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newfocus has built an enviable reputation by providing high quality pragmatic research and strategic advice for both government and commercial clients in Australia and the Asia-Pacific, for almost 20 years. An innovative national company with global alliances, **newfocus** partners with clients to help achieve their goals, and prides itself on delivering actionable insights in a format tailored for their specific purpose, on time and to budget.



For the last few years, **newfocus** has lifted the standard on client servicing and enjoyed over 90% client retention at best practice satisfaction levels of 95%, which we feel attests to our passion for excellence, proven consistent deliverables and dedication to exceeding client expectations. **newfocus** uses a range of traditional and innovative qualitative and quantitative methodologies, tailored to meet client needs, not believing in a “one size fits all” approach:

Our market research specialisations include:

- advertising & communication evaluation
- customer satisfaction/loyalty
- Net Promoter Score (NPS) [Trademark of registered owner]
- customer churn, retention/acquisition
- quantitative benchmarking & tracking
- brand equity, health & corporate reputation
- market segmentation
- product development (new & existing)
- mystery shopping & audits
- business model evaluation & development

In social research we cover:

- community engagement
- social marketing campaigns
- program evaluation
- cross-cultural research
- stakeholder & community consultation research
- baby boomers
- trends research & analysis



Illuminate is the Tracking Research Specialist. Part of the **newfocus** group of companies, **Illuminate** utilises leading technology solutions and quality research systems to provide exceptional value for your ongoing, weekly, monthly and quarterly tracking studies:

- quality telephone interviewing which meets and exceeds ISO standards
- real time insights, with results as they are collected available 24/7
- rapid reporting, provided within 24-48 hours of fieldwork completing
- extremely cost competitive research completed on budget

By specialising in tracking research, **Illuminate** is set up to provide highly cost-competitive, quality and timely research for tracking monitors. Clients may choose to migrate existing research programs or create new ones using one of **Illuminate**'s proprietary tracking models.

Group venue for hire:

Just minutes from the CBD with convenient parking and access, the recently renovated focus group facilities at our Adelaide office comprise boardroom style layout and separate client viewing room, each with comfortable furniture, large plasmas and CCTV system with innovative online streaming available via secure login.. All groups offer a hostess on arrival and refreshments for participants and clients. For more information go to <http://www.newfocus.com.au/our-facilities>

Members: Graham Bean (QPMR), Cheryl Hayes (QPMR), Craig Frost (QPMR), Dr James Cowley (QPMR), John Scott (QPMR), Pablo Rengifo (QPMR). Associate members: Jennie Folland, Rory Challen, Alisa Kukarja.