

# The Integer Group

## 1) Can you give the readers some background on The Integer Group?

The Integer Group is one of America's largest promotional and retail marketing agencies and a key member of the TBWA/Marketing Services portfolio. We have eight full-service offices, a nationwide network of U.S. field offices and locations in Europe and Asia, enabling us to service our clients worldwide.

We create strategic marketing solutions for clients in categories that include beverage, packaged goods, telecommunications, fast food, home and shelter and powersports.

TBWA\Worldwide ([www.tbwa.com](http://www.tbwa.com)) is one of the fastest growing and most awarded agency networks in the top ten and was named Global Agency Network of the Year in 2007 by ADWEEK. TBWA\ has 258 offices in 75 countries and approximately 9,700 employees worldwide.

Integer is a part of Omnicom Group, Inc. (NYSE: OMC), a leading global advertising, marketing and corporate communications company.

## 2) What does the company specialize in, and what sets you apart in the marketplace?

We like to say that we reside At the Intersection of Branding and Selling®. Our focus is on brands at retail. And for us, retail is any environment (physical or virtual) that has been constructed to process or facilitate an exchange of items of value (transaction).

Each of our 1,000+ associates goes the extra mile to ensure that we do more than just build brands. We build brands that sell.

You can learn more about our passion for consumers and shopping and join the conversation at [www.shopperculture.com](http://www.shopperculture.com)

## 3) How do you typically use market research, and what value does it provide?

Our Insight & Strategy group uses market research as a tool to provide consumer and shopper insight to shape our strategic recommendations. We conduct exploratory research to understand how people think about and shop a category. We also use it to optimize our creative ideas.

We think that the best research takes the form of conversations with people, ideally as close as possible to where they interact with the category in question. And because a lot of our thinking is informed by research, we take a very rigorous approach to it—whether it is qualitative or quantitative. So we overinvest in targeted, high-quality recruiting and we seek partners who add value in the interpretation of the results.

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## **4) How has iModerate helped you and your clients?**

Working with iModerate has been a very positive experience for us because we were seeking a research partner who could provide quantitative data along with an understanding of the whys behind the numbers. Compromising either of these objectives was not an option, so we needed a creative, modern research approach.

## **5) What do you see as the next “big thing” in your industry?**

A number of things are happening in our industry that put greater emphasis on the strategic and creative importance of brands at retail.

In one example, the In-Store Marketing Institute and a consortium of blue-chip companies, including Procter & Gamble, are moving closer to creating an in-store GRP or a standardized, reach-and-frequency type of measurement for in-store communication. Called PRISM (Pioneering Research for an In-Store Metric), the initiative will effectively move shopper marketing earlier in the strategic planning cycle.

PRISM is just one of the changes happening in the retail marketing space that creates the need for an even greater understanding of people as both consumers and shoppers.