

KRC RESEARCH

Our Insight *Your Breakthrough*

RESEARCH THAT GETS ATTENTION

As partner to the world's leading public relations agencies, KRC Research is a leader in conducting research designed to attract attention:

- **News Generation**—research that gets brands, products, ideas and issues mentioned in the media, designed to interest reporters and editors.
- **Thought Leadership**—research that positions clients as experts on specific issues or topics, designed to have a long shelf-life and to provide maximum value to stakeholders.
- **Issues Management**—research to support an argument, illustrate a problem, or draw attention to a need, designed to have maximum clarity *and* maximum credibility.

Some examples of how KRC Research has helped its clients generate media attention:

- KRC regularly conducts surveys among both consumers and business decision-makers for **Microsoft**, designed to strengthen Microsoft's thought leadership and draw attention to the value of its products. Recent examples include the "High-Tech Manufacturing Supply Chain Survey 2009," co-sponsored by **Infosys**, and conducted in Germany, Japan, and the U.S., and a survey among "millennials" on their automotive information needs and habits.
- KRC Research assisted **MasterCard International** in developing their "Master Insights Report," a major report highlighting trends in cross border spending within Europe. The report generated more than 300 stories across Europe, including broadcast interviews with MasterCard spokespeople.
- When **Pfizer** sought to raise awareness of migraines in Europe, KRC Research designed a study on the impact of migraines on both sufferers and their families to position Pfizer as experts on the subject and to highlight the social and emotional problems caused by the condition. The six-country study achieved widespread media coverage.
- **ViaGen**, a leader in livestock cloning, has sought to maximize understanding of cloning technologies among both government and industry stakeholders, as well as generate balanced media coverage. To achieve these goals, KRC develops regular reports on consumers' attitudes and works closely with ViaGen in briefing media, regulators, commodity groups, and food companies.
- When the **National League of Cities** sought to raise awareness among elected officials of the challenges of promoting equity and fairness, KRC Research conducted a national survey on perceptions on the American Dream—what it is, who is living it and what role government can play to make it more attainable. The findings became the centerpiece of NLC's 2004 National Town Hall Meeting and drove both local and national media attention.
- To help **CIGNA HealthCare** raise its profile as a leader on workplace issues, KRC conducted research on the benefits employees really want. The findings were used to generate media attention. The campaign drove awareness of the company to unprecedented levels, winning a Silver Anvil Award for its incorporation of sound research, planning, execution and evaluation.
- When **Foley & Lardner**, a US law firm, wanted to position themselves as leaders in Sarbanes-Oxley law, KRC Research conducted research to measure the financial impact of SOX. Release of the findings resulted in considerable top-tier media coverage, more than 254 requests for the research from around the world and *PR Week's* Campaign of the Year Award. This study, updated annually, continues to be referenced by academic and regulatory groups.

EXAMPLES OF NEWS GENERATED BY KRC RESEARCH

MasterCard prepares for cash free future.

According to new research from MasterCard Europe, half of debit card-holding consumers surveyed (52%) believe that Europe will be virtually cash free within 10 years. – *MasterCard*

Survey shows four in five seniors satisfied with their Medicare drug program coverage. Four out of five seniors who have voluntarily signed up for the Medicare prescription drug program are satisfied with their coverage, according to a new survey. – *Medicare Rx Education Network*

Millennials to Auto Marketers: Go High Tech.

While the ailing U.S. auto industry is attempting to survive with an infusion of federal bailout cash, the Millennial generation has pointed advice on how marketers in this badly hit area can better engage them: Go high-tech! Such is the gist of a survey from Microsoft. – *Microsoft*

New home or big wedding? Ninety-two percent of American adults said that if they were about to get married and were also in the market for a new home, they would rather use the money toward a home instead of a dream wedding, according to a recent national survey. – *KB Homes*

Do the people at the Organization of Petroleum Exporting Countries (OPEC) care what the world thinks of them? Believe it or not, yes. OPEC, which was founded in 1960, recently conducted its first-ever consumer opinion poll. – *OPEC*

New Unisys study shows corporate IT decision-makers view identity and access management as a chief security concern. Unisys Corporation today announced the results of a new research study on identity and access management (IAM) at the Digital ID World 2004 conference. – *Unisys*

Libraries shed old image. Although millions of households now own computers, making information easily accessible, a recent survey showed that public libraries continue to be a valuable resource. – *American Library Association*

'Tis the season to give games. Almost one third of Americans will give or receive a game this holiday season, according to the Entertainment Software Association's annual survey of consumers' gift-giving plans, released this week. – *Entertainment Software Association*

\$\$ in digital content big deal to Gen Y. A study conducted for hard drive maker Hitachi suggests Generation Y has the most dollar value in digital content stored on CE devices. – *Hitachi*

Consumers are open to cloned meat. In recent decades, the rhetoric has intensified between pro-

and anti-cloning camps on whether or not consumers would accept meat from cloned livestock. Two-thirds of American consumers are open to buying meat and milk from the offspring of clones. – *ViaGen*

Survey shows district status wins support.

Shoppers in London's West End back the idea of setting up a business improvement district (BID), according to a survey published this week. The poll found that fifty-eight percent of shoppers questioned in and around Oxford Street would visit the area more often if the BID scheme is implemented. – *New West End Company*

Breakfast shunned by many. A new survey shows that though almost all Americans (96%) believe consuming a nutritious breakfast is an important part of a healthy lifestyle, their behavior demonstrates otherwise. – *Florida Department of Citrus*

Baby boomers may balk at direct deposit. A new survey by the government found a surprising reluctance among baby boomers to participate in direct deposit programs. The study, underwritten by the Treasury Department and the Federal Reserve banks, found that 59% of baby boomers—those born between 1946 and 1964—take advantage of direct deposit of paychecks and government checks, compared with 72% of those sixty-five and older. – *Treasury Department and Federal Reserve Banks*

Survey says: no phones allowed. Crying babies on planes and long security lines are leading annoyances for business travelers—but letting cell phones on planes would be far worse, according to a new Carlson Wagonlit Travel/KRC Research survey of 2,750 business people and travel planners. – *Carlson Wagonlit*

Before the phaseout. A new study, commissioned by Osram Sylvania, shows that 78 percent of Americans are unaware of a federal law passed last year that calls for a phaseout of inefficient incandescent light bulbs. – *Osram Sylvania*

Pulmonary fibrosis; poll on IPF reveals disorder's prevalence far greater than its public awareness. The Coalition for Pulmonary Fibrosis (CPF) released results of a first-of-its-kind national poll on idiopathic pulmonary fibrosis (IPF). According to the poll, awareness of IPF is very low compared to other less prevalent disorders. – *Coalition for Pulmonary Fibrosis*

Food fight: parents and their kids wrestle with what should be packed into a school lunch. A survey of 1,000 children 8 to 12 and 1,000 mothers, performed by KRC Research for Lunchables, found that seventy-three percent of kids throw away part of their lunches each week and thirty-six percent trade something away. – *Kraft*