

Do Your Homework

Colleen Mezler - Moore Research Services

What do people really think of your product or service?

Colleen Mezler and her staff at Moore Research Services can tell you exactly what they're thinking.

"One of the biggest mistakes that businesses can make is trying to do their own research," she says. "Often times, they'll ask the wrong questions - or even the right questions in the wrong order. This can lead to skewed answers, which can do more harm than good."

For over 40 years, Moore Research has helped both national companies and local businesses refine their products, their message and even their packaging by delivering rock-solid data on what consumers are really thinking.

"It's extremely valuable to companies to have independent research done," says Colleen. "People are much more apt to give honest answers when they know that they can be kept anonymous. And honest answers - painful as they can be - are what help companies make the right moves in their market."

Moore Research was established in 1969 by Colleen's mother, Peggy, who ran the business for almost 10 years out of the family's home. "My mother started by doing door-to-door interviews, which usually meant dropping a product off and then coming back a week later and getting their feedback," she says. "She actually had women all over town working off of card tables in their living rooms doing phone interviews and collecting information for the company."

Colleen started at the firm while she was still in high school. "My mother always said I was her last hope," she laughs. "I was the youngest of four children and my siblings had no interest in getting into the business."

The research business came naturally to Colleen. "I loved the business from day one," she says. "And my mother and I always had a great relationship, which made going to work every day easy. To this day, I love what I do."

As far as the way research is conducted, it varies widely from client to client. "The first step is the initial 'brainstorming' session, where we meet with the client and get a rough idea of what they're marketing and who they're marketing to," she says. "The second step - which we call qualitative - is where we begin to collect the actual data that will form the research."

Using a variety of methods - which can include online surveys, telephone interviews, and focus groups - Moore Research then produces a very clear picture to present to its client of what the market is saying about a particular product or service.

"We can gather the information from all over the country for our national companies - or from just



one area, like Erie – for regional clients,” say Colleen. “Then, of course, we can break it down to demographics by age, gender, income or whatever criteria our clients need to best evaluate their product.”

Has technology changed the way that information is collected?

“Absolutely,” says Colleen. “We’ve had to embrace new technologies – like the internet – to keep our business strong. On the other hand, there’s still a lot to be said for the basics that still go into producing solid research for our clients. We still use the phone, and we conduct in-person focus groups at our facility.”

“One of the biggest ways that technology has affected our business is the use of cell phones,” she says. “Most 18-24 year olds don’t even have a telephone in their home, so we’ve had to create other ways to reach them during our surveys.”

Colleen took over as president of Moore Research in 2003 upon Peggy’s retirement, and since that time the business continues to thrive. Recently Colleen was named president of the Marketing Research Association, a national organization with over 3,000 members. “Being named president of a national organization was one of my proudest accomplishments,” she says. “Not only was it great to have Moore Research featured on a national stage, it was even better to have the opportunity to give back to an industry that’s been so good to our family for over 40 years.”

For More Information:

Moore Research Services

2675 West 12th Street
Erie, PA
814.835.4100

www.moore-research.com
colleen@moore-research.com

Creative Solutions



More than just advertising specialties and promotions ...

The Agency Alternative is your one-stop source for CREATIVE SOLUTIONS for all your marketing, promotions and public relations activities including Corporate ID/Tagline Development, Capabilities Brochures, Product Catalogs, Display Ads, Direct Mail Campaigns, Special Event Planning, etc.

We provide turnkey programs for:

- Event Marketing
- Business Gifts
- Tradeshow Giveaways
- Employee Relations
- Motivation & Incentives
- In-Store Traffic Builders
- Brand Awareness
- Recognition/Service Awards
- Safety Programs
- Product Introductions
- Point-of-Purchase Programs
- Direct Mail Marketing Campaigns

Call today for a free no-obligation consultation!



3214 Garden Avenue • Erie, PA 16508-2021
814.866.6909 • Fax 814.866.6911
Email service@theagencyalternative.com
www.theagencyalternative.com