



Sage Research is a marketing, public opinion and communication research consultancy conducting custom-designed research studies to meet the individual needs of our clients.

Whether it is qualitative or quantitative research, every study is designed to provide you with the information, analysis and insight required to make informed decisions.

OUR ADVANTAGES

OUR EXPERTISE

Sage Research Corporation was founded in 1991 by Anita Pollak and Dr. Rick Robson.

We understand and satisfy our clients' research needs because we've been there – we bring years of client side research management experience to every project. In addition, we have held senior positions in the advertising agency, consulting, and supplier segments of the marketing research business.

Over our careers, we have conducted marketing, communication & advertising and social & policy research in over 70 different private and public sector categories.

We design innovative, effective, and cost-efficient research and ensure that it is professionally managed because of our extensive experience acquired in virtually every aspect of the research business.

The end result: We provide our clients with clear, concise, insightful analysis allowing them to make decisions with confidence.

OUR APPROACH

From beginning to end, a Sage Research partner will be the day-to-day manager of your project.

Research Planning

- We design studies in partnership with our clients. We ask the right questions up front to ensure the research plan is based on a joint understanding of the goals of the research.
- We tailor the research methodology to your specific needs and resources.
- We provide a complete rationale for our recommended design, not just costs and timetables, and where possible we provide you with viable options.

Research Execution

We design all study materials. In addition:

- For *qualitative* studies: We identify and manage the recruiting process, facilities and equipment. We do the moderating.
- For *quantitative* studies: We identify and manage the fieldwork supplier appropriate to your project – whether it be online, telephone or in-person.

Analysis & Reporting

- Our reports present in-depth analysis, not just 'results'; we ensure the full implications for your organization are evident and clear.
- We don't finish a project until you are completely satisfied and stated objectives have been achieved. We don't simply deliver a report and disappear!

OUR PEOPLE

Anita Pollak, President, CMRP

Anita brings extensive experience as both a user and provider of research services.

As a user of research she worked as Brand Research Manager at R.J.R. MacDonald Inc., and as Market Research Manager at S.C. Johnson & Son Limited. Her professional research expertise was widened again when she joined the advertising agency BBDO as Vice-President National Research Director, with overall responsibility for all research conducted by the company's five offices across Canada.

Anita then joined a major research consulting company where, after several progressive positions, she became President with responsibility for all domestic operations.

Anita has volunteered her services to the marketing research industry in several capacities, including teaching market research to members of the marketing and communications industry in the ICA's certification program (C.A.A.P.), sitting on the Board of Directors of the MRIA's Qualitative Research Division – including serving as Vice-Chair of the Board, and serving on the MRIA Standards Committee.

As co-founder and President of Sage Research, Anita is committed to providing clients with outstanding research that is both actionable and pragmatic. Dedicated to client service excellence, Anita provides a unique blend of expertise that has been acquired working with 'blue chip' client, agency, and consulting organizations in all aspects of marketing, communications, and issues management research.

Dr. Rick Robson, Vice-President, CMRP

Rick holds an undergraduate degree from Cornell University and a Ph.D. in Experimental Psychology from the University of Massachusetts. After receiving his doctorate, Rick joined the marketing research department of a U.S.-based consumer healthcare company, where he ultimately managed all consumer research on new and established over-the-counter medicinal products. In his position, Rick worked closely with brand management and product development teams, and with the three advertising agencies that shared the company's substantial advertising budget.

Rick then moved to Canada and joined a marketing research consulting company as a consultant and rapidly progressed through successive positions to Vice-President of the company.

He has worked as a statistical consultant for researchers in the social sciences. Together with Anita Pollak, Rick has convened and led three separate Advisory Panels to develop quality standards and best practices for public opinion research for the Government of Canada.

As co-founder and Vice-President of Sage Research, Rick is committed to providing clients with research that is both actionable and pragmatic. Coupled with his strong academic credentials and extensive experience as both a client and as a consultant, Rick brings considerable expertise in research design and a unique ability to relate research results to the management of communication and marketing issues.

OUR SERVICES

MARKETING RESEARCH

We have extensive experience designing and executing both strategic and tactical marketing research. We have conducted research for a wide range of clients, business categories, and target groups using qualitative and/or quantitative techniques to meet the specific needs of each client.

We have conducted Usage & Attitude studies, Tracking studies, and Customer Satisfaction research for many of our clients.

We have also designed and executed research in a number of other areas. The following are just a few examples:

- ✓ **Business Transformation**
- ✓ **Market Segmentation/Category Definition**
- ✓ **Product Research – development, design, testing**
- ✓ **Packaging**
- ✓ **Customer Loyalty**
- ✓ **Customer Service**
- ✓ **Retail – channels, buyer experience & behaviour, mystery shopping**
- ✓ **Trade Relations**

COMMUNICATION & ADVERTISING RESEARCH

Communication comes in many forms: advertising (TV, web, print, radio, outdoor, etc.), websites, visual identity, videos, fact sheets, pamphlets, newsletters, etc. We have designed research for all of these diverse forms of communication for a wide range of clients and across a broad array of communication issues.

We bring years of applied experience to communications and advertising research. We have held executive positions in a multi-national advertising agency, client marketing organizations and research supplier companies.

We have done at research at all the different stages of the communication development process:

- ✓ **Strategy & Message Development**
 - ✓ **Concept Testing**
 - ✓ **Creative/Communication Pre-testing**
 - ✓ **Post-testing**

Another specialty is **website evaluation**, both website design and usability.

SOCIAL & POLICY RESEARCH

Since 1991, Sage Research has provided qualitative and quantitative research services to governments, NGOs and not-for-profit organizations.

Since the inception of the Government of Canada's National Standing Offer in 1995, Sage Research has been awarded four successive Standing Offer contracts to do qualitative studies for any federal department or agency.

Sage Research has also been awarded specialized Standing Offers for both qualitative and quantitative research by the Canada Revenue Agency, Human Resources and Social Development Canada, and Natural Resources Canada, and for qualitative research by the Canadian Tourism Commission.

Over the years, we have done research projects for over 20 Government of Canada departments and agencies.

The following are just a few examples of the types of social & policy research projects we have undertaken:

- ✓ **Communication & Advertising**
- ✓ **Branding**
- ✓ **Website Design & Usability**
- ✓ **Service Delivery**
- ✓ **Best Practices**
- ✓ **Policies & Programs**
- ✓ **Compliance**
- ✓ **Preparedness & Safety**
- ✓ **Stakeholder Research**
- ✓ **Special Client Segments**
- ✓ **Sensitive Issues**

CONTACT US

Please contact us for more information on how we can meet your research needs.

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