

# DO YOU KNOW WHAT THEY'RE THINKING?



*We Do.*

**The Blackstone Group** has assembled a team of outstanding research brains that has cultivated ethnic research into one of our specialties, digging deep into the complexities and intricacies of the most challenging research problems.

- Providing in-depth knowledge and insight into ethnic and emerging markets
- Proven success in developing relationships with Hispanic, African-American, and Asian-American respondents
- Project teams with multi-lingual and multi-cultural backgrounds and fluency in the issues that affect your market strategies
- A team of 30 professional and 150 support staff
- 100 CATI stations with multi-lingual interviewers
- End-to-end solutions from innovative study design to cultivation of strategic marketing tactics:
  - New product research
  - Loyalty & satisfaction studies
  - Brand research
  - Tracking studies

***The Blackstone Group***

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