

# IMA LINKS



## Audience Response System

We are pleased to announce that IMA now offers Audience Response System (ARS), a tool to help uncover what is going on in the minds of respondents. This system allows a group of people to anonymously respond on a topic or answer a question by using a wireless keypad. Each keypad communicates with the moderator's computer to capture the data. ARS helps to immediately engage each individual in a focus group. It is effective in collecting both individual and group level data before the discussion as well as after the discussion.



## Laddering

### Going Below the Surface

By Laura Cusumano

The IMA team was recently trained on "laddering"—a technique for identifying the underlying emotion for brand choices and decision making. Laddering is a way to go below the surface during an in-depth interview in a systematic sequence of exploring. In laddering we can identify the links between basic product attributes and their associated feelings and values—the real benefits derived from those attributes.

The findings from laddering can help drive brand positioning and subsequent communication using benefits rather than attributes. Creating an emotionally-based benefit can establish a brand equity that will be significantly stronger and longer-lasting than an attributes-based position.

The laddering interview is most commonly conducted on a one-on-one basis but can also be done as a triad.

The research is conducted with users of specific brands in a therapeutic class.

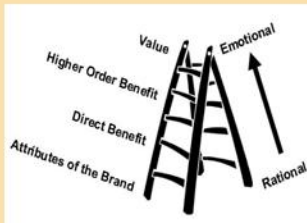
Each discussion focuses on one brand in a class, and the respondent must be a user of the brand. The total sample size of a study using laddering generally ranges from 15 to 25 per segment (e.g. consumers or physicians) depending on the number of brands of interest in the class.

The overall structure of the laddering process can be viewed with the discussion working its way up the ladder, as in the diagram below. The "direct benefits" tend to be functional, while the "higher order benefits" and "values" are emotional as well as functional, such as independence, health,

There are three stages in the laddering process. All three stages require a persistent and exploratory approach, but the third is the most difficult and insightful stage of the discussion.

- Identify relevant attributes about the brand through open-ended questioning
- Identify which of the attributes are most important by prioritizing them
- Determine the perceived direct benefits, higher order benefits and values of the most important attributes

In the third step the moderator will slowly and methodically tease out the value of each important attribute, often through a series of "why" questions. It can be a difficult process to secure honest, open responses during the continual probing while also minimizing respondent fatigue. However, the payoff of insight into a therapy class and specific brand will be worth the effort.



## Medical Terminology

**Pegylated:** Encased in a fat molecule called polyethylene glycol (or "peg"), which slows the body's absorption of the drug and allows for less frequent dosing of the medication.



## IMA in the Spotlight



Please join us in welcoming **Gwyn Gibbs** and **Kristine Wakeley** to IMA. As a Sr. Project Director, **Gwyn** brings exceptional consumer research skills and strategic thinking to IMA's clients. She specializes in a variety of qualitative research techniques ranging from focus groups and in-depth interviews to ethnography and storytelling.

As Director, Field Services, **Kristine** offers IMA and its clients 13 years of experience in field management.

In her previous role as Field Manager with GfK Strategic Marketing, **Kristine** managed hundreds of global research projects in numerous countries including the UK, France, Italy, Spain, Germany, Mexico, Brazil, China, Canada, and the US.

**Jan McAlonan** and her husband Steve welcomed their second daughter, **Brigid Ann**, on July 8th!

**Michael Kay** and his wife **Dorilana** welcomed their first child, daughter **Imara Rose**, on September 30th!

**Welcome to the IMA family**  
**Brigid Ann and Imara Rose!**

**Ian Fureman's** daughter **Gina** graduated from Upper Darby High School. She is attending Philadelphia University in pursuit of a degree in Fashion Design. Good luck Gina!

In July, **Beth Carey** became the President-elect of the Philadelphia Chapter of the Market Researchers Association (MRA).

**Patti Kaiser's** daughter, **Katie**, 8 years old, won 3 medals in the Bantam girl's division at the Track and Field Open Finals for the Eastern Division of the Valley Conference in Santa Clarita, CA. Her team placed 2nd in the 4x100 relay. Congrats Katie!

# Sudoku

		1				8	9	
	2	7			9		5	
		4		8	2			
	6		9	2		1	4	
				5				
	9	8		6	1		3	
			2	1		4		
	1		7			3	6	
	7	9				2		

## RECIPE CORNER

Sweet Potato Salad with  
Warm Bacon Vinaigrette  
Courtesy of Rachael Ray

### Ingredients

- ✦ 4 medium sweet potatoes, peeled, cut in half lengthwise and sliced into half moons
- ✦ 2 tablespoons EVOO - Extra Virgin Olive Oil
- ✦ 4 slices bacon
- ✦ 1 medium red onion, finely chopped
- ✦ 2 cloves garlic, finely chopped or grated
- ✦ Salt and ground black pepper
- ✦ 1 1/2 tablespoons Dijon mustard
- ✦ 2 tablespoons red wine vinegar
- ✦ 4 cups (loosely packed) baby spinach

Place a medium pot over medium-high heat with the sweet potatoes and enough cold water to cover them. Bring to a boil, reduce the heat to medium and simmer until tender, about 10 minutes. Drain the cooked potatoes and reserve in a medium-size mixing bowl.

While the potatoes are cooking, place a large skillet over medium-high heat with 2 turns of the pan of EVOO, about 2 tablespoons. Add the bacon and cook until crisp, 3-4 minutes per side. Remove the bacon from the pan and add the onion, garlic, some salt and tons of black pepper to the bacon drippings. Cook until the onions are tender, about 5 minutes.

Remove pan from the heat and add the mustard and vinegar, whisking vigorously to incorporate the dressing. Pour the dressing over the potatoes and add the spinach, tossing to coat the potatoes and lightly wilt the spinach. Crumble the bacon over everything. Serve warm or at room temperature.



## IMAFL (Foosball League)

The IMAFL's season continued through the summer with *You Snooze, You Foos* opening up an 8 game lead over *Mean Marketing Machine*. *You Snooze, You Foos* had a busy July, sweeping *Mean Marketing Machine* and *Foosball Focus* in back to back four game series. Here are the current standings as of September 30th.

	WINS	LOSSES
<b>You Snooze, You Foos</b>	59	21
<b>Mean Marketing Machine</b>	51	29
<b>Foosball Focus</b>	49	31
<b>Everybody is Kung Foos Fighting</b>	40	40



Even if you're on the right track, you'll get run over if you just sit there.

- Will Rogers

"If we knew what it was we were doing, it would not be called research, would it?"

- Albert Einstein

"There cannot be a crisis next week. My schedule is already full."

- Henry Kissinger

"Everything you can imagine is real."

- Picasso

## Focus on... Bryn Mawr, Pennsylvania

### Bryn Mawr Restaurants:

#### Yangming

When in Bryn Mawr, don't miss Yangming, a Mandarin-Continental restaurant that has been rated "very good to excellent" by Zagat in their review of food, décor and service.

The history of Yangming dates to before the American Revolution, when neighbors and travelers dined at the Seven Stars Tavern, the first restaurant built upon this site. In the 1830s, the upstairs loft at the Old Store hosted town meetings, minstrel shows and prizefighters, including the legendary Jack Johnson. In the 1930s, the famed Conestoga Mill restaurant began its 50 year stretch as a Main Line institution. Then in 1991, after a stunning and lavish renovation, Yangming opened to glowing reviews.

**Yangming**, 1051 Conestoga Rd., Bryn Mawr, PA., 610-527-3200

#### Café Fresko

Café Fresko is a quaint and friendly BYOB in Bryn Mawr, PA with a Greek flavor. The café has Mediterranean styling throughout and is owned by its chef, Demetri Pappas. The café seats 50 people and showcases dramatic artwork.

**Café Fresko**, 1003 Lancaster Avenue, Bryn Mawr, PA, 610-581-7070

Since we're highlighting a city of interest in each issue of *IMA Links*, we thought we'd tell you a little bit about Bryn Mawr, Pennsylvania, the town where IMA's offices are located. Bryn Mawr is an older suburban community along Philadelphia's Main Line. Known for its mansions and historic properties, Bryn Mawr's town center, located along Lancaster Pike (Route 30), offers residents a variety of restaurants, cafés, bookstores, retail shops, and entertainment and cultural venues. Bryn Mawr is a college town and home to some of the best public and private schools in the area.

The name *Bryn Mawr* means "big hill" in Welsh and takes its name from an estate near Dollgellau in North Wales. Until 1869 and the coming of the Pennsylvania Railroad, the town was known as Humphreysville.

The town was renamed by railroad agent William H. Wilson after he acquired, on behalf of the railroad, the 283 acres that now comprise Bryn Mawr.

### Bryn Mawr Trivia:

Bruce Springsteen performed "Thunder Road" for the first time at The Main Point in Bryn Mawr, on February 5, 1975. At the time, the song was known as "Wings for Wheels," and featured remarkably different lyrics than the version released.