



Clients

- AIG
- Brachs
- Bristol-Myers Squibb
- Burson-Marsteller
- Citi
- Comcast
- Ericsson
- Fidelity Investments
- Genzyme
- IBM
- Johnson & Johnson
- Just Born
- Lexus
- McAfee
- Microsoft
- Motorola
- Quicksilver
- T-Mobile
- Toyota
- Wells Fargo
- Wyeth Pharmaceuticals



We turn insight into foresight.

- MSI International is a full-service marketing intelligence firm headquartered near Philadelphia, with a branch office in Seattle. A wholly-owned subsidiary, MSI Advanced Customer Insights (MSI-ACI), is located in the Netherlands.
- Founded in 1988, MSI is grounded in a heritage of research excellence. We combine marketing intelligence expertise with innovative technology to provide insights that reduce marketing risk.
- We support global clients with centralized oversight and one point of contact. Our multicultural staff is experienced in high-level global engagements, yet attuned to local cultural nuance.
- Deep category expertise – in technology, pharmaceutical, automotive, financial services and fast-moving consumer goods – adds value and deepens insight.
- We handle everything from study design to reporting and analysis with in-house resources for maximum quality control and responsiveness.

Our insights impact marketing results.

- We deliver strategic insights through customized research that utilizes the most advanced techniques. Our expertise impacts branding, brand equity, target market identification, demand forecasting, SKU optimization, CRM program development, and strategic communications development.
- MSI's online communities put global marketing intelligence at your fingertips, faster and more cost-effectively. We build and manage our own communities as well as customer communities built exclusively for clients.
- Our signature solution, INsight™ for Research, is a proprietary customer community that generates ongoing insight with automated data collection. INsight delivers holistic customer views by integrating databases with custom research and by linking data across studies. The result is better insight for better marketing results.
- For more information, visit www.msimsi.com

Got a business challenge? We can help.

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