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MSW Research

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MSW Research

By Terrah Bruner

Company History

- ▶ Founded in 1968 By Harold “Hal” Spielman and McCollum
- ▶ The company was originally called McCollum Spielman Worldwide and was later shortened to MSW Research
- ▶ Headquarters in Westbury, NY
- ▶ Peter Klein - Current Owner and President/CEO
- ▶ In 2013, MSW Research bought ARS from comScore which resulted in MSW.ARS being born

Products and Research Services

- ▶ Some of the services they offer are
 - ▶ Attitudes and Usage
 - ▶ Customer Segmentation
 - ▶ Customer Journey
 - ▶ Brand Landscape Analysis
 - ▶ Consumer Experience
 - ▶ Concept Screening
 - ▶ Ad Copy Testing
 - ▶ TV and Digital Video
 - ▶ Brand Equity
 - ▶ Advertising Performance
 - ▶ Customer Experience

Countries and Markets Served

- ▶ Services are offered globally
- ▶ Operate in established and emerging markets

Client Portfolio

- ▶ Some clients include:
 - ▶ Top Tier Financial Service Firm
 - ▶ Leading Fast Casual Restaurant Chain
 - ▶ Top 50 National Advertiser
 - ▶ Leading Pharmaceutical Firms
 - ▶ Leading CPG Company
 - ▶ Famous Toy Brand

Corporate Culture and Mission

- ▶ **Help** clients grow their brand equity by applying a scientific approach to ASSESS, DIAGNOSE and PREDICT the effectiveness of the integrated brand experience.
- ▶ **Provide** top quality marketing research that delivers insights at a fair price.
- ▶ **Think** and work with each client as a consultative brand partner.
- ▶ **Use** the experience gained as a means to develop best practice integrated brand experience knowledge.

Job Opportunities

- ▶ No job listings could be found
- ▶ Jobs include a number of customer experience and brand analytics positions as well as working with ad copy and video