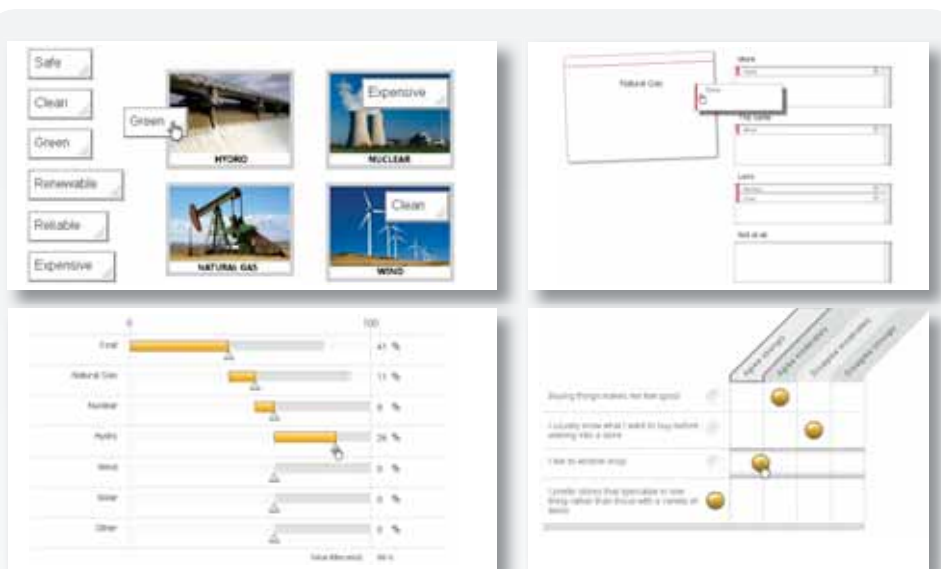


VISION CRITICAL OMNIBUS

This Isn't Your Average Survey. This is Vision Critical.

Introducing Vision Critical Omnibus, an interactive online survey that uses rich visual media to engage respondents in deeper ways. Get more reliable data whilst reaping the time and cost savings of an online omnibus approach.



WHAT IT IS

Vision Critical Omnibus is the quickest, most affordable way to survey a cross-section of the British population. By bundling your survey with others, you reap big savings. Our in-depth profiling of panellists ensures accurate, highly targeted responses. And with rich media options like streaming video, audio or animation to engage panellists, your data goes beyond surface reactions to deep insights.

WHAT YOU GET

- Feedback from nationally representative sample of 2000 adults
- Demographic segmented data tables in spreadsheet format
- Detailed analysis & recommendations (optional)

5 Reasons To Choose Us

1. GET RESULTS IN A FLASH

Submit your closed-end questions and get results in 48 hours. Answers are timely and relevant, with responses from a representative sample of 2000 adults across the country.

2. COSTS LESS THAN THE COMPETITION

Only £125 a question for your 'debut' survey with us, thereafter £250 a question.

3. HASSLE FREE POLLING & SURVEYS

We field your survey on your timetable, not whenever we have enough questions. And there's no minimum buy on closed-end questions.

4. OUR PANELS ARE BETTER

Having recruited and run over 300 panels, our panel management practices are second to none. Through in-depth profiling and rigorous quality control, we minimise panel pollution and fatigue. We can promise clean and accurate data.

5. GO BEYOND WORDS

An engaged respondent is an accurate respondent. With rich media options like video, audio and animation, you get more accurate, truthful responses.

VISION CRITICAL OMNIBUS

Ask Questions With Pictures Not Just Words.



USE OUR ONLINE OMNIBUS TO:

- Assess communication strategies
- Poll public opinion
- Review crisis management policies
- Measure brand awareness
- Uncover emerging trends
- Test ad & product concepts
- Track competitors and more...

Online Omnibus is the quickest, most affordable way to take the pulse of your target audience. To get started now, call us at 0207 065 7282.

HOW TO GET STARTED

1. Email will.cooper@visioncritical.com or call us direct at 0207 065 7282.
2. Include a draft of your questions.
3. We'll provide an estimate and some brief recommendations.
4. Upon approval, your questions are launched.

"There is nothing else to say but 'perfect.' Perfect supplier and perfect product."

Analyst, Customer Insights, Nestle

www.visioncritical.com

Vision Critical is a strategic research company specialising in custom panels, private communities and online research. Using interactive surveys, rich media and omnibus studies, we help global brands build stronger connections with their customers.

Selected client list: Gap, Hewlett-Packard, Kodak, Nestle, IOD, Virgin Mobile

London, New York, Vancouver, San Francisco, Paris, Sydney, Toronto, Montreal, Chicago