

TO UNDERSTAND
THE MINDSET
OF YOUR
CONSUMERS,
YOU MUST GET
INSIDE THEIR
MINDS.



MINDSET

Creative Planning

WHAT ON EARTH IS MINDSET?

Mindset is a company specializing in creative planning and consumer insight research.



We are qualitative specialists who offer solutions to your communications problems.

Our research will tell you not only what consumers think of your product or service, but how to develop and refine your communications strategy; how to make your message more relevant and convincing.

A UNIQUE PERSPECTIVE

We've spent our working lives in advertising. And that gives us a unique perspective on research.

We know what kind of information turns creative people on and helps them produce better creative work. We know that, in the evaluation stage, creative ideas are fragile and can easily be wrecked by insensitive research. And we know that the right research can make all the difference between advertising

that merely informs and advertising that builds strong brand equity.

DIGGING FOR INSIGHTS

Our job is to find insights into consumer attitudes and behaviour.

Today's consumers are completely media literate. They not only understand advertising and marketing terms, they also understand the conventions, techniques, pretensions and tricks of the trade.



You can't fool them. If your message doesn't resonate, they won't co-operate.

You need to dig in their minds. You need an insight.

WHAT AN INSIGHT WILL DO FOR YOU.

A consumer insight will lead you to a more relevant and effective strategy.

You'll be able to relate to your consumers in a more personal and persuasive way because you'll know them better. Think of

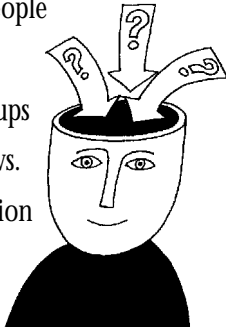
writing a letter: if you don't know the person, you'll write in vague, unconvincing generalities. But if you really know them, what makes them tick, you'll be able to make them laugh, cry, react and act.

THE TOOLS OF OUR TRADE

To help us uncover consumer insights, we meet face-to-face with people in focus groups, mini-groups, triads, affinity groups and one-on-one interviews.

At Mindset, we question the questions we ask. We believe that in seeking to uncover consumer values, attitudes and motivations, everything depends on asking the right questions.

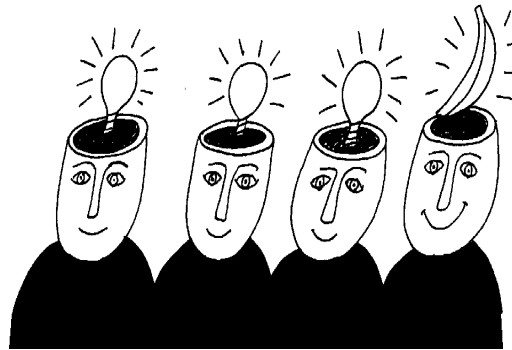
Trouble is, when people answer questions, they don't always say what they mean. So we use a variety of projective and enabling techniques designed to reveal peoples' thoughts and emotions. Picture sorts, word associations, role-playing, completion exercises, bubble drawings, projective questioning, and



other games and plays dig beneath the surface to mine the minds of consumers.

IDEAS WANTED - FAST.

At Mindset we also run ideation sessions. This creative process, based on the Synectics model, is a wonderful tool for cracking



problems fast. Put six to ten people of different disciplines in a room for two or three hours, banish negative thinking, encourage their latent creativity and it's surprising what can happen.

We've helped dozens of companies come up with ideas that have given their communications programs a competitive edge, re-launched tired products and services, created new products and developed winning advertising campaigns.

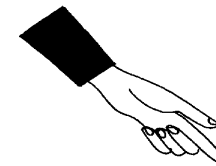
HOW YOU CAN USE US.

The next time you're facing a problem that requires qualitative research, give us a call.

- We'll discuss it with you. No charge.
- We'll help to determine your needs for planning and/or research. No charge.
- We'll give you a proposed course of action, in writing. No charge.
- We'll do the work. For a reasonable charge.

HOW YOU CAN REACH US.

For more information about Mindset or to meet with us, please contact Dennis Bruce or Margaret Marshall at



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