



MARKET  
DIRECTIONS

INTELLIGENCE FROM YOUR MARKET  
TO CLARIFY DISTINCT OPPORTUNITIES



For 20 years, our clients have enjoyed new levels of success by putting our research results and recommendations into action.





Our clients' success is the result of setting effective strategic direction, increasing market share and improving customer satisfaction



To be more precise, market research and intelligence is what we provide. Whatever your challenge – on your behalf we ask, we analyze and we advise.



## CASE STUDY 1

A client, a major financial services firm, commissioned focus groups around the country, which showed that a new product could be launched successfully in a high risk industry – the result was a successful launch of the product.

## CASE STUDY 2

After deregulation, a major New York Utility needed to understand and segment its customers. Our intelligence gave them the information they needed to build a successful sales force.

# WHY RESEARCH?

BECAUSE YOU DON'T KNOW WHAT YOU DON'T KNOW.

Many organizations that do not conduct Market Research fall into a false-consensus bias whereby they tend to overestimate how much other people agree with them. There is a tendency for people to assume that their own opinions, beliefs, preferences, values and habits are what others also think.

# WHY RESEARCH?

BECAUSE IT DELIVERS ROI.

Don't underestimate the difference market research can make. With so much pressure on ROI for every project, the question you should ask is: Can you afford not to invest in market research?

Market research detects problems and points to solutions.

- It helps you understand the challenges your market is facing and, more importantly, the solutions they're actively looking for.
- It contributes to strategic decision making.
- It uncovers opportunities
- It delivers resolution for what otherwise may have resulted in unwise investments



- Who will buy?
- How much will they buy?
- How much should we charge?
- How will the product be used?
- What are the market opportunities?
- How do customers perceive value?
- How do we reach customers?
- What are the market threats?
- Where should we sell?

Our clients' success comes from information collected about customers, markets and competitors is analyzed, then presented in a meaningful way.

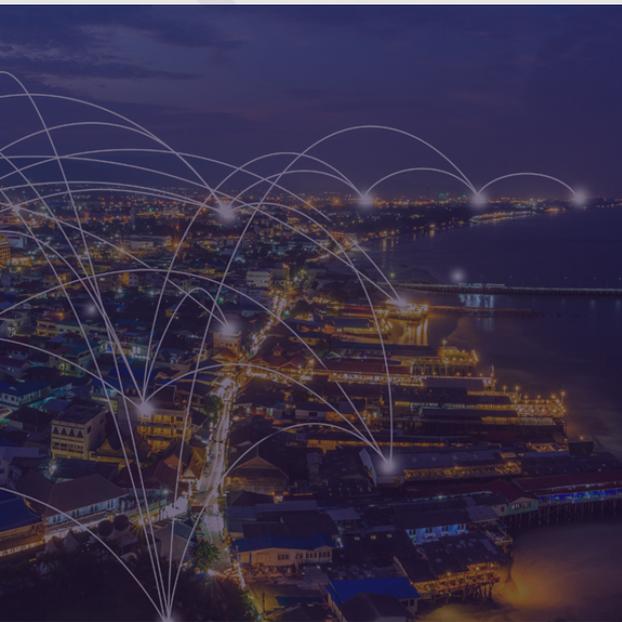


### CASE STUDY 3

Our client needed to build a pipeline through a residential area. Community Organizations accused them of targeting poor neighborhoods.

Our demographic study indicated that the area where the pipeline was proposed was above average for income compared to the entire County. The data was certified and used in congressional testimony in order to approve the pipeline.

The information we collect tells a story, is relevant and points to appropriate conclusions and actions that are integrated into our clients' planning process.



## CASE STUDY 4

A group of investors wanted to purchase “leftover” bandwidth from telecommunications companies through a government program.

Our research offered them the demographic profiles of the areas in order to prove additional bandwidth was needed in rural Pennsylvania, New York and Ohio – thus helping to close the digital divide.

# RESULTS FROM MARKET RESEARCH



*Risk:*

**Mitigated**



*Opportunity:*

**Detected**



*Sales:*

**Empowered**



*Prospects:*

**Identified**



*Competition:*

**Accessed**



*Messaging:*

**Elevated**



*Positioning:*

**Optimized**



*Customers:*

**Profiled**



*Products:*

**Conceptualized**



*Features:*

**Prioritized**



*Decisions:*

**Evidential**



*Satisfaction:*

**Measured**

# MARKET DIRECTIONS WORKS HARD TO HELP OUR CLIENTS MARKET SUCCESSFULLY

**PLEASE ALLOW US TO HELP YOU MARKET SUCCESSFULLY.**

We help you market successfully with Market Research by:

- Asking the right questions.
- Getting to know, what you don't know.
- Increasing the value of your marketing efforts.
- Delivering meaningful analyses.
- Integrating the information gathered into your business objectives.

Market Directions is the right Market Research firm because:

- We have a proven track record
- We have experience in a myriad of markets and industries.
- We deliver results on budget –on time.
- We work with "integrity, intelligence and energy"
  - All in an effort to make you successful.



# About Market Directions

Market Directions, a boutique market research firm, our size contributes to tight control of projects. In turn, this control produces high quality results for our clients. Market Directions is a member of the American Marketing Association and Market Research Association (Insights Association) and subscribe to their Standards and Codes of Ethics. We are a full service custom market research firm that helps companies to identify and clarify distinct marketplace opportunities. By asking the right questions and analyzing the answers, our unique, hands-on methodology enables marketing professionals, to significantly increase sales and gain measurable competitive advantage. We do this by using a variety of market research tools—from individual interviewing to broad-based electronic data gathering—and present our clients with new and profitable ways to understand their customers and their environments.

Project specialties include gathering and deciphering data, focus groups, interviewing, market mapping, and report generation. Market Directions microbusiness survey, underwritten by Citibank was published and presented at the Allied Academics, Inc. conference. Allied Academics, Inc. is an academic emporium composed of the International Academy for Case Studies, Academy of Entrepreneurship, Academy of Managerial Communications, Academy of Market Studies and the Academy of Strategic and Organizational Leadership.



# About Us

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Mary has a wealth of experience in the fields of marketing, telecommunications and finance. Having worked for Fortune 500 Corporations, Malaszek puts her expertise to work filling needs and solving problems for her clients. In 1994 Mary founded Market Directions where she draws from her comprehensive marketing background to serve a range of clients in and outside of Boston, from corporate giants like AIG, Citibank, EDS, and Bausch Lomb, to technology start-ups and managed health care organizations. After serving as a Financial Analyst, in the banking industry, Product Manager, Senior Executive, and consulting for dozens of companies she understands the value of setting goals and measuring results: Marketing needs to be driven by results, and that's why I founded Market Directions – a company designed to transform a firm's marketing from hoping to planning, and from random chance to planned success. Mary's career spans over 25 years and includes graduate work at the University of Rochester and a BS in Finance from Rochester Institute of Technology (RIT). Corporate positions held by Mary include HSBC, Verizon, Chase, IBM, Hewlett Packard and Xerox. These positions helped her sharpen her skills in new product development, product pricing, cost analysis and budgeting, market research, advertising and direct marketing. Market Directions has a record of accomplishment of success overseeing marketing programs and providing cost effective research studies for competitive analysis, demographic definition, and consumer preferences.



## About Us

**Emily K. Beal,**  
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Emily has over two decades of marketing research, competitive intelligence and strategy experience. Ms. Beal began her career at New England Financial conducting high level research and planning for the CEO, board of directors and key decision makers. At Digitas, she was hired to conduct primary marketing research. During week two, Emily was tapped to launch and manage the secondary research department. Within two years, the department was an important source of new business and the development of digital strategies.

As a consultant at IBM, Emily coordinated the Crow's Nest team, which reported monthly to the CEO and senior executives comparing IBM's six product lines to the competition in 140 countries where IBM competes. TNS (Taylor Nelson Sofres) was the world's 2nd largest marketing research company before they merged. The first half of her time there, Emily was Director of Market Intelligence for North America. TNS gave her an assignment as a senior consultant working with the Competitive Intelligence team in Munich. At Penn Mutual in Boston, she was Director of Marketing, Vice President of Advisor Development and a financial advisor who passed both the Series 7 & 24 exams. Ms. Beal has specialized in the energy, financial services, health care, information technology and pharmaceutical industries and she has worked tirelessly to better position organizations for the future.