Examine our Brainpower

Innovation. Discipline. Efficiency. Service. Success.



THE BLACKSTONE GROUP has built its research strengths on these principles. We're not about being bigger, but about being smarter — a collection of research brains that can dig deep into the complexities of the most challenging research problems and provide you with real solutions. So when it comes to choosing a strategic marketing research partner, why accept anything less?

- End-to-end solutions from innovative study design through strategic marketing insights
- Specializing in finance, food, packaged goods, healthcare, media, technology
- Loyalty / satisfaction research (SEQuaLS ™)
- New product research (SCAPE ™)
- Large-scale brand and tracking studies
- Name generation and testing
- International and emerging markets
- Brand mapping
- Discrete choice modeling
- Key driver analysis

800-666-9847 www.bgglobal.com info@bgglobal.com

The Blackstone Group strategic advantage through research insight

