



Technology | Research | Panels

**THE STRATEGIC INTERACTIVE  
RESEARCH COMPANY**

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**Vision Critical Inc.**

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## About Vision Critical

Vision Critical is a strategic interactive research company combining interactive technology, strategic researchers and global panels. We help companies reduce research costs while generating engaging and insightful relationships with consumers. Vision Critical's visual approach, panel technology and our own national panels, embrace markets with the click of a mouse. Our mixture of disciplines and practices work together as a single cohesive team to deliver interactive research solutions that bring clients the insight they need to get inspired, be innovative and make bankable decisions.

## Vision Critical Facts:

- Founded in: **2000**
- 2009 Revenue Growth: **50% increase**
- Active panels: **300+**
- World's most adopted online research platform: **2.1M Active Panelists**
- Studies per month: **500+**
- Completed interviews per month: **400,000+**
- Creators of groundbreaking virtual reality solutions
- Only platform to seamlessly integrate quant, qual and virtual shopping
- Dedicated to visual questions and developing the survey of the future
- Global reach with surveys in multiple languages and 11 offices worldwide
- Recognized Leader in online community research by Forrester Research
- Led by CEO and market research veteran, Angus Reid

## Recent Recognition:

- Forrester Groundswell Award  
2009 Winners, NASCAR (B2C Listening)
- Deloitte Technology Fast 500 (North America)  
2009 Winner, Ranked number 44
- Deloitte Technology Fast 50 (Canada)  
2009 Winner, Ranked number 6
- 2009 David Ogilvy Industry Award, NBA (Research & Innovation)

### SELECT CLIENT LIST



## WITH VISION CRITICAL YOU CAN:

- Generate more research for less money
- Accelerate research to days instead of weeks
- Capture your customers' insights and unmet needs
- Undergo 2-way conversations with customers
- Track consumer sentiment over time
- Prevent bad ideas from being launched
- Enjoy the flexibility of 24/7 unlimited research
- Build brand advocacy with core customers
- Help with C-Suite buy-in on new initiatives



### TECHNOLOGY

Our dedication to technology grounds everything we do and leads us to create true digital age solutions. Our Sparq Community Panel Platform is the market's #1 online research platform. It's used by 25% of the world's top brands and provides a seamless integration of qual and quant capabilities. We also offer additional research products for Virtual Shopping, Customer Satisfaction, Media & Ad Measurement, Concept Screening, Brand Health, Package Testing, and Omnibus Services.



### RESEARCH

Our team of experienced, strategic researchers will maximize your research investment using sound research principles, methods, and systems that help uncover the voice of your customer. Areas of expertise include Community Panel Management, Consumer Goods, Energy, Financial Services, Health & Pharmaceuticals, Media, Public Affairs, Retail, Satisfaction & Loyalty, and Technology & Telecom



### GLOBAL PANELS

Gather opinion and consensus from around the world through Vision Critical's global panels. Whether it's a national or regional sample, a target demographic or a pre-profiled segment, our restricted access panels allow you the flexibility to tap into a multitude of samples and gain the data needed to make bankable decisions. Current global panels include tens of thousands of citizens and consumers throughout the USA, the UK, and Canada.

### PRODUCTS

**Community Panel Platform:** Sparq

**Virtual Shopping:** ShelfsetPlus, VirtualPlus

**Media & Ad Assessment:** ReactionPlus, CreativePlus, TrackPlus

**Concept Screening:** ConceptPlus

**Brand Health:** BrandPlus

**Omnibus**

### PRACTICES

• Community Panel Management

• Consumer Goods

• Energy

• Financial Services

• Health & Pharmaceutical

• Media

• Public Affairs

• Retail

• Satisfaction & Loyalty

• Technology & Telecom