

eg marketing services

eg can help you turbo-charge your marketing with an unprecedented combination of innovative thinking and deep study and analysis. Marketing services offered by eg's experts include

- category definition, branding, and product differentiation
- analysis of the adoption process
- analysis of market size, share, segmentation, and demographics
- competitive analysis and positioning
- product portfolio analysis
- channel analysis
- promotions planning, implementation, and analysis
- product and sales training
- development of packaging and point-of-purchase and trade show displays
- pricing studies
- focus groups and market surveys (direct mail and online)
- customer satisfaction surveys



eg can help you plan and execute extremely cost-effective and attention-grabbing point-of-purchase displays, incorporating the latest generation of high-quality, low-cost display systems, like the large-format, low-wattage, energy-saving cold cathode fluorescent display pictured here.

“The Voice of the Customer is the voice of our master. What did they teach us back in elementary school? Shut up and listen.”

—Robert D. Shepherd, EVP and Director of Marketing and Communications, the effectiveness group