

Edna Luther & Associates, Inc.
Marketing Research and Consulting

Capabilities of the Firm

The Firm: Edna Luther & Associates, Inc.

- ❖ **Edna Luther & Associates, Inc. is a corporate entity dedicated to the practice of marketing research and consulting.**
- ❖ **Established in April, 1991, the firm has conducted numerous studies in the following industry areas:**
 - Financial services: banking, credit / charge cards, investments, retirement plans
 - Insurance: health, dental, P & C
 - Health care
 - Education: e-Learning, certification training
 - Educational publishing
 - Government
 - Consumer packaged goods
 - High end consumer durables, gift products and services
 - Retail
 - Telecommunications
 - Technology
- ❖ **These studies have been conducted among consumer and business-to-business decision-makers.**
- ❖ **Edna Luther & Associates, Inc. also conducts an annual syndicated tracking study, *Small Business Directions*.**

- ❖ The corporate mission is to provide premium quality design, execution, analysis and interpretation of market-based information for client companies.
 - Expert research design
 - Highest quality research execution
 - Thorough, sophisticated analysis
 - Insightful reporting
 - Actionable marketing strategy recommendations

- ❖ Particular emphasis is placed on those projects that assist client companies in maximizing marketing strategy objectives. Therefore, the firm provides marketing research and consulting expertise through all phases from:
 - Up-front qualitative exploration
 - Product or service configuration design, refinement and market receptivity
 - Large-scale quantitative studies

Specific Research Services

All projects are customized to the unique and specific needs of each client.

Edna Luther & Associates, Inc. provides:

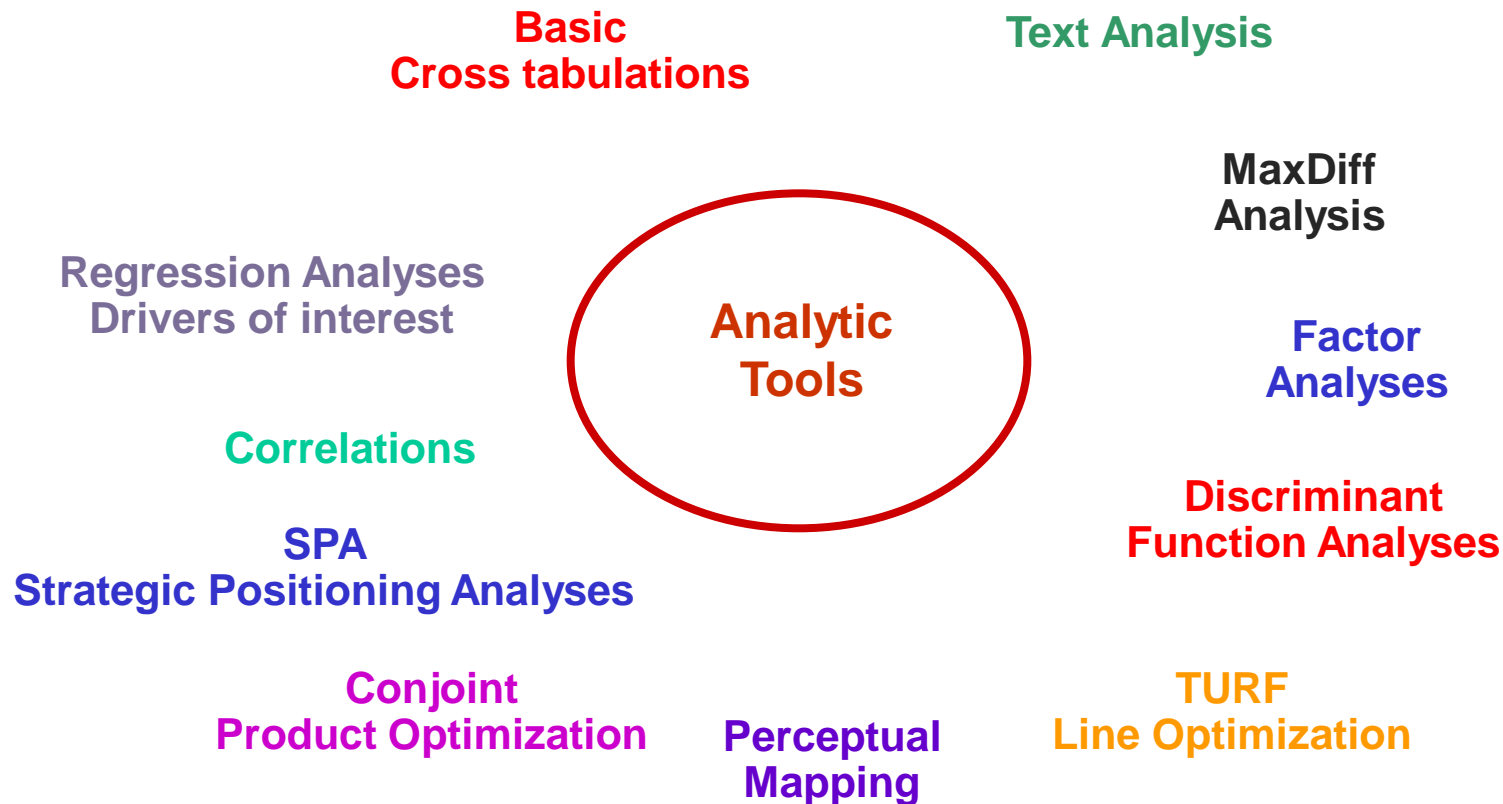
- ❖ Consulting services
- ❖ Qualitative research
 - Focus groups, depth interviews, ideation sessions
- ❖ Quantitative studies
 - Concept optimization, concept testing, positioning strategy, product line optimization, segmentation, market sizing, satisfaction measurement and tracking
- ❖ Edna Luther & Associates, Inc. has been conducting an annual syndicated tracking study: Small Business Directions since 1995.

Data Collection Methods

- ❖ Data collection methods are based on the project needs and include the full range of qualitative and quantitative techniques.



- ✦ The choice of analytic tools is driven by the project objectives. Analysis of each project typically involves the usage of many complementary analytic tools.



Project Management and Staffing

- ❖ Edna Luther & Associates, Inc. is owned and managed by Edna C. Luther, President.
- ❖ Associates of the firm include several senior level research professionals, each with advanced academic degrees and ten or more years in the industry.
- ❖ Ms. Luther designs, manages and analyzes all projects of the firm. In the case of large projects, associates assist in the project management, including overseeing recruiting and data collection as well as coding and quality checks on data tabulations.
- ❖ All study design and analysis is handled directly by the firm.
- ❖ Edna Luther & Associates, Inc. utilizes the highest quality research companies for CATI data collection. Online surveys and data tabulations are programmed in-house.

Clients of the Firm

- ✚ American Express
- ✚ American Student Assistance (ASA)
- ✚ AT&T
- ✚ A. T. Cross Company
- ✚ Bank of America
- ✚ Bausch & Lomb
- ✚ Berlitz
- ✚ Bose
- ✚ The Boston Globe
- ✚ BrassRing.com
- ✚ Bronner Slosberg Humphrey, Inc.
- ✚ Bull HN Information Systems, Inc.
- ✚ Charles Schwab
- ✚ Dearborn Publishing
- ✚ Delta Dental
- ✚ DentaQuest Ventures
- ✚ Deluxe Corporation
- ✚ DHL (formerly Airborne Express)
- ✚ Dunkin' Donuts, Allied Domecq
- ✚ Element K
- ✚ First USA/BankOne
- ✚ Frontier/Global Crossing
- ✚ Globe Pequot Press
- ✚ Intend Health
- ✚ Hewlett-Packard
- ✚ John Hancock
- ✚ JP Morgan Chase
- ✚ Kaplan
- ✚ Massachusetts Turnpike Authority
- ✚ MCI
- ✚ Menasha Corporation
- ✚ New England Business Services (NEBS)
- ✚ Polaroid
- ✚ Polymer Technology Corporation
- ✚ Simon & Schuster
- ✚ Staples
- ✚ SUNY Downstate Hospital
- ✚ Swarovski
- ✚ Teledyne
- ✚ Thomson
- ✚ TIAA-CREF
- ✚ Time, Inc.
- ✚ USCI/Bard
- ✚ US Postal Service
- ✚ Webster Bank
- ✚ X4 Health

- ✘ Ms. Luther, President and founder of Edna Luther & Associates, Inc. handles a broad array of customized research projects for consumer products and services, financial services, telecommunications, high technology firms, and educational publishing companies. In each of these fields, Ms. Luther helps clients use marketing research to optimize their competitive positions.
- ✘ Ms. Luther specializes in large-scale quantitative research endeavors addressing strategic marketing issues such as market segmentation, corporate/brand image studies, developing positioning strategies, concept testing, trade-off analyses to optimize product/service configurations, as well as development of customer panels, market sizing and profiling. In addition, Ms. Luther has moderated consumer focus groups for a wide range of consumer products and services, financial services and telecommunications services as well as business-to-business qualitative research for education, e-Learning, financial services, publications, retail, travel-related, telecommunications and technology firms.
- ✘ She has also taught several two-day marketing research seminars for her clients.
- ✘ Prior to establishing the firm, Ms. Luther was a Research Consultant at Mercer where she designed, managed and directed both qualitative and large-scale strategic quantitative research projects. Ms. Luther also built and directed the Worldwide Corporate Marketing Research Department at Wang Laboratories in 1987 and 1988. Previously in her career, she served for six years at Yankelovich Skelley and White where she was a Group Vice President and Head of the Consumer Response Modeling Group.
- ✘ Ms. Luther received her B.A. *magna cum laude* from Brandeis University (1977) where she concentrated in economics. She received her M.B.A. with honors from Boston University (1979) with a specialization in marketing strategy, research and advanced statistics.