

ABOUT

Left Brain Concepts, Inc. is a Colorado-based market research and marketing consulting firm. In business since 1988 (including under a different name), we provide surveys, focus groups, investigative and secondary research.

Our client base consists of industry (Fortune 100 to entrepreneur), government (Federal to local) and non-profits. While the applications of our consulting vary, all of our work is conducted to guide strategic decision-making.

We feel we provide an exceptional package:

- Custom research in direct response to client objectives
- Small to large studies – National surveys, 12+ focus groups, 100+ face-to-face interviews
- Comprehensive data gathering
- Clear, concise, actionable reporting - never academic or broad-brush
- Senior-management, strategic recommendations
- Competitive (Denver) fees
- Adaptable to client preferences and very easy to work with
- We have outperformed national market research and consulting firms
- As comfortable interfacing with C-level professionals as ordinary citizens

Our client contacts are almost always senior management. They frequently tell us that we outperform national consulting firms with our thoroughness, responsiveness, reasonable fees, clear and concise reporting, and especially, our senior-level strategic recommendations.

We welcome your inquiry for additional information.

Contact Us

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INDUSTRY EXPERIENCE

We have worked in the following industries.

- Advertising & public relations
- Associations
- Automotive manufacturing
- Banking and finance
- Beverages
- Cable television
- Community planning
- Computer data storage
- Computer hardware & outsourcing
- Construction
- Consumer products
- Database services
- Education
- Finance
- Gaming
- Government
- Health and fitness
- Health Care
- High-tech
- Higher education
- Hospitality Insurance
- Lawn and commercial farm equipment
- Medical Devices
- Museums
- Non-profits
- Oil & gas exploration
- Pharmaceuticals
- Public relations
- Real estate development
- Restaurants
- Retail
- Satellite television
- Spa manufacturing
- Telecommunications
- Trade associations
- Transportation
- Travel & tourism
- Utilities
- Veterinary medicine
- Wineries



ADVERTISING / PUBLIC RELATIONS RESEARCH

We are extremely proud of our research and consulting to drive and to test advertising and public relations campaigns and for developing marketing strategies. Our Fortune 100 and other clients have told us that we are unsurpassed in the level of detail we gather in our focus groups, investigative research and surveys.

Our audience research assures that a campaign will respond directly to the target audience and that it uses language that will resonate. The result is that the optimum, most productive campaign will be implemented. An additional benefit is the recommendations we provide regarding marketing strategy. We determine if there are any misperceptions (and thus opportunities) about our client's offering and if there are issues with the company's product or service that need to be addressed.

- Focus groups with Millennials to craft a market development strategy and communications campaign for a coalition of Colorado businesses that will promote capitalism. The groups determined in great detail the theme, visuals, messaging and taglines that would be the most effective.
- Focus groups and exploratory interviews with executive-level state employees, state politicians, county commissioners, county managers, city employees and landowners to determine how oil and gas exploration companies were performing in the communities in which they were operating and to drive communications platforms.
- Survey for a Colorado government agency to determine the effectiveness of an ad campaign and to make recommendations regarding policies.
- Survey for a tourism organization to guide an advertising campaign.
- One-on-one interviews with dentists to test the creative for a new dental product and to assess market acceptance of the product.
- Survey of residents near a Christian school to guide an advertising campaign designed to increase enrollment at the school.



ASSOCIATIONS

We have worked with trade associations in a number of industries. Our work has improved service to members, been published in trade magazines, tested the viability of potential products and services, helped attract new members and been sold as publications.

We have worked with these associations

- American Animal Hospital Association
 - American Heart Association
 - American Water Works Association
 - Colorado Veterinary Medical Association
 - Institute for Brewing Studies
 - Institute of Financial Planners
 - National Environmental Health Association
 - National Recreation and Parks Association
 - National Strength and Conditioning Association
 - National Technical Services Association
 - Rotary Club of Denver
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- National survey for the National Recreation and Parks Association to determine the public's views of the benefits from the availability and use of parks and recreation facilities in communities.
 - Case studies of local government agencies to produce a manual for developing boating and fishing programs.
 - Survey for an industry publication regarding the issues veterinarians were facing and to explore the referral process.
 - Survey to determine the viability of a proposed membership category and to learn the educational needs industry professionals felt the association should meet.
 - Member and non-member survey to determine how an association could improve service to present members and to develop a strategy for attracting new members.
 - Surveys to produce industry publications. Examples include a profile of industry firms and a publication about the salaries and benefits industry firms provide to their employees.
 - Survey of non-renewing members to explore why they decide not to renew their memberships.



COMMUNITY SURVEYS

We have been conducting citizen and business surveys to guide local government planning since our inception. We assist senior-level government staff by thoroughly exploring how citizens and businesses feel they can be better served. We work directly with local government agencies and as part of teams headed by planning firms. We conduct mail (with the option of responding electronically), telephone and Internet surveys. We have worked nationally and extensively in Colorado.

- We have conducted dozens of community surveys to help guide parks, master and comprehensive plans.
- Business survey for an economic development department to develop a business retention and attraction strategy.
- Survey of people who completed residential or business construction projects that required approval of the preservation department. Results were used to improve the process.
- Study to determine the feasibility of Front Range Airport becoming a companion airport to Denver International Airport with the ability of accommodating the full range of aviation needs.
- Engagement for the City and County of Denver to guide negotiations with railroads that had tracks in lower downtown Denver. Because the railroads had refused the City's numerous requests to move their tracks, cases were uncovered where the same railroads had done so.



EMPLOYEE SATISFACTION

Left Brain conducts employee research to explore people's satisfaction with their employment and establishes the things that people feel would make their jobs more rewarding. We often conduct focus groups and/or exploratory interviews initially to determine the specifics that will be measured in the company-wide survey. We also frequently conduct tracking studies to measure change.

- Survey of field employees of an oil and gas exploration company to determine how the company could improve safety in the field.
- Survey of employees of a National Park concessionaire.
- Survey to improve a company's newsletter. We elicited readers' reaction to existing content and elicited suggestions for additional content.
- Survey of employees of a life insurance company to learn their opinions about the quality of the company's service to its customers and to determine their satisfaction with all areas of their employment.
- Survey of attendees of a company's training course to make the course more valuable and relevant to day-to-day performance.



GOVERNMENT CONSULTING

In addition to working with local government for community surveys to guide planning, we provide audience research and consulting for state and Federal government agencies, either directly or by teaming with other professional services firms. Our work typically guides refining government programs and/or provides the basis for communications campaigns.

- National survey of motor coach travelers for the Federal Motor Carrier Safety Administration (Division of DOT). We surveyed people in six cities in the U.S. and completed exploratory telephone interviews with 60 people. Our work provided the basis of a communications campaign stressing safety to motor coach travelers.
- Engagement with the VA in Ann Arbor, Michigan to conduct surveys of Veterans in ten cities in North America and Puerto Rico to improve the delivery of prescription medicine to Veterans. We implemented a similar electronic survey of pharmacists in all of the VA facilities.
- Focus group consulting engagement with the VA in Alaska to develop a program that delivers medical services to Veterans in rural Alaska. We conducted ten focus groups with Veterans and senior management at medical facilities in five towns in Alaska.
- Three surveys for a state economic development department. We determined business owners' needs and thus, how the agency could best serve them by developing new and/or revising programs and services.
- Engagement with the Moab Utah Area Travel Council to assess the effectiveness of its marketing campaign and to build on its marketing plan to increase air travel through Canyonlands Field.
- Research to help develop a marketing strategy for Glacier National Park in Montana.
- Exploratory interviews with executive-level employees at state and federal government, trade associations and environmental groups for a state regulatory agency to determine how it could be a more effective government agency.



MARKET DEVELOPMENT

We have conducted market research and marketing consulting in a wide range of industries. Our charge is always to help increase our client's revenues. Our clients retain us to test the viability of new products and services, assess customer satisfaction, determine the reasons for a loss of market share, and to identify any barriers that exist to generating additional business.

Below are a few examples of our work.

- Analysis of stakeholder research for an oil and gas exploration company
- Indian fast-food restaurant chain in Canada
- Casino in Calgary, Alberta
- Retailer of automobile tires
- Business-to-business survey for a company that provides travel-related materials
- Travel agency
- Private health club
- Health maintenance organization
- Medical devices
- Colorado wines
- Computer data storage
- New dental product by 3M
- Customer loyalty programs –nationwide department stores, automobile manufacturer
- Shopping malls
- Nutritional supplements
- Colorado homebuilder
- Manufacturer of window coverings
- Bank on the western slope of Colorado with numerous branches
- Consumer and commercial lawn equipment manufacturer



NON-PROFITS

We have conducted research and consulted to numerous non-profit organizations. We help improve the service non-profits provide to their supporters and to their beneficiaries.

- Executive survey for the Delaware Public Service Commission to support merger proceedings. By design, participants represented a range of stakeholders and consisted of advocates, public utility regulators and senior management at public utilities.
- Survey for the Oakland Museum of California to learn how OMCA is perceived by Oakland area residents and to determine how it can better engage the community.
- Survey of people who had donated to a non-profit organization to determine how the organization can best serve the community; the programs people would like to see provided and supported, their preferred method of communication from the organization and their primary motivations in making contributions.
- Engagement with a regional arts organization to: 1) uncover case studies of ways grants assist the fields to which they are allocated, 2) determine the state of the practice of government evaluation and measurement of the impact of grant making and 3) uncover case studies of the economic impact of the arts.
- Case-study research with executive directors of botanic gardens in the United States to guide the development of a new gardens in Fort Collins, Colorado.
- Study that gathered all of the primary research that had been conducted in the previous ten years concerning peoples' attitudes about air quality, the importance they place on air quality and the sacrifices they are willing to make to improve air quality.
- Survey for a museum to determine area resident's level of satisfaction with the existing exhibits, classes and concerts, and to learn what people feel should be added to or modified at the museum.



REAL ESTATE DEVELOPMENT

We have conducted due diligence for investors and other providers of professional services to determine the viability of proposed real estate development. We have determined the feasibility of resort, hotel, meeting and convention, and apartment developments.

- Assessment of ten resorts to determine the attractiveness of the markets for a company that owns and leases single-family and multi-family properties in resort communities.
- Study to determine if an owner of hotels in a number of markets should sell or retain the properties. We also determined the economic climate of the area and the forecast for the following few years, if major employers were entering or leaving the area and if any new hotels were planned in the area.
- Engagement to determine the viability of a hotel near the University of Chicago.
- Research to determine the viability of a resort near Lake Kissimmee, Florida.
- Feasibility study for a truck stop on Interstate 80 in Nevada. Information was gathered from extensive data base searches and trade associations as well as in-depth interviews of executives in the industry. We also developed a business plan to guide building the truck stop.



SMALL BUSINESSES

We have consulted to small businesses since our inception. Our clients want to test the feasibility of a venture, raise money with a business plan or increase revenues by implementing our marketing strategy. We rely heavily on industry information and case studies of successful businesses in our consulting. Our deliverable is a thorough, unbiased assessment of the industry and the company. For internal planning, our deliverable includes a detailed, recommended course of action.

- Consulting engagement to determine the viability of a tour and bus charter business.
- Feasibility study of an event center (weddings, celebrations, etc.) in metropolitan Denver.
- Business plan to support funding for expansion of a restaurant in Estes Park, Colorado.
- Business plan to raise money to expand production for California spa manufacturer.
- We completed approximately 50 business plans through a contract with the Small Business Administration.
- Business plan to support the sale of a four store chain of frozen yogurt shops in southern California.

