



Your customer's voice: listen. learn. leverage.

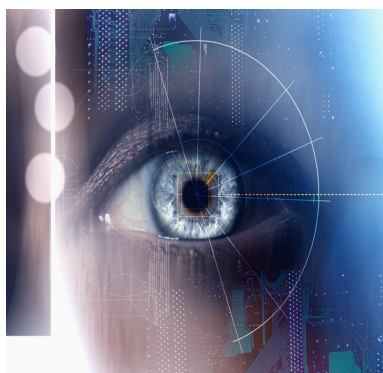
August 2011

Our summer spotlight series on how the social web and trends are impacting market research concludes this month with a look at what's ahead and tomorrow's tools.

Click to access [Part 1](#) & [Part 2](#).

SPOTLIGHT on What's ahead in market research

Tomorrow is sooner than you think: A rundown of market research's 21st Century solutions



Clients expect to receive quality insights, outcomes and recommendations from researchers that are provided faster, more effectively and efficiently. Changing consumer behaviors and the social web are presenting challenges to research partners and their clients that are being met in innovative ways.

Demand for speed and knowing how to reach and engage people today are driving researchers to incorporate elements of technology and science and adapt a blend of tried-and-true with emerging methodologies.

What's New

Campos Inc welcomes our newest client:

[Knouse Foods](#)

And welcomes back:

[McKesson Automation](#)

[New York University School of Continuing and Professional Studies](#)

[Red House Communications](#)

Out & About

8/9 [Amy Dubin](#) attending Coro Pittsburgh's [Leadership Luncheon Series with Christina Gabriel](#) at the Rivers Club

8/11 [Rusty Stammer](#) attending the Emerging Leaders Summit strategy session at the Allegheny Conference office

8/21 The [Campos Inc team](#) will be at the [Pirates game at PNC Park](#) as they face the Cincinnati Reds

8/31 The [Campos Inc team](#) will be heading to Allegheny Conference's [2011 Steelers Kickoff Luncheon](#) at the Wyndham Hotel

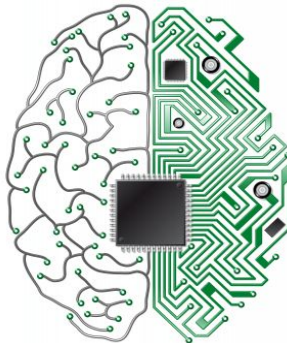
What can you look forward to from your market research partner that will provide you with the return on investment and return on insight you need?

The end of the survey as we know it is approaching; not tomorrow, but soon. Gamification of surveys will address the issues of steadily declining response and rising drop-out rates and people's ever-shorter attention spans.

Mobile market research, a niche for now, is center stage of what's-next, and discussions on the topic are rife with varied and polarized opinions.

Neuroscientific methodologies, which include brain-scanning using high-end lab technology, online surveys and other tools, can measure consumer intent and implicit association for truly deep-dive insights.

[Click HERE](#) to read more on the above and to learn what else is ahead in market research. Click to access [Part 1](#) & [Part 2](#).



Congratulations to soon-to-be Mr. & Mrs. Russell Stammer!



Senior Research Manager Rusty Stammer and fiancée Carlie Detar will be tying the knot Saturday, August 27!

[Send the soon-to-be-newlyweds a congratulatory note.](#)

Campos Inc Kudos!



Administrative Assistant Marilyn Hicks volunteered for the Veteran Wheelchair Games

The 31st National Veterans Wheelchair Games was held here in Pittsburgh August 1 - 6. Marilyn lent a helping hand to the archery competition - we're glad no arrows went in her direction and she's back here safely with us!

[Learn more about the games.](#)

Trending



Stream-sourcing social media strategy

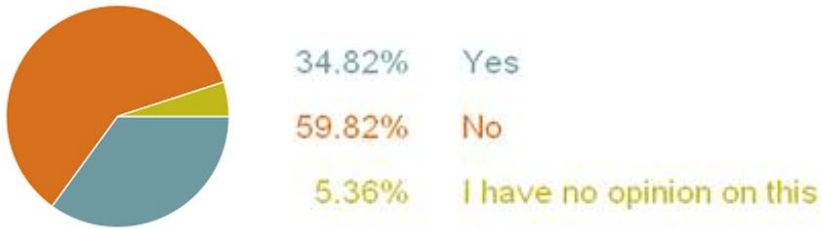
[This weekly Twitter chat](#) has been running for a month now, and taps its 11,000+ followers from the social media sphere for social media strategy ideas for one small business each week. Good fun to watch the ideas...stream!

#SocialFresh every Monday at 7

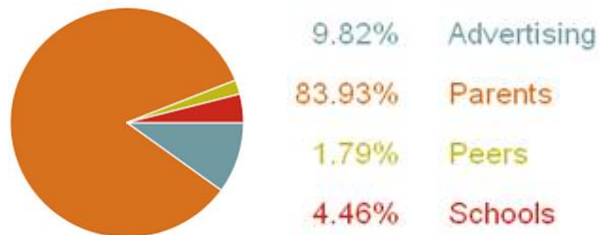
What's New on VOICE of the Region

pm. [Click here for more information.](#)

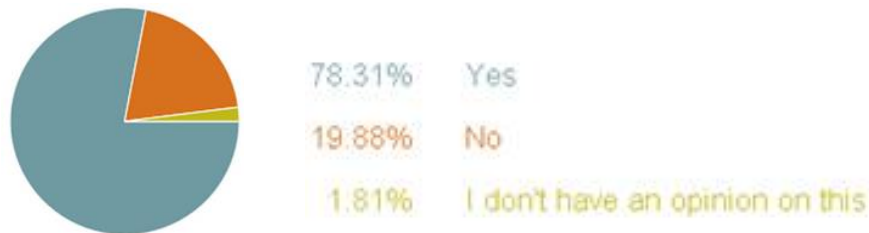
In your opinion, would state intervention serve the best interests of children with life-threatening obesity?



In your opinion, which of the following is the greatest contributor to children's eating habits?



In your opinion, should a restaurant be allowed to ban young children if they deem it better for business?



VOICE OF THE REGION Join the VOICE of the Region and share your opinion.

