

# CONNECTING THE DOTS: OUR U.S. SERVICES 2024

Atomik Research, a division of 4media group, is a full-service creative market research company that focuses on powering intelligent communications through delivering insightful qualitative and quantitative research results that get people talking.

Atomik Research PR surveys are tailored to your campaign (we don't do Omnibus surveys). We employ an online panel with double opt-in. The strength of our survey is that we ask questions with a journalist's "eye" to ensure stronger news angles for your story. Top stats are organized into "story buckets" with recommendations on what will make the strongest news hooks from the results.

## Full-Service Surveys Include:

- Media scan deliverable to provide directional insights that identify similar topics in the media within a determined time period to uncover whitespace
- Length of interview (LOI) = under 4 minutes (15 questions)
- Four (4) segmentations: Gender, Age, Generation, U.S. Region
- Respondent (RESP) incentives
- Creative development of sample statements, survey questions, and response items
- Collection of responses and fielding online survey
- Deliverables: Crosstabs (Excel) data and top stats summary write-up (Word document) of findings

Sample	Fee
General Population (1,000 RESP)	<b>\$12,500</b>
General Population (2,000 RESP)	<b>\$14,750</b>

- Additional questions and segmentations (HHI, Ethnicity, etc.) are an additional \$850 each.
- Please inquire for specific fee quotes on all non-general population sample requests.

## Ask about other sample options including:

C-Suite and Business Leaders	Healthcare Professionals (HCPs)	International General Populations
IT Decision Makers	Rare Disease Patients	U.S. Based International Travelers
HR Professionals	Caregivers	Homeowners
Professional Services	Teachers and Educators	Professional Tradespeople

**Consider an Annual Partnership starting at \$50,000 to execute multiple customizable surveys at a discount!**

## Survey Add-ons

Atomik Research is a division of 4media group, which offers many services to tell and amplify data driven stories. Additional discounts may apply based on the services chosen below.

Service	Description	Price
Media Scan (Standalone)	Directional insights that identify similar topics in the media within the last 90 days, uncovering whitespace so messages cut through the clutter.	<b>\$2,500</b>
Newsflash PR Survey	Ideal solution for clients with pre-approved survey questions needing results within two (2) to three (3) days. Starts at five (5) questions and 1,000 General Population respondents.	<b>\$4,750</b>
Insights Map	Insights Maps provide a valuable illustrated directional insights tool for pinpointing target audience locations, identifying focus markets, enhancing narrative-to-consumer-segment alignment, improving media targeting, and informing localized onsite activations — just to name a few.	<b>\$5,750</b>
Insights-Driven Broadcast (I-DB)	Scaled versions of the Media Scan, Insights Map, and a three (3) question General Population survey of 1,000 respondents used to make Satellite and Radio Media Tours smarter.	<b>\$6,750</b>
Branded Reports	Professionalize your proprietary research for deeper engagement enhancing your thought leadership.	<b>\$9,500</b>
Infographic	Bring key research points to life visually with an engaging infographic to be used across Paid, Earned, Owned, Social channels.	<b>\$5,000</b>
Infographic Distribution	Engage NEW audiences using the infographic as a content amplification/SEO strategy with guaranteed placement on hundreds of news/lifestyle websites	<b>\$9,000</b>
Landing Page	Intrigue audiences with a landing page for lead generation or use as a high-level brief of your research	<b>\$7,500</b>
Focus Groups	One of the most common forms of qualitative research, focus groups allow for capturing directional insights via the collective voice of core audiences through guided discussions.	<i>Inquire for Pricing</i>
Custom Research	Our team can craft an insights solution tailored to the client's needs specifically. Whether it's to support an external consumer-focused effort or an internal-facing need, clients will get the best fit for their brand's needs.	<i>Inquire for Pricing</i>