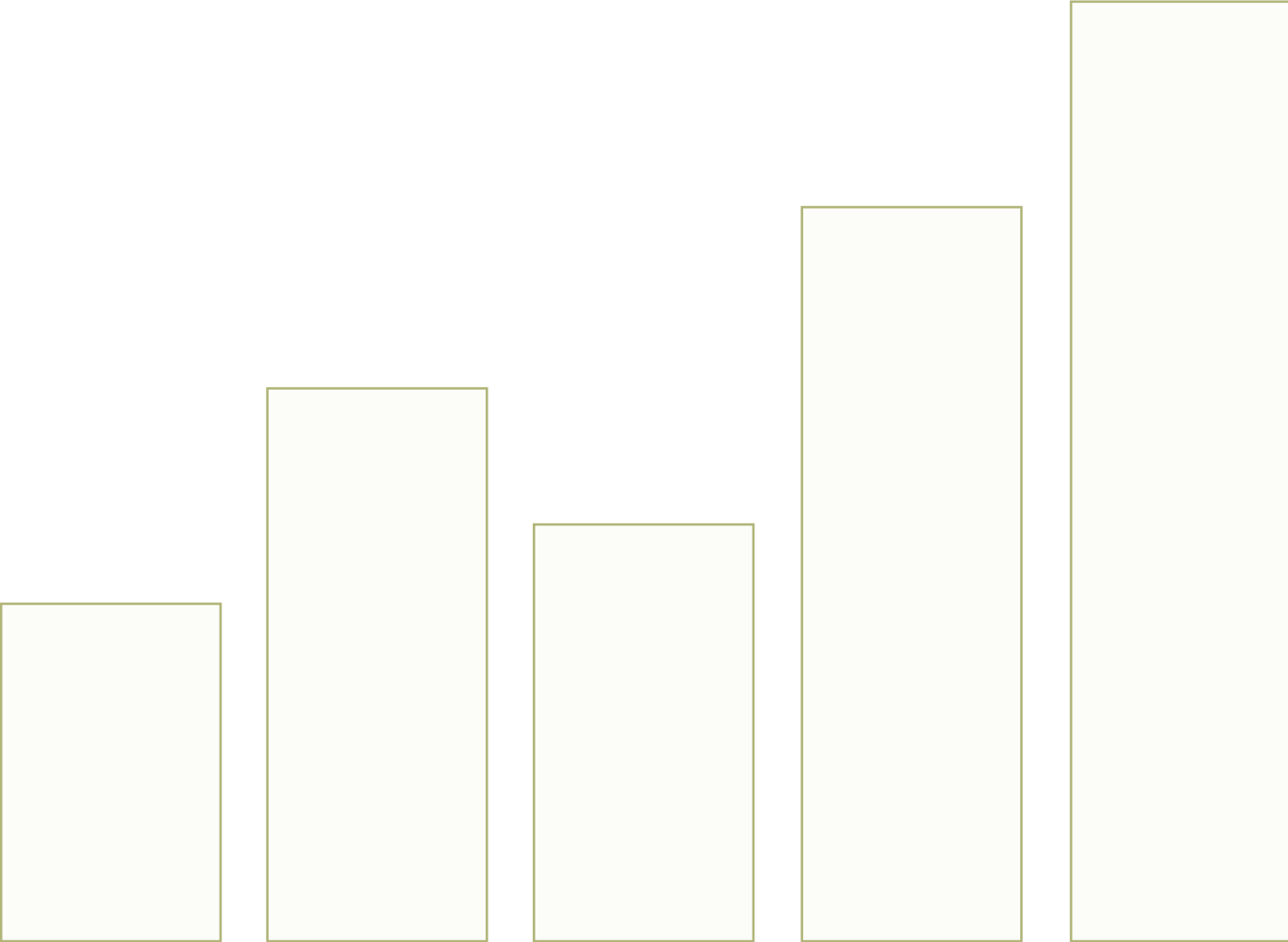
THINK SMARTER. MOVE FASTER.



GET KNOWN FOR BEING RIGHT



Let's be honest, you don't have time





to read this.

So we'll cut to the challenge.

Your market is changing. The target is moving.
You don't have the luxury of being on time – you
have to be way ahead. You have to be smarter, now.
Before you discover the competition already is.

You need strategy that moves faster than your challenges.

Smart thinking that translates data into opportunities.

Research that delivers not just reports – but results.





CLARITY THAT GIVES YOU CONFIDENCE

"You'll never find junior staff making senior decisions here. We build relationships by delivering results."
– Michael Cohen,
founder and president



"Our competitors move fast – we have to move faster. We can't wait for major studies but we can't afford to be wrong either. Cohen Research Group finds the relevant answers to help us win."
– Andy Hessabi, Market
Research Manager,
Network Solutions

Cohen Research Group answers the questions behind the reports. What motivates your audience? Where should you invest your time? What messages matter? We work to understand your mission, take up your passion, and focus on what you need to win.

We're partners who get it. That's why you get results.

SUCCESS. NOT STATISTICS.

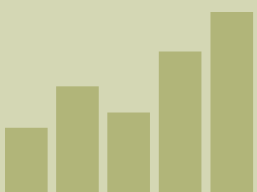
We keep your goals in mind, from start to success. Here's what to expect:

STARTUP. We meet with you to define research goals and map out a plan for reaching them. We don't waste your time: We only ask questions that have real-world outcomes.

PROCESS. You benefit from smart strategies that yield measurable progress – working through complex issues and changing priorities. Your team will be energized by a "can-do" focus and resources as varied as your challenges.

PRESENTATION. We keep our presentation comprehensive, yet on point. Your team will know what's ahead – and what's down the road. Whether investigating or reporting, we never forget research is about people, not data.

ACTION. You make decisions with confidence; we supply help to enact the change. We stay with you to evaluate results, plan next steps, move ahead to the next level – creating a continuous cycle of success.



RESULTS. NOT REPORTS.

We add a smarter perspective – to the full range of research. Whether in the corporate world or public arena, in the U.S. or internationally, you'll receive strategies and services that put you ahead.

COMMERCIAL

Market research

- Focus groups
- Consumer surveys
- Face-to-face interviews
- Internet panels

Consulting

- Strategic planning
- Branding and product strategies
- Website testing and evaluation
- Crisis management

POLITICAL

Public policy

- Focus groups
- Opinion surveys
- Issue tracking
- Exit polling

Consulting

- Campaign management
- Message development
- Donor and stakeholder positioning
- Coalition mapping



“Cohen Research Group has gone beyond standard research to probe operations, marketing, every customer touch-point - to give us answers that work.”
– Sean Dee, Chief Marketing Officer, Hard Rock Cafe



“Michael Cohen never got sidelined by the daily crises a candidate faces - he believed in my underdog campaign from the beginning - helped us make history.”
– Nancy Argenziano, Florida State Senator

RESEARCH. RESULTS. REPEAT.



BENEFIT FROM AFFORDABLE APPROACHES WE'VE DEVELOPED FOR OUR CLIENTS

– for deeper insight, faster results.

ActiveLoyalty™ – Metrics you need to keep loyal members active, and active members loyal

Brand Health Scorecard™ – Quantifying the elusive secrets to your brand's success

CompetitiveMessaging™ – Fast crisis management to gain the “message advantage”

PoliTracking™ – Strategic tracking of messages and issues for long-term leadership



GET KNOWN FOR BEING RIGHT.

You're facing challenges now. Let's get started on the solutions.

Call us to discover how we can move your mission ahead.

Phone 202 558 6300

Headquartered just a few blocks from Capitol Hill, the group is led by Michael D. Cohen, Ph.D. – an innovator in research techniques who combines experience with some of the world's foremost researchers with expertise helping leaders succeed. He works directly with every client to ensure results.

WHEN YOU NEED UNCOMMON CONFIDENCE



THINK SMARTER. MOVE FASTER.



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