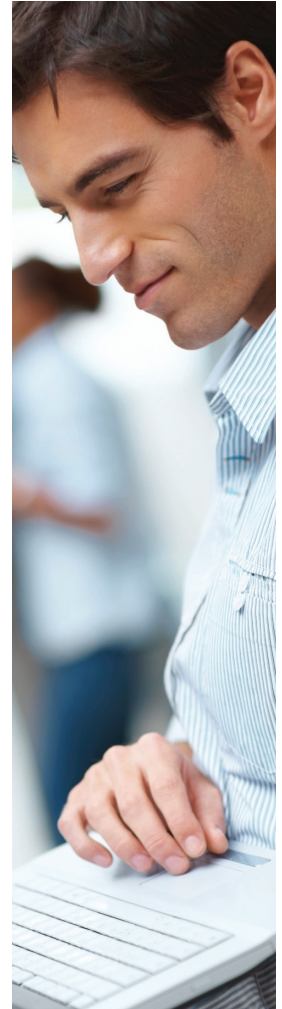


PitchPerfect™



Description: Turn Every Pitch into the Game-Winning Homerun

PitchPerfect from SSI is a custom research service built to deliver fresh insights with the high speed, low cost and top quality that successful pitches demand. With PitchPerfect, you can ask five questions by noon on Monday—and have the answers in hand on Wednesday, straight from a representative sample of 1,000 US consumers, balanced by age, gender and region. You even can include images without adding time. So you can meet even the tightest deadline.

Finally, there is a research tool that gives you the fast turnaround you need to compete—at a price you can afford. Our remarkable two-day turnaround is yours for just \$2,000—and the price drops to just \$1,500 for each additional 5-question block. Want to save more? Commit to a multi-wave subscription to cut costs further—and ensure you are prepared for every pitch thrown your way. With PitchPerfect, the more questions you ask, the more money you save!

You get your information in easy-to-use, easy-to-export Excel® data tables, with standard banners, including age, gender and region. So you can quickly incorporate it into presentations. You also can choose to add custom banners *ad hoc* for a minimal added fee. Is anything out of bounds? To be sure PitchPerfect meets its two-day turnaround, skips, terminates and videos are not part of the package. All other question types—both closed- and open-ended—are in play!

Importance: With the Pitching Process More Costly Than Ever, You Need Research That Helps Deliver Big Wins at a Small Price

Pitching for work has never been more competitive or costly. According to Michael Gass Consulting, each pitch can cost, on average, more than \$100,000. In spite of this high price, a Worldwide Partners survey reveals that only 5% of agencies in North America—and only 31% globally—are compensated for pitching business. And payment typically is just a fraction of what the pitch actually costs.

In this environment, it is critical that every pitch delivers a win. Research that lets you demonstrate your market knowledge and set your pitch apart can be the edge you need to ensure you get full payback on your investment.

Benefits: Broad Reach, Low Cost, High Speed, Top Quality and Expert Support

PitchPerfect delivers all the benefits of working with an industry leader, including:

- > **The widest access.** SSI has the proven reach to deliver your 1,000 completes every time.
- > **The fastest turnaround.** With PitchPerfect, you go from inquiries to insights in just two days.

(continued)

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OFFLINE
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MULTI-MODE

- > **The lowest cost.** You get answers to 5 questions for just \$2,000—and we slash prices even more with every set of questions you ask or wave you add.
- > **The strongest support.** Our experts can help you refine your questions to ensure they yield optimal results.
- > **The highest research integrity.** As a service of SSI, PitchPerfect is designed to meet the highest levels of research quality. The greatest proof of our impeccable standards is our roster of more than 2,000 customers, including the top-50 market research organizations.

For More Information

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