

XTREME INSIGHT

XTREME INSIGHT OFFERS A RANGE OF CUSTOMISED CONSULTANCY SERVICES THAT ANALYSE AND EXPLORE ADVERTISING COMMUNICATIONS AND CONSUMER TRENDS

ADDING VALUE

Xtreme Insight, the specialist research and consultancy division of Xtreme Information, helps clients track competitors, benchmark brands, understand the market, develop strategies and assess opportunities.

Our range of services include customised consultancy projects analysing and exploring advertising, marketing, communications and consumer trends. Projects focus on specific industries, competitors, consumers and media platforms to suit client needs. All projects are designed to equip clients with the latest communication-related facts, trends and insights.

Our work explores and analyses areas such as:

- Competitor campaigns
- Product launches
- Evolving strategies
- Media mix
- Advertising expenditure
- Brand positioning and development
- Communication strategy
- Target groups
- Brand-building activities in a wider context

In addition to using Xtreme Information's core monitoring, Xtreme Insight adds a range of different research techniques to pinpoint, contextualise and explore the crucial issues for our clients. These include quantitative and qualitative analysis, bespoke consumer research, semiotics and interviews with industry professionals.



ELECTRONIC REPORTS LET YOU WATCH ANY AD BY CLICKING ON ITS THUMBNAIL IMAGE

BENEFITS

- **See your competitors' advertising and marketing strategy in context** – gain a 360° view of your brand and its position in the marketplace
- **Take advantage of new opportunities** - our independent researchers turn around reports quickly ensuring you can respond to opportunities as they arise
- **Transform your business by understanding advertising within a wider context** – integrated analysis covering ATL and BTL activity, consumer trends, channel and platform evolution and socio-cultural and economic triggers

XTREME
INFORMATION