

# YOU ASK. WE DELVE.

We've all been there. You've got a question. You go online and search. You wade through results that are outdated, misleading or confusing, looking for the needle in the haystack. You get distracted by a result that suddenly has you watching YouTube videos of cats dressed as sharks riding Roombas. And, now you realize you've wasted several hours and are nowhere closer to meeting your deadline for answers.

A.D. Creative Group is your new resource for on-demand research. Let us dive down that research rabbit hole for you. Fact finding fieldwork is our forte. We can help you with an array of different research tasks, and can provide you most answers in 72 hours or less.

## SEEK PROFESSIONAL HELP... SEND OUT THE A.D. SEARCH PARTY.

### HOW DO WE START?

We'll spend time learning what you already know, so we can focus on helping you learn what you don't. We'll discuss how you're planning to use the information we uncover to deliver answers in the most useful form for you. We're experts at finding information on the public domain, but we can also triangulate information in case the exact data point you're looking for doesn't exist. Through detailed planning and research, we will deliver the answers you've been looking for... and a few you didn't even know you needed!

### WHAT KINDS OF QUESTIONS CAN I ASK?

We consult with a network filled with experts in almost every field imaginable, so whether you want to know about markets or meerkats, customers or costumers, or anything else under the sun, we've got you covered. Our team will work with you to determine what questions are going to deliver the most useful information for your organization.

***Possible lines of inquiry include, but certainly aren't limited to:***



#### Industry Research

Market sizing, competitive landscapes, best practices, industry trends, company profiles, and organizational charts.



#### Consumer Research

Consumer trends, demographics, psychographics, fact checking, and test out a hypothesis.



#### Digital Research

Social media statistics, social listening, and influencer marketing.



#### Personal

Travel and entertainment, educational opportunities, health and wellness, and personal finance.



#### Prospecting

Sponsors and vendors

## HOW MUCH DOES IT COST?

Some questions are small, some are large, and some lead to even more questions. Before we perform any research for you, our analysts will provide you with a detailed breakdown of your project, outlining the scope of work to be done in the form of individual requests. Each request within a project consists of 2-3 hours of research production time. Whether your question includes one action item or one hundred, A.D. will deliver the answers to you in an efficient, timely fashion at the price quoted.

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## HOW DO I RECEIVE MY ANSWERS?

Research is delivered with links to the online sources cited so you can dive even deeper into the information that surfaces. And, in case we come across a paid resource that could be useful to you, we'll include a link to that as well in case you'd like to purchase it separately.



## WHAT IF THE ANSWER DOESN'T EXIST?

We have a three-step approach for tackling research questions.

1. We begin by searching for the exact answer to your question using credible, publicly available sources.
  2. If the exact datapoint is not available, we'll triangulate the answer based on the drivers for that answer while clearly articulating our methodology in case you would like to tweak anything afterwards.
  3. In the unlikely event that we're not able to credibly triangulate the answer, we'll provide what we believe is the next best thing based on how you're planning to use the information.
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## WHAT IF I'M NOT HAPPY WITH THE RESEARCH?

Then we're not happy either! We'll re-do the research on the house to make it as relevant as possible so you're acting on the best info possible.

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## READY TO GET STARTED?

**Contact us today**

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