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GONGOS RESEARCH ENGAGES THOUSANDS OF CONSUMERS IN ONLINE COMMUNITIES New Client Communities To Add To That Number

AUBURN HILLS, MI – December 15, 2008 – With a total of over 43,000 consumer respondents engaged in online research communities on behalf of its clients, Gongos Research is increasing that number by year-end 2008 with its development of two new [i°Communities](#)—one for Blue Bunny and the other for a beverage company. The global beverage manufacturer will launch a shopper-centric private online community and Wells’ Dairy will launch a community aimed at moms for their Blue Bunny brand ice cream and frozen novelties.

“Ongoing shopper insights with key customers increasingly influence not only product development, but how retail environments, merchandising and marketing programs take shape,” states Camille Nicita, Principal and Head of Retail/Services for Gongos Research. “Not to mention, understanding consumer behavior and attitudes is even more critical during times of economic uncertainty.”

Gongos Research develops and manages private communities that engage targeted consumers for Fortune 500 companies, ranging from automobile and green-technology enthusiasts, to pizza and chocolate lovers, to baby boomers and empty nesters. Research conducted as part of these communities includes methods ranging from online dialogues, polls and sophisticated quantitative surveys, to [ConsumerView](#) online focus groups, in-home product testing and [central location studies](#).

Gongos [i°Communities™](#) are proprietary, custom research communities that engage hundreds of consumers for extended periods of time to gain continual insights about consumer motivations and trends, product usage, brand relationships, company offerings, and industry awareness. A Gongos [metaCommunity™](#) is a community of communities, where thousands of consumers are recruited into a single environment to explore multiple market segments, brands and/or regions, while yielding rigorous [quantitative](#) data.

Since 1991, Gongos Research has worked with leading companies including Best Buy, Hallmark Cards, Mars Inc., Domino’s Pizza, U.S. Bank, GM and Polaris. In 2007, the company was first named to the Inc. 5000 list of “The Fastest Growing Companies in America,” and in 2008 was among the Honomichl Top 50.

Gongos Research is a custom marketing research company that forms trusted [research partnerships](#) with companies around the world. Blending strategic thinking, top talent, breakthrough technologies and proprietary software, Gongos' offerings help refine, enhance and advance products and services across many industries. For further insight into the Gongos culture, visit gongos.com.

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