

# CHANT LINK & ASSOCIATES

## MARKETING STRATEGY AND RESEARCH

**History:** Chant Link & Associates was founded in Melbourne, Australia in 1989 and quickly gained a strong positioning as a specialist in marketing research and strategy amongst many of the largest organisations in Australia.

**Customisation:** Chant Link & Associates specialises in solving marketing problems. We are not wedded to specific techniques or proprietary tools but instead bring a broad array of skills, methodologies and techniques to each individual project, thereby tailoring a unique and suitable approach.



**Differentiated:** Perhaps the greatest differentiator between Chant Link & Associates and other research companies is that we have no junior staff; all our staff are senior in experience, qualifications and expertise. Our staff work on all aspects of a project from brief to design, data collection, analysis and reporting.



**Team:** The organisation has its own team of highly trained and qualified researchers expert in all aspects of marketing strategy and research. Quantitative data analysis is conducted in-house using a wide range of data analysis packages, including choice modelling, perceptual mapping and multivariate procedures.

**Expertise and skills:** Our skills include marketing strategy development, qualitative and quantitative research, research design, and multivariate techniques. Our experience in marketing, general management and marketing consulting coupled with strong formal qualifications in the behavioural

sciences, marketing and management puts us in an ideal position as a problem solving organisation.

Research and consulting areas we have considerable experience in include:

- ] Developing models of consumer and industrial buyer behaviour to assist in the development of marketing strategy;
- ] Corporate image and positioning research;
- ] Attitudinal research;
- ] Segmentation research;
- ] Advertising research (including assisting in the development of communications objectives);
- ] Developing models of customer satisfaction and customer value;
- ] New product feasibility studies and research;
- ] Strategic planning and marketing planning;
- ] Internal communications and culture change;
- ] Perception Analyzer methodology: Wireless data gathering dials with real-time analysis and results.



**Capacity:** The organisation has a team of 9 full-time consultants and 10 associates and can be called upon for projects from the small to the very large. We regularly conduct work Australia-wide and internationally. For further information, contact Chant Link & Associates.



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