

discover a **fresh approach** to
business decision making as
we **transform** the way your
research delivers value



definition: next-generation market intelligence firm, specializing in custom research, business intelligence, social media analysis, data mining and advanced analytics. Antonym: old, stale, tired, stuffy.

(our approach)

blueocean's 360 approach integrates learning from an array of relevant sources to capture the full customer voice and deliver more authentic, richer insights.

We combine traditional 'asking' with new methods of 'listening' to help you hear your customers in the most natural, impactful, cost effective way whether through qualitative, quantitative or innovative methods.

Our custom blend of the right techniques, the right time and the right places, produce business insights that deliver.

(your benefit)

- Fusion of sources that brings new life to existing information
- Innovative and flexible applications to meet your business needs
- Personal, consulting style that is attuned and attentive to you
- Responsive with a respect for deadlines
- Thoughtful and fact-based insights with a strong business acumen
- Solid know-how, stability and global reach

(specialties we claim)

Market Research

- Opportunity assessment
- Competitive intelligence
- Trend identification
- Usage and attitudes
- Segmentation

Product Research

- Feature/price optimization
- Concept screening
- Product testing
- Package design testing

Business Research

- Customer experience and engagement
- Brand image and equity
- Shopper insights

Augmentation

- Extension teams
- On- and off-shore applications

(industries we serve)

- Consumer goods and services
- Financial activities
- Health services
- Leisure and hospitality
- Professional and business services
- Retail and restaurants
- Technology and telecommunications

(partial client list)



PayPal



Kimberly-Clark

YAHOO!

lenovo



T-Mobile



Microsoft

