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## Marketing Evaluations Inc.

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Marketing Evaluation INC.

BEN YOAKUM

# Market Evaluation Inc. : Overview

- ▶ Founded in 1973 By Jack Landis
- ▶ located in Port Washington, New York.
- ▶ Marketing Evaluations Inc. Offers opinion polling and market research services for advertisers and markets providing data, analysis and interpretation about consumer likes and dislikes.
- ▶ They go about doing this by taking the all the Information into a single measurement called the "Q score" .
- ▶ The Q score is used to help indicate the public's familiarity with people, TV programs and brand ambassadors as well as their appeal.

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# Market/Industry

## Industry

- ▶ Market Research and Public Opinion Polling
- ▶ Commercial Non Physical Research
- ▶ Market Analysis

## Market

- ▶ local sales Territory
- ▶ 125 accounts
- ▶ Annual estimated Sales – \$1,066,127

# Services (Q score or Q Rating)

- ▶ One of the more known services that Marketing Evaluation Inc. is known for is the Q score. The Q Score is used for a lot of different media audiences.
- ▶ Performer Q, Hispanic Performer Q, Dead Q, Character Q, Kids and Mom Brands Q, Adult brand Q, These are the Different Q score service located on their website. (Qscores.com)
- ▶ One of the latest developments was the addition of Dead Q. After 40 years of only giving Q scores to living television performers.
- ▶ “Now culling research for dead performers, the Long Island, N.Y.-based company is calling its new product Dead Q. It's a research tool designed to help marketers and TV programmers, who are increasingly using performers of the past--such as John Wayne and Fred Astaire--in commercials or attached to new programming.” (Film and Television Literature Index Database)
- ▶ As 2020, the Annual Revenue is 4.8 USD

# Example

## Celebrity Quantified: How They Stack Up

### TRADITIONAL STARS



Tom Hanks

46  
74



#### FAMILIARITY SCORE

This means that 74% of teens are familiar with Hanks.

#### POSITIVE Q SCORE

46% of those familiar with Hanks consider him to be one of their favorite personalities.

### DIGITAL STARS

Pentatonix



30  
24



= to Brie Larson

OK, so the top influencers aren't as famous as Tom Hanks. But are their Q Scores comparable to other celebrities out there?

You bet! The Oscar-winning star of 'Room,' for example, has the same Q Scores as Pentatonix.

# Career Opportunities

- ▶ Limited Amount of Career Opportunities and job postings
- ▶ Only 24 Employees total (2020)
- ▶ President- Steve Levitt (1980-present)
- ▶ Vice President- Francine Purcell
- ▶ Executive Vice President – Henry Schafer (1989-present)
- ▶ Project Director- Katie Andrews

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