

# LIMRA Custom Research

From **innovation** to **positioning** to **performance**, our approach spans the lifecycle of products and services.

## Innovation

- Ideation & Concept Development
- New Product Development
- Competitive Claims
- New Channel Exploration
- Concept Testing
- Market Opportunity Landscape

## Positioning

- Brand Positioning
- Customer Segmentation
- Competitive Landscape
- Multicultural
- Advertising Execution Testing
- Pricing
- Line Extensions

## Performance

- Attitude, Awareness & Usage
- Advertising Tracking
- Brand and Industry Equity Tracking
- Competitive Benchmarking
- Customer Satisfaction
- Program Evaluation
- Digital Advertising Evaluation
- Channel Assessment
- Product Testing

## Planning & Activation

Think of LIMRA first for custom research.

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