



TRANSFORMATIONAL BUSINESS INTELLIGENCE



ABOUT LODESTAR RESEARCH

Lodestar is a boutique research and strategy consulting services firm helping clients measure and better manage their business performance in marketing, brand and reputation, customer satisfaction and loyalty, human capital and organizational effectiveness, and new product development.

Lodestar consultants bring an integrated, interdisciplinary approach to our work with clients. There may be divisions between marketing, brand, human resources management, and innovation on an organization chart, but in the real world, no such distinctions exist. These functions overlap and impact each other. Lodestar's holistic approach to strategy and research reflects this reality — and empowers clients to understand and address all the drivers of total business performance.



Lodestar utilizes a sophisticated, eclectic toolkit drawn from the leading edge of marketing science. Examples of methods we have used in support of recent client engagements include:

- » Performance Scorecards/Dashboards
- » Marketing/Brand ROI Analysis
- » Strategy and Value Impact Mapping
- » Total Customer Experience Modeling
- » Branded Customer Experience
- » Employee Brand Engagement
- » Internal Brand Culture
- » Customer Satisfaction & Loyalty Modeling
- » Econometric Forecasting
- » Needs-Based Customer Segmentation
- » Conjoint/Discrete Choice Modeling
- » Database Mining
- » Competitive Benchmarking
- » Brand Positioning/Architecture Assessment
- » Futures Forecasting
- » Blogosphere Consumer/Product Assessments
- » Online Focus Group/Discussion Rooms
- » Key Opinion Leader (KOL) Delphi Forecasting
- » Industry Studies
- » Price Elasticity Models
- » Advertising Effectiveness & ROI

OUR MISSION

Lodestar is committed to helping companies improve business performance through research, strategy consulting, information deployment, action planning and implementation. We are entirely focused on a 'client first' approach in each engagement and we believe in partnering for the long-term. We are continually working to improve our knowledge, skills, and technological capabilities; offering clients products and services that are on the leading edge of marketing science.



LODESTAR'S EXECUTIVE TEAM

- W. Thomas Nelson, Jr., Ed.D** President and CEO
Judy Miller Senior Vice President – Client Services
Julie Sondhi Director of Project Management
Jeffery Weisberg Director of Strategic Initiatives
Carol A. Nelson Managing Director Advancement Strategies
Jaime Delgado Managing Director – E-Media Practice

OUR COMMITMENT TO EACH LODESTAR CLIENT

- » As a client of Lodestar you will receive agreed upon services that are on time, on spec, within budget, supported by state-of-the-art research methodologies, and adhere to our industry's highest ethical standards.
- » A senior Lodestar executive will lead each engagement and be actively involved from start to finish.
- » Lodestar will work collaboratively with you throughout a project's design, implementation, presentation of findings, and post-research action planning and execution.
- » We will work with you to transform market research into business intelligence – and help you leverage it to achieve improved business performance.
- » Your complete satisfaction with Lodestar as a research and strategy consulting partner is unconditionally guaranteed.

YOUR NEXT STEP

Find out why other companies are relying on Lodestar Research — and learn how we can deliver equally compelling results for your organization.

For more information, contact Judy Miller, Senior Vice President – Client Services, at (212) 486.2975 / (866) 563.3787 or jmiller@lodestarlink.com.

www.lodestarlink.com

SELECT CLIENTS

Publishing & Media

Accounting Today
Accounting Technology
American Banker
ATM & Debit News
Bank Investment Consultant
Bank Technology News
Business Insurance
Cardline
Cards & Payments
CardTechnology
Claims
Collections & Credit Risk
Crain Communications
Credit Union Times
Credit Union Journal
DMReview
Employee Benefit Advisor
Employee Benefit News
Employee Benefit News
Canada
Financial Planning
Florida Underwriter
Fortune Small Business
Health Data Management
Highline Media
Information Management
Inside Counsel
Insurance Networking News
Investment Advisor
ISO & Agent
National Underwriter –
Property & Causality
National Underwriter –
Life & Health
On Wall Street
Practical Accountant
Research
SMB Human Resources
SourceMedia
SummitMedia
TechDecisions
TimeWarner
The Bond Buyer
Treasury & Risk
US Banker
Wealth Manager

Financial Services/ Real Estate

CitiGroup
Discover Card
Equity Residential
Moody's Investor Services
National Money Mart
Prudential Real Estate
ThomsonFinancial/
ThomsonReuters

Information Technology/ Telecommunications

AT&T
AT&T Business Services
Cingular
Earthlink
EDS
IBM
ICT Group
Palm

Professional Services

Accenture
BrandLink
Deloitte & Touche
Deloitte Consulting
Interbrand
Lenskold Group
LexisNexis
Martindale-Hubbell
Omnicom
Opinion Research
SAS
WantBranding

Nonprofit

International Foundation of
Employee Benefit Plans
James A Michener Art
Museum
National Thoroughbred
Racehorse Association

Life Sciences/Healthcare

American Red Cross
BlueCross/BlueShield
Eli Lilly
GE Healthcare
Innovex
Johnson & Johnson
Roche Diagnostics
Novoquest
Quintiles

FIRM PROFILE

Founded: 1998 by W. Thomas Nelson, Jr., Ed.D

Headquarters: Princeton, NJ

Corporate Structure: Pennsylvania S Corporation

Ownership: Lodestar Associate-Owned

Associates: 30 researchers, strategists and consultants, web analysts, project managers, and data mining specialists

Strategic Alliances: 25+ firms providing complementary specialized services in support of Lodestar's core research competencies in marketing, brand, human capital, and innovation

Website: www.lodestarlink.com

Phone: 866.563.3787

PROFESSIONAL MEMBERSHIPS

AMA – American Marketing Association

ESOMAR – World Society of Opinion and Marketing Research Professionals

CASRO – Council of American Survey Research Organizations

GPSEG – Greater Philadelphia Senior Executives Group

ISBM – Institute for the Study of Business Markets (Penn State University)

MENG – Marketing Executive Networking Group

MRA – Marketing Research Organization

“Marketing, no matter what practitioners thought in the past, is now more science than art. It is no longer necessary to rely on hunch, hope, mythology, and experience or on creative breakthroughs and divine illumination. The data and tools currently exist to dramatically improve a company's marketing programs for new and established products and services. All that's required is the will to use them.”

— **Marketing Revolution:
A Radical Manifesto
Dominating the
Marketplace**



P: 866.563.3787

F: 215.392.5051

66 Witherspoon Street, PMB 330
Princeton, NJ 08542

www.lodestarlink.com

TRANSFORMATIONAL BUSINESS INTELLIGENCE