

VISION CRITICAL CUSTOM XPRESS

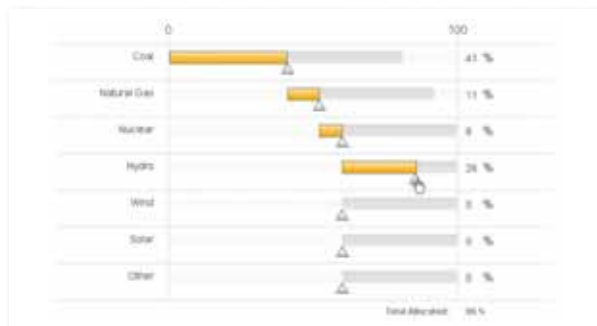
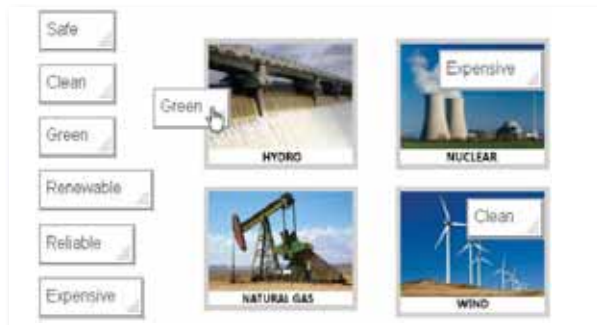
## “Field and Tab” Reinvented in the Digital Age.

Introducing Vision Critical Custom Xpress, an interactive online field and tab solution that delivers rapid insights, leveraging visual media to engage respondents in deeper ways.

Don't need full service research? Get professional guidance, reliable data while reaping the time and cost savings you have come to expect.

### WHAT IT IS

The new Custom Xpress (Field & Tab) solution is the fastest and most flexible approach to capturing marketing research and public opinion insights in Canada, USA and the UK. Field your survey with a dedicated respondent group by leveraging our in-depth profiling of online panelists to ensure accurate, highly targeted responses and with rich media options like streaming video, audio, or flash animation to engage respondents, your data goes beyond surface reactions to uncover deep insights.



### HOW IT WORKS

- Identify who you want to speak to.
- Determine your ideal sample size.
- Let us format and field the survey.
- Receive your results.

### WHAT YOU GET

- Guidance from our professional fieldwork specialists
- In-house survey programming and hosting using Sparq, our industry leading platform.
- Deliverables: Cross Tabs or SPSS/ascii dataset formats
- Detailed analysis & recommendations (optional)

## CUSTOM XPRESS



**LEVERAGE OUR ROBUST PRE-IDENTIFIED GROUPS OF RESPONDENTS FROM THE MOST AUTHORITATIVE ONLINE PANEL IN CANADA, USA AND UK. DEEP DEMOGRAPHIC AND BEHAVIORAL PROFILING, TO NAME A FEW...**

- Youth, teens, parents, grandparents, baby boomers, etc
- Primary financial decision makers, credit/debit card holders, investors, etc
- Grocery shoppers, food consumers, organic, dietary
- Health conditions, smoking behavior, recreational/leisure activity
- Ownership – car, home, condo, recreational property, technology, telecommunications
- Employment – full, part-time, small business owners, job title

### HOW LEADING COMPANIES USE CUSTOM XPRESS

- Measure public opinion
- Assess brand/marketing program awareness
- Test ad and product concepts
- Understand emerging industry trends
- Track consumers, non customers behavior

Custom Xpress is the quickest, most affordable way to answer questions about your target audience!

### WHY LEADING COMPANIES USE CUSTOM XPRESS

- Flexibility in targeting respondents
- Fast turnaround
- Affordable project price points without the larger “custom research” costs
- Our panels are better with industry leading response rates (Canada, US, and the UK)
- Rich, engaging interaction with respondents

Each Custom Xpress project is a unique and valuable component of your overall research program. Take advantage of Vision Critical’s collaborative partnership approach to every project and call now.

## Contact Us

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