



R.L. Repass & Partners, Inc.

Opinion Research ■ Marketing Research ■ Communications Counsel



RESEARCH INSIGHTS, ACTIONABLE SOLUTIONS™

MISSION

Our mission is to provide comprehensive opinion research, marketing research, and communications counsel to help clients establish, enhance, and protect corporate reputations, organizational initiatives, and brand equity.

OVERVIEW

R.L. Repass & Partners, Inc. is a custom survey research and communications consulting firm. Our services range from consulting with clients to identify research objectives, through study design, data collection, analysis, and marketing-communications strategy development.

Our experience includes multiple methods of qualitative and quantitative research including focus groups, baseline and tracking research, usage and attitude studies, and multivariate design and analysis. We utilize traditional methods (telephone surveys, in-depth interviews, and focus groups) and new technologies (Internet surveys, interactive data collection, and online data delivery) to provide fast, actionable, cost effective solutions.

R.L. Repass & Partners' clients include some of the most recognizable companies and organizations in the world. We have provided survey research and communications consulting services for a diverse set of clients including *Fortune 500* companies, national trade associations, governmental agencies, law firms, media, and marcom agencies.

We are committed to exceeding client expectations by providing only actionable, cost effective research and communications strategies. Thank you for taking the time to learn more about our capabilities and for considering R.L. Repass & Partners. Please let us know how we can assist with your needs.



R.L. Repass & Partners, Inc.
Corporate Office: 10101 Alliance Road, Cincinnati, OH 45242-4747
Data Collection Center: 1012 Kanawha Blvd., East, Charleston, WV 25301-2840
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repasspartners.com

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BACKGROUND

R.L. Repass & Partners is focused on capabilities where we have a particular expertise and can provide important client value. For more than 25 years, we have helped clients' measure target audience attitudes and opinions toward key issues and craft communications strategies to sustain business; and provide meaningful insights for policy initiatives. Below and on the following pages is more information about our capabilities.

Opinion Research
Marketing Research
MindField™ Internet Panels
Computer Assisted Telephone Interviewing
Communication Counsel

Opinion Research

Our capabilities in opinion research have helped clients in the private and public sectors understand public opinion on critical issues of the day. Clients in this area have included corporate public relations executives, state and national trade associations, the news media, governmental agencies, and candidates for state and national public office. The firm's capabilities in Opinion Research include:

- Qualitative Research – Focus Groups, IDIs, and Bulletin Boards
- Message Testing – Traditional and Dial Testing via *Perception Analyzer*™
- Baseline Research
- Tracking Research
- Brushfire Surveys
- Perceptual Mapping

Marketing Research

At R.L. Repass & Partners, we work with clients who value our 25+ years of experience in research design and execution, and our insight into marketing strategy development. We are experienced in both qualitative and quantitative methods including focus groups, baseline and tracking research, perceptual mapping, segmentation analysis, conjoint studies, and customer loyalty measures.



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Our capabilities in Marketing Research and analysis include:

- Service & Product Optimization
- New Product Development
- Corporate/Brand Equity
- Usage & Attitude
- Advertising Research
- Satisfaction Surveys

Litigation Research

At R.L. Repass & Partners our experience tells us that thorough research is essential to modern trial preparation. After many hours of studying case law, preparing witnesses, and conceiving a public and courtroom strategy, the outcome at trial hinges on how a jury perceives the case. We assist law firms and corporate counsel with research-based solutions to evaluating legal strategies.

Our Litigation Research capabilities include:

- Change of Venue Surveys
- Jury Selection Studies
- Mock Jury Focus Groups
- Voir Dire Consultation
- Expert Testimony

MindField™ Internet Panels

MindField is the proprietary platform through which R.L. Repass & Partners Internet based opinion and marketing research takes place. Our attention to panel maintenance, technical support, and expertise in survey research design enable clients to access national and international samples in a timely and cost effective manner.



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The *MindField* panel includes approximately 2 million, active qualified panelists in the North America. The *MindField* panel consists of members recruited through multiple methods to ensure broad representation. Recruitment methods include phone, in-person, web and email. All recruitment is conducted in accordance with Council of American Survey Research Organization (CASRO) rules for participation.

MindField delivers intricate programming methods that allow absolute quota and data control. As a *MindField* client, you have the capability to receive “real time” reporting of data collection in total, by quota groups, and tabulation of data.

Computer Assisted Telephone Interviewing (CATI)

Through a marketing/operating agreement with McMillion Research Services LLC, we provide state-of-the-art telephone data collection for our survey research clients. The companies operate a 100-station CATI data collection center located in Charleston, WV for consumer and business-to-business data collection. The data collection staff is thoroughly trained and supervised to ensure a high level of professionalism in the data collection process.

All telephone data collection and tabulation is programmed by IT professionals using CfMC and Sawtooth software. Sample and quota management is closely monitored to ensure quality control of each audience segment. We also offer remote monitoring of interviews from the client's home or office telephone.

Communications Counsel

R.L. Repass & Partners works with clients to develop and implement researched based, strategic and tactical communications for clients dealing with complex issues and intense media scrutiny. Our commitment to in-depth research provides us with the unique capability to transform knowledge about key audiences into successful message development and communications strategies. Through our internal expertise and partner network, we provide clients with a veteran team of communications specialists.

We also offer crisis communication research designed to assist corporate executives and legal staffs enhance, protect, and restore company reputations. This research is used to develop a plan of effective external and internal communications with key audiences during a period of crisis and conflict. R.L. Repass & Partners help CEO's and senior executives understand the factors influencing stakeholder opinion; and evaluate strategies for improved community support.



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CLIENTS

Our opinion and marketing research assignments are confidential; our clients expect that we not disclose the nature, scope and results of our work for them. To formalize this pledge, all of our partners, associates and employees sign confidentiality agreements. Without breaching that confidentiality, it is important to illustrate to prospective clients the types of companies and organizations that we have worked with over the years. The following is a sample list of some of these clients by business category:

Health Care

Ethicon Endo-Surgery
GlaxoSmithKline
Omron Healthcare
WakeMed Health & Hospitals

CPG/Food & Beverage

Frito Lay
Heinz
Procter & Gamble
Sara Lee Foods

Automotive

General Motors
PPG Industries
Toyota
Valvoline

Trade Associations

AARP
American Beverage Association
CITA - The Wireless Association
Personal Care Products Association

Government Agencies

Florida Lottery
Hamilton Co. Environmental Services
U.S. Army Recruiting Command
West Virginia Lottery

Media

Arizona Republic
DirecTV
On Command Corp.
San Francisco Chronicle

Marketing/Communications

Charles Ryan Associates
Golin/Harris International
HSR Business-to-Business
TMG Strategies

Chemicals

Ashland
Dow
Henkel
Union Carbide

Law Firms

Dinsmore & Shohl
Kilpatrick Stockton
King & Spalding
Wood & Lamping

Energy

Allegheny Energy
American Electric Power
Columbia Gas of Virginia
Sunoco



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DIRECTIONS



Repass & Partners is headquartered in suburban Cincinnati, Ohio. Our office location is in the Northmark I office park on Alliance Road in Blue Ash, with easy access to Interstates 71, 75 and the 275 Loop. The office address is 10101 Alliance Road, Suite 190, Cincinnati, Ohio 45242-4747. Directions are as follows:

From the Airport

Exit Airport Heading East on I-275
Follow Directions for I-71 North

From I-71 (North or South)

I-71 to Pfeiffer Road Exit (#15)
Turn West (Right from North, Left from South) on Pfeiffer Road
Cross Railroad Tracks
Turn Left in on Reed Hartman Highway
Turn Left on Carver Road
Turn Right on Alliance Road
Northmark I first building on the Right, 10101 Alliance Road, Suite 190

From I-75 (South)

- I-75 to Glendale-Milford Road Exit 14
Turn Right on Glendale-Milford Road toward Evendale
Turn Right on Reed Hartman Highway
Turn Left on Carver Road
Turn Right on Alliance Road
Northmark I first building on Right, 10101 Alliance Road, Suite 190

From I-75 (North)

I-75 North to Ronald Reagan Hwy. - East (Exit 10A)
Exit at Plainfield Rd./Reed Hartman Highway
Turn Left (North) on Plainfield/Reed Hartman Hwy.
Turn Right on Carver Road
Turn Right on Alliance Road
Northmark I first building on the Right, 10101 Alliance Road, Suite 190



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PRINCIPAL

Rex L. Repass



Rex Repass is President and CEO of R.L. Repass & Partners, Inc. He has been an entrepreneur and business owner since 1984, the year he and another partner incorporated Ryan-Repass Research, Inc., the forerunner for what is today R.L. Repass & Partners, Inc. Rex has 25 years of opinion research, marketing research, and consulting experience. His client experience includes work for diverse business sectors including medical device manufacturers, pharmaceutical companies, regional & community hospitals, automotive manufacturers, chemical manufacturers, energy companies, food & beverage companies, national associations, state lotteries, travel & tourism, and media companies. He is a member of the American Marketing Association and the American Association for Public Opinion Research. Rex received a Master of Science degree in communications from The University of Tennessee with a special emphasis in public opinion and advertising research. He received an undergraduate degree in journalism from Marshall University, and is the recipient of Marshall's W. Page Pitt School of Journalism distinguished alumnus award, and a past member of the University's Alumni Association Board of Directors.

PROJECT TEAM



In addition to our data collection/field capabilities, the firm has senior managers and associates for project execution, programming, data processing, and analysis/reporting. Repass & Partners collaborates with its clients to identify strategic information objectives and design research to provide answers to critical questions that affect corporate reputation and business strategies. We are dedicated to exceeding client expectations through comprehensive planning, questionnaire development, data collection, analysis, actionable recommendations, and consultation.



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