

KRC RESEARCH

Our Insight. Your Breakthrough.

"Kudos to the KRC team for helping us launch this campaign in record time! We couldn't have done it without you."

—Weber Shandwick, Dallas

OUR SPECIALTIES:

INFORMING NEW BUSINESS PITCHES **GENERATING CONTENT**

STARTING CONVERSATIONS GETTING BRANDS IN THE NEWS

ANSWERING STRATEGIC QUESTIONS



OUR RESEARCH HAS BEEN COVERED BY:

The New York Times

THE WALL STREET JOURNAL.

The Washington Post

POLITICO

USA TODAY

ONLINE SURVEYS
PHONE SURVEYS
MOBILE SURVEYS

our TOOL BELT

ONLINE COMMUNITIES
FOCUS GROUPS
ETHNOGRAPHY



AND **34** LANGUAGES

Canada, Mexico, United States, Argentina, Bahamas, Brazil, Colombia, Dominican Rep., Panama, Virgin Islands, Austria, Belgium, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom, Egypt, Israel, Jordan, Morocco, Namibia, Saudi Arabia, South Africa, U.A.E., Australia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Philippines, Singapore, South Korea, Thailand, Taiwan

BY *the* NUMB3RS

#1 IPG'S GO-TO STRATEGIC MARKET RESEARCH PARTNER

•••• we interview over ••••
85K CONSUMERS ANNUALLY

WE'VE WORKED WITH
OVER 20 IPG FIRMS

WE'VE STARTED  
countless CONVERSATIONS

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