

# HOW CAN IMPROVING YOUR MARKET KNOWLEDGE BOOST THE STRENGTH OF YOUR BRAND?



At Koski Research, the heart of our approach is a simple and essential focus on crafting better research, which starts with better questions. Great questions transcend the expected and transform research by generating better conversations, which provide a deeper, more nuanced understanding of your clients.

How can research play a role in generating conversations — about you?

## WE ASK QUESTIONS THAT ATTRACT ATTENTION

Supporting your brand and building thought leadership requires that you be top-of-mind on a regular basis.

Through smart, well-executed opinion research that occurs at regular intervals, we can help you generate relevant, provocative content that you can use across media channels to achieve a variety of strategic and tactical objectives.

## OUR OPINION RESEARCH SERVICES HELP YOU

- Promote thought leadership and enhance reputation
- Generate significant news coverage from targeted media sources
- Spark meaningful conversations with the media and your target markets
- Augment stories, ideas, and messages in sales and marketing materials and events

We have a long track record of providing clients with repeatable, predictable, and proven methods that build buzz and boost reputations as go-to sources, thought leaders, and innovators in their market niche. We will work closely with you to design opinion research studies that support your brand and fill news gaps.

To start a conversation about how you might leverage research to elevate the visibility of your brand, please call us at 415-334-3400 or send an email to [lkoski@koskiresearch.com](mailto:lkoski@koskiresearch.com).

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## SUCCESS STORY: ADVISOR OUTLOOK STUDY

### Challenge

Charles Schwab wished to further support its position as a leader in providing investment management solutions to the affluent through independent advisors.

### Approach

Since 2007, Koski Research has implemented a semi-annual study with over 1,000 independent investment advisors to measure their market outlook and understand how they are meeting their clients' needs.

### Result

Study findings consistently receive millions of impressions from coverage in leading mass-media outlets, such as CNBC, Money Magazine, USA Today, The Wall Street Journal, and the New York Times.

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“Koski Research's thoughtful questionnaire design and analysis is integral to meeting our goals for promoting the independent advisor category through increased media coverage. Because the findings are so relevant, we generate mass market attention for independent investment advisors.”