



Meczka Marketing/Research/Consulting, Inc.

5757 West Century Blvd., Suite 120  
Los Angeles, California 90045

• (310) 670-4824  
Fax • (310) 410-0780

OVERVIEW

OF

MECZKA MARKETING/RESEARCH/CONSULTING, INC.

## OVERVIEW

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Meczka Marketing/Research/Consulting, Inc. is a professional marketing research group designed to provide the client with individual attention and personal service.

Every aspect of each research study is personally administered by:

- o Michael Meczka,
- o Dona Browne

We possess the extensive experience and proven ability to provide:

- o Quality research service
- o Completed promptly
- o At a most competitive cost

We provide professional research support, completed on time and on budget.

Our twenty-five years of primary research experience have made us extremely familiar with virtually every phase of marketing research:

- o Initial project definition
- o Project design
- o Appropriate method selection
- o All levels and types of field work
- o Coding and tabulation
- o Data analysis and interpretation
- o Presentation of results
- o Recommendations

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## POINTS OF DIFFERENCE

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- o Reputation
- o Experience
- o On Time
- o On Budget
- o Cost Competitive
- o Excellent Price Value
- o Accurate Data
- o Location
- o Availability
- o Communication
- o Personal Service

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## OUR COMMITMENT TO CLIENTS

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- o We are committed to provide excellent service on each and every project.
- o We are committed to continually improve the quality and value of each project.
- o We are committed to be good listeners, to both clients and consumers, in order to develop innovative research services to meet the evolving needs of our clients and the consumer marketplace.
- o We are committed to provide on time delivery of every project.
- o We are committed to provide turn around time that is simply the fastest in the industry.
- o We are committed to continually reduce our costs and improve productivity to provide outstanding price value on every project.
- o We are committed to continually practice the highest standards of ethics, fairness, professionalism and courtesy to our clients, suppliers, and respondents.

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## **FACILITIES**

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### **Facility**

- o Located in Los Angeles, California
- o Spacious focus group facility with four conference rooms and four observation rooms.
- o Audio and video monitoring equipment
- o Focus Vision Video Conferencing
- o Complete test kitchen
- o Conference room
- o Recruitment of children, adults and professional groups
- o Recruiter training program

### **Field Operations**

- o In-house WATS interviewing
- o Telephone monitoring
- o Interviewer training program
- o Experienced interviewers
- o Specialized interviewing training for each project

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## **RESEARCH CAPABILITIES**

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### **Quantitative**

- o Telephone interviews
- o Mail surveys
- o Intercept interviews:
  - \* Airports and hotels
  - \* High incidence locations
  - \* High traffic shopping areas
  - \* Mall
  - \* Street
  - \* Trade shows/conferences
  - \* In-store/specific location

### **Qualitative**

- o Focus group interviews:
  - \* Traditional
  - \* Mini
- o Depth interviews:
  - \* Consumers
  - \* Professionals
  - \* Executives

### **Tabulating**

- o Complete data tab available

### **Data Analysis**

- o Complete data analysis available

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## RESEARCH EXPERIENCE

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- o Qualitative Service Evaluation
- o Ad Tracking Awareness
- o Mail Back Studies
- o Casino Customer Profile
- o Product Name Evaluation
- o Brand Awareness
- o New Product Evaluation
- o Product Line Extension
- o Service Name Evaluation
- o Package Evaluation and Development
- o Simulated Test Market
- o Concept Evaluation
- o Panel Development
- o Location Analysis
- o Quality Assurance
- o Sensory Evaluation
- o Home Use Testing
- o Label Testing
- o Taste Testing
- o Customer Profile
- o Product Tracking
- o Advertising Evaluation
- o Child Testing
- o Game Evaluation

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## INDUSTRY EXPERIENCE

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- o Consumer Products and Services
- o Food/Beverage/Restaurants
- o Finance
- o Health Care
- o High Technology
- o Industrial Products and Services
- o Publishing
- o Automotive
- o Telecommunications
- o Transportation and Maritime
- o Travel and Leisure
- o Utilities
- o Gaming - Casinos
- o Toys
- o Alcoholic Beverages
- o Health and Beauty Aids

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## **GEOGRAPHIC CAPABILITY**

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Primarily Domestic USA

- o Top 50 Standard Metropolitan Statistical Area
- o Primary and Secondary Field Source in Almost All Markets

Experienced in Canada, Caribbean and Western Europe

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## REPRESENTATIVE CLIENT LIST

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Activision	Crown Zellerbach
AGB\McNair	
Almaden Vineyards, Inc.	Data Quest
Alliance Gaming	Dial Corporation
American Airlines Cargo	Diamond Walnuts
American Medical International	Disney
American Express	Duart Industries
American Honda	
Applause	Eldorado Casino Hotel - Reno
Armor All	
Arrowhead	Family Restaurants
Atari	First Nationwide Bank
	Fitzgerald's Casino
Bacardi Imports	Flamingo Hilton Hotels & Casino
Bank of America	Flying Tigers
Banning Museum	Franklin Mint
Beatrice/Hunt-Wesson Foods, Inc.	Fremont Street Experience
Bell Jackpot Casino	
Bergin Brunswick Corp.	General Foods
Bicycle Club Card Casino	General Mills
Boomtown	Gold Coast Hotel/Casino
Bridgestone Tires	Gold River Gambling Hall & Resort
BRS	GTE Corporate
Burger King	GTE Teledine
Burlington Air Express	
	Harrah's Casino/Hotels
Cable Vision	Hasbro
Caesars Palace	Hard Rock Cafe Corporation
California Lottery Commission	Hilton Hotels
California Pizza Kitchen	Holiday Inn/Holiday Casino
California Regency Casino	Horseshoe Casino
Carl Karcher Enterprise	Hot 'N Now
Carnation Company	Hyatt Resorts/Casinos
Casino Data Systems	Hyundai Motor America
Church's Chicken	
Circus-Circus	International Game Technology
Clairol	Institutional Financing Service
Clarion Hotel/Casino	ITT Sheraton
Coca Cola	
Coco's Restaurant	Jergens
Colgate-Palmolive	Jiffy Lube
Columbo Yogurt	Jordan Landscaping
Commerce Club Casino	
Continental Airlines	Kal Kan Foods, Inc.
Adolph Coors Company	KAO Corporation America/Sofina

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Kellogg USA	Promus Companies
Knapp Communication Corp.	Prudential Insurance
Koret	
Kraft Foods	Reno Hilton
Krause Sofas	Reno/Sparks Convention Visitors Authority
Lady Luck Casino	Rio Suite Hotel & Casino
Lake Tahoe Visitor's Authority	Rydberg's - Sweden
Levi Strauss & Company	Sands Hotel/Casino
Los Angeles Philharmonic	Santa Fe Casino
Los Angeles Times	Security Pacific National Bank
Luxor Hotel/Casino	Shaklee Corporation
	Showboat Hotel, Casino & Bowling Center
Magnetek	ShuffleMaster
Mattel Electronics	SIGNA Health Plan
Mattel Toys	Silicon Gaming
Max Factor	Silverton Hotel & Casino
McKesson Corporation	Sizzler
Merle Norman	Sprint
Microsoft	Stations Casinos
Milton Bradley Company	Stokes Ellis Foods
Minit Lube	Stratosphere Corporation
Mississippi Grand Resort & Casino	
National Association of Realtors	Taco Bell
Native American Casino Corporation	Thrifty Rent A Car
Naugles	Tigre Bay Resort & Casino
Neutrogena Corporation	Toyota Motor Sales U.S.A., Inc.
New York New York Hotel/Casino	
Nissan North America	United Vintners
9's UP Marketing Group	U.S. West
Promus Companies	U.S. West Direct
Prudential Insurance	
Orowheat	Verbatim Software
	Von's Grocery
Pacific Bell	Vidal Sasson
Paul Masson	
Pioneer Stereo	Western Airlines
Pizza Hut	W.R. Grace Company
Playboy Video	Westin Hotels
President Casino	
Princess Cruises	Xerox Corporation
Princess House, Inc.	Yamaha Corporation
Procter & Gamble	

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**REPRESENTATIVE ADVERTISING AGENCY CLIENT LIST**

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BBDO  
Benton & Bowles  
Bozell, Jacobs, Kenyon-Eckhardt

Chiat/Day  
Curtis and Rogers

Dailey & Associates  
Dancer, Fitzgerald & Sample  
DMB&B  
Doremus, Porter & Novelli  
Doyle Dane & Bernbach/Needham

Foote, Cone & Belding

Grey Advertising

HDM  
HDMC

La Agencia De Orci

McCann-Erickson, Inc.

Needham & Harper Worldwide

Ogilvy & Mather

Rausch Advertising  
Rubin Postaer & Associates

Saatchi & Saatchi/DFS

J. Walter Thompson  
Tracy-Locke, Inc.

Young and Rubicam