

WORKPLACE
Material Handling & Safety

Plastics
HOTLINE

Industrial Hygiene
in the **Workplace**

Packaging
TECHNOLOGY TODAY

PFFC
PAPER, FILM & FOIL CONVERTER

Electrical Safety
IN THE WORKPLACE

MARKET RESEARCH
CAPABILITIES

best of the

B2B WORLD

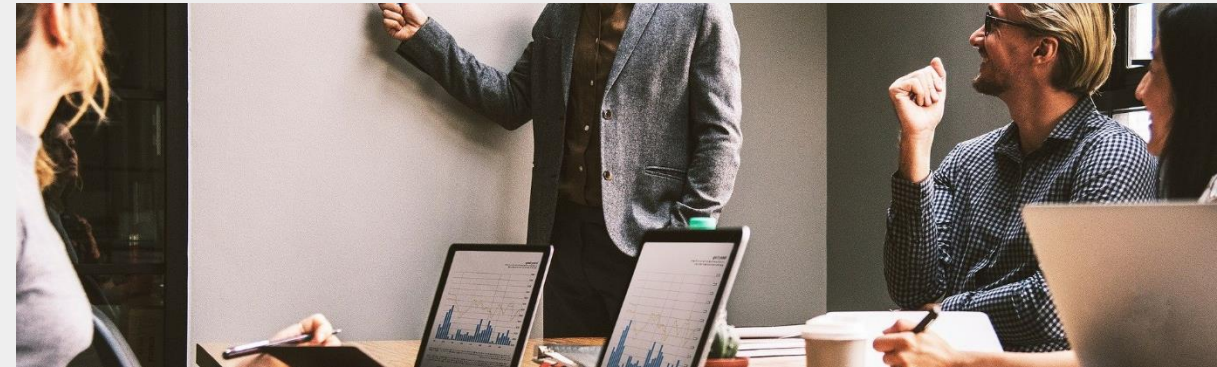
Market & Audience Studies

- Evaluate the market before launching a new product or service
- RDG Media designs studies to better help you gauge your target audience's current and future needs for a product or solution
- Can be developed to assess market buying behaviors and trends, product usage and purchase intent, etc.



Custom Lead Gen Research Briefs

- A valuable information asset that is promoted to your target audience and leveraged as a credible co-branded resource and lead generation mechanism
- Turn your Brief into Qualified Leads
- Customized registration page captures qualified leads
- Your 6 to 8 page research brief is posted on our Resource Center as a White Paper
- Dedicated marketing to our subscriber list will generate numerous qualified leads



We work with **clients of all sizes** on large to small projects

And have exclusive access to decision-makers in our B2B audience



we provide clarity

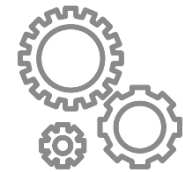
THROUGHOUT YOUR LIFE CYCLE

Our expertise in quantitative & qualitative research informs, advises, and provides decisive direction across each phase of this journey



IDEATION

Who should I target? What is the current state of the marketplace? What offerings could I create?



DEVELOPMENT

How do people want to shop and consume my category? What are the strengths of my idea and how do I position it?



MEASUREMENT

How do I know if I'm successful? What do consumers think of us? What remaining gaps do we need to solve for next?



OPTIMIZATION

How do I launch this idea in the most profitable way? With the broadest appeal and strongest reach?

have a
QUESTION?

Contact Us!

Randy Green

President, RDG Media



586.227.9344



randy@rdgmedia.net
www.rdgmedia.net

