

CMB at the ARF Re!Think 2016

Re-think the insights that fuel your inspirations—let's meet today to brainstorm your next game-changing initiative. Here are just a few of the ways we're helping the most successful global brands adapt, innovate, and grow:



Path to Purchase and Building Paid/Earned Media Strategies

We use advanced qualitative and quantitative techniques to help brands capitalize critical moments along the path to purchase. Ask us about our Hilton Worldwide case example or our recent research on the tablet and hotel booking path to purchase.



Brand Sharpening and Brand Extension

Urban Decay's brand is feminine, dangerous, and fun, but it also wanted to expand. CMB helped Urban Decay extend the brand into target audiences without alienating its core customers or becoming too mainstream.



Tauck Tours focuses on the affluent personal travel market, but Tauck needed to understand what new products to offer next. The answer? An adventure based travel product geared toward active Baby Boomers. Learn how a niche player can sharpen its focus.



EMPACTSM—Emotional Impact Analysis

Ask us about our research on JetBlue—and other airline brands—to understand the emotional payoffs consumers experience, want, and expect. You'll see measures that help a company identify triggers in each stage of the purchase journey and for the brand overall. Instead of just exploring *what* consumers think of a brand, EMPACTSM—CMB's proprietary Emotional Impact Analysis—measures *how* brands make consumers feel and how those feelings influence key outcomes.

About Chadwick Martin Bailey

Chadwick Martin Bailey (CMB) is an AMA Gold Top 50 market research and consulting firm partnering with a select group of the world's leading brands to deliver critical insights for confident, strategic decision-making. CMB collaborates on game-changing initiatives, including brand health & positioning, customer journey & loyalty, market strategy, and growth & innovation.