A Guide to 4A’s Research Services
Call 4A’s Research Services
if you are doing research for new business, looking for information to support a recommendation to a client, or simply trying to keep abreast of techniques and trends in advertising and the agency business.

Available only to 4A’s member agencies, Research Services is here to serve as your secondary research partner. Research Services comprises a staff of information specialists and an extensive in-house collection of reference sources: directories, trade journals, current studies and statistical reports, and dozens of online databases.

4A’s membership grants you unlimited access to our vast collection of secondary research data on advertising and marketing. You can call upon our information specialists to provide you with targeted information and you can utilize the plethora of resources that we offer online. Or, visit our offices to tap into our resources in person.

Please keep in mind that secondary research involves locating information already collected or published by others. It may not answer your specific questions as well as your own primary research, but if pertinent data already exists, you can save a lot of time and money by reviewing it first.

Advantages of Using Research Services

- Since everything we do is for advertising and marketing communications agencies, Research Services has a special understanding of the marketing perspectives you need.

- Research Services will work with you as a partner. We listen to the details of your specific situation and help to formulate your request. Your research project is customized to address your unique needs.

- Research Services has expertise in researching specific marketing concepts and strategies that may not be easily found elsewhere.
• In this time of rapid change in information technology and the proliferation of information sources, Research Services knows where to find the answers to your questions.

• Your annual membership dues include unlimited access to Research Services. There are no expensive monthly retainers that increase with your usage, like those charged by for-profit information companies.

Research Services Investigates:

The Advertising Agency Business
Research Services keeps up with current issues and trends in agency services, client-agency relations, integrated marketing needs of clients.

Information about agency branding and positioning, use of social media, account planning, channel planning, and new business tactics.

Formats for creative briefs, marketing plan outlines, model and testimonial releases.

Advertising and Marketing Services
Research Services can provide you with articles, books, and reports on:

Crisis management, ethnographic research, customer rewards programs, building brand equity, shopper marketing, corporate identity programs, social CRM and brand valuation.

Comparative advertising, storytelling, engagement tactics, global branding, copy testing, using humor in ads, brand loyalty, line extensions, local marketing, customer satisfaction, advertising during tough economic times.

Advertising volume data, the value of advertising, the role of advertising in the economy, consumer attitudes toward advertising, marketing ROI, dashboards, and accountability.

CSR and green marketing, value messaging, sports sponsorships, consumer involvement in product design.
Location-based marketing, mobile search, B2B communities, mommy bloggers, social media metrics, e-mail response rates, SEO, viral and mobile app success stories.

Best practices in B2B, direct, experiential, aspirational, guerrilla, integrated, and new product marketing.

Consumer insights on trading up, trading down, collaboration, simplifying, going green, connectedness and communities.

Case studies of brand leaders, niche products, cult brands, corporate icons, restaging products, advertising successes and failures.

Regulations concerning use of currency in ads, guidelines for DTC advertising, sweepstakes promotions, proper use of trademark symbols, use of testimonials in ads.

**Products, Markets, and Industries**

Research Services can make you an “instant expert” on a client’s or prospect’s business, or supply the data needed for a competitive analysis of a category. Examples of requests in this area are:

- Demographic data, media and spending habits of children and teens, multicultural markets, small businesses, affluent market, foreign travelers

- Sales data and market share for wireless devices, convenience stores, skin care products, organic foods, hybrid cars, credit cards, and scores of other product categories

- New product success (and failure) stories and marketing strategies in categories as diverse as adult communities, fast food chains, travel sites, alternative beverages, athletic footwear, pharmaceuticals

- Financial conditions and forecasts for the banking, retail, health care, telecom, and construction industries, to name only a few
• Changing consumer lifestyles and attitudes regarding work, shopping, nutrition, fitness, entertainment, and travel.

Resources
A search of our extensive and up-to-date reference collection is an integral part of every request handled by Research Services. Material is culled from trade associations, government reports, and hundreds of business publications.

Our experienced staff can locate specific data in answer to member requests. A thorough search of printed and online sources yields the most current and comprehensive published material available on any marketing topic.

Research Services currently has access to dozens of online databases through, among others, PROQUEST®, EBSCOhost®, HOOVERS®, WARC®, Gale’s Business Insights Global, and Euromonitor International®. Of particular note are Saegis™, a trademark research database, Polling the Nations, Ward’s Business Directory, Red Books and The List, plus specialized databases on banking, sports, travel, and consumer electronics.

We also have access to MRI Reporter, from which we can generate demographic profiles of product users and media habits of various demographic groups.

Databases and Resources on the 4A’s Website
Members have direct access to four valuable databases through the 4A’s website: BUDDY (BUsiness Demographics and Data for You), CREW (Creative Running Everywhere Worldwide), GIG (Global Innovations Gateway), and ProQuest, a well-known business and management news resource. All are available free to 4A’s members.

BUDDY is a market research tool that was developed in conjunction with Easy Analytic Software, Inc. (EASI). It is a sophisticated, yet easy to use web-based tool, designed to create detailed profiles of geographic areas from U.S. down to zip code level. With BUDDY you can obtain a wide array of demographic and household spending reports:
• Produce quick snapshots of specific geographies, forecasts, and consumer expenditures
• Find detailed demographic data on population, ethnicity, housing, income, employment, education, ancestry, cost of living, consumer expenditures and retail sales
• Create maps, rankings, and tables comparing geographies by demographic variables
• Generate household spending reports on specific products broken out by all sorts of demographic groups in any U.S. geographic area

**CREW** is a database containing more than 19 million advertisements from more than 65 countries in seven media. The 4A’s has partnered with Adfinitum to make this unique database available to member agencies. CREW allows you to:

• Search the database without charge for print, television, radio, outdoor, and Internet ads (there is a charge to obtain the actual creative)
• Check on where competitors are advertising
• Search by brand, country or region, industry, medium, date range, and keyword

**GIG** is the go-to resource for the most innovative entrepreneurial ideas from around the world. It’s a great online research tool for creatives, planners or brand managers.

With GIG you can:
• Search the database of 4,000+ creative ideas by keyword, industry, country or date
• See the latest new business ventures and trends gleaned from a network of 17,000 global trendspotters
• Get inspiration for your latest campaigns or revive your existing campaigns

**ProQuest** is a database of more than 3,000 trade journals, newspapers, and local and regional publications.

With ProQuest you can:
• Find the latest news about public and private companies;
• Monitor national and local industry and product trends
• Understand business and economic conditions, management techniques, and business practices

**Fresh Press** is your portal to the marketing industry, providing marketing and business news feeds from all over the Web. This handy digital dashboard gives you up-to-the-minute content from major news sources, blogs, social media and Web apps. The 4A’s research staff has assembled the best sites for marketing news and organized them by topic for easy access.

**Research Essentials**
This is a rich collection of statistics, original research documents, surveys and white papers on important industry topics.

Divided into five main buckets--Advertising Marketing + Media, Agency Business, Consumers, Digital, and Industries, Research Essentials is an ever growing aggregation of material on the subjects that you need to know about.

Here is a sampling of some of the popular topics included:

- ad to sales ratios, ad spending forecasts, benefits of brand building, changing consumer behavior and values, B2B social media, digital metrics, client relations, new product launch spending, value of agencies, millennials, affluent market, and much, much more.

The **Industries** section provides current reports, insights, and infographics on nine broad vertical industries to make you smart on new business categories and keep you up to date on client businesses. Industries covered:

- Automotive
- Banking + Financial Services
- Food + CPG
- Healthcare
- Home + Garden
- Restaurants
- Retail
- Tech + Electronics
How to Use Research Services

Contact us by phone or email. If you call, you’ll always get a knowledgeable information specialist who will discuss the details of your project with you. Or, if you prefer, send us an email and we promise to get back to you promptly. If you’re in New York, we encourage you to come in and use the facilities on site. A visit will assure you the speediest results with no rush charge, and you’ll get the greatest benefit from selecting exactly what you need.

The following guidelines will ensure the most effective use of the service:

Give Research Services sufficient time to handle your projects. While we make every effort to accommodate urgent requests, there is a rush charge for same-day or next-day service.

Research Services prefers to deal directly with the person who needs the information, rather than with an assistant or intermediary. Questions invariably arise that only the end user can answer, and sometimes an extensive discussion reveals an entirely different slant to the request that would not have come to light during a phone call with an intermediary.

In order to help us serve you better, be prepared to answer the following questions when you call:

- What time frame do you wish to cover? Only the most recent information, or would you like retrospective material as well?

- Do you want just a minimal amount of the most pertinent material, or do you want to read more to get a broader perspective?

- When must the information be in your hands? Major projects are generally researched in two or three days. Other than quick reference questions or visits, same-day or next-day service will incur a rush charge, for which we’ll need credit card information up front.
Consider Research Services as an extension of your agency—your secondary research partner. We hope to include your agency among those who make optimum use of the service. Contact us at 212-682-2500 or at research@aaaa.org.