



TRUST ACI TO TURN INSIGHT INTO FORESIGHT.

COMMUNITY EXPERTS: Experience building loyalty, participation

RESEARCH HERITAGE: 30+ years of global research experience

TECHNOLOGY: Single platform increases speed, efficiency

INSIGHT: Better insights for better marketing results

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WHAT IS PLANETPANEL®?

- › A global online community of 500,000+ consumers in 20 countries.
- › A marketing tool for reaching diverse global consumers, quickly.
- › Single technology platform for maximum efficiency, quality and speed.

MAKE SMARTER MARKETING DECISIONS WITH PLANETPANEL.

- › Obtain global consumer insights within 7 to 10 days.
- › Enrich your understanding of customers' and prospects' lifestyles.
- › Get multi-country feedback, simultaneously, on new product concepts.
- › Leverage brand development, positioning and advertising initiatives.

MEMBERS ARE ACTIVE...AND ACTIVELY MANAGED.

- › Multi-faceted recruitment program ensures diverse representation.
- › Expert community management increases loyalty, reduces panel fatigue.
- › Rigorous monitoring ensures quality control.
- › Feedback mechanism continuously probes member satisfaction.

PLANETPANEL COVERS THE WORLD

Australia	Denmark	Japan	Spain
Belgium	France	Korea	Sweden
Brazil	Germany	Netherlands	Turkey
Canada	India	Mexico	United Kingdom
China	Italy	Russia	United States

About Us

MSI Advanced Customer Insight (ACI) specializes in web-based marketing intelligence solutions for global consumer and business-to-business marketers. ACI, located in the Netherlands, is a subsidiary of MSI International. Visit www.msi-aci.com.

MSI International is a full-service marketing intelligence firm based in the US, with 100+ employees in four locations – Philadelphia, Amsterdam, Seattle and Paris. MSI's global experience, strategic expertise, and category depth make it the ideal partner for global market research challenges. Visit www.msimsi.com.

