



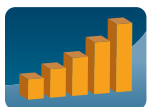
MMR **Claim** Substantiation **Practice**

Substantiate Claims for Ads, Packaging, and Marketing Communications With Our Independent Market Research

Consumers encounter a multitude of claims each day in ads, on packages, and in other types of marketing communications. Whether a claim states that the product tastes better, has higher quality, or is just as good, successful companies know that they must be able to substantiate claims before they are made. MMR's Claim Substantiation Practice uses data, analysis, and expert opinion to support or challenge claims relating to consumer perceptions.

An Experienced and Objective Consultant for Your Claims

Managed by partners with exceptional legal experience and academic credentials, MMR has been retained in hundreds of cases and proceedings. Our team is well versed in the requirements and expectations of the various authorities and venues for claims proceedings. Our experienced analysts study consumer attitudes, behavior, and purchasing processes to provide evidence that is admissible, objective, reliable, and trial-ready.



MMR STRATEGY GROUP
Marketing & Management Research

Expert Research and Analysis to Substantiate Your Claim

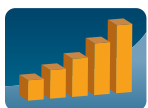
Claim substantiation is a complex matter, requiring careful data gathering, thorough analysis, and clear presentation of the data. Our studies use surveys, product usage tests, statistical analysis, and expert testimony to produce comprehensive claim substantiation reports. We support our analysis with authoritative sources on topics such as surveys, marketing, and statistics.

MMR has experience across many industries, including:

- Automotive
- Beverages
- Clothing
- Educational Services
- Food Products
- Health & Beauty
- Healthcare
- Infant Care
- Pet Products
- Publishing
- Telecommunications

MMR's Studies Address Claims Relating to Consumer Perceptions

- Parity claims, including equality and unsurpassed claims
- Superiority claims
- Preference claims
- Non-comparative claims
- Claims versus identified brands, unidentified brands, or product types



The MMR Approach to Research

For more than 35 years, MMR's professionals have been producing quality research and developing strategic insights for our clients. By leveraging proven research methods, reliable data, and a thorough knowledge of claim substantiation requirements, our experts provide the high quality documentation clients need to help support or challenge a claim, or gain consumer insight to correctly position a brand.

The MMR Claim Substantiation Research Fundamentals



**Retained in hundreds of intellectual property and claim substantiation cases and proceedings, MMR has experience providing concrete facts to support your marketing and advertising efforts.
Let MMR provide reliable evidence for your next claim.**

Focused and Knowledgeable Leadership

Every client is assigned to a partner with extensive litigation experience who manages each study. MMR's partners hold doctorates in various disciplines, such as Business Administration and Marketing, and hail from a variety of backgrounds, including marketing executives for Fortune 500 companies, marketing and strategy consultants at international consulting firms, and faculty from top universities.

Our partners understand that each client engagement requires unique solutions to fit the many challenges faced in today's business landscape. Drawing from their extensive experience and knowledge, MMR's partners have assembled a credentialed team of experts to support their efforts.

Experienced and Credentialed Experts

MMR prides itself on maintaining a high level of client satisfaction by combining knowledgeable service with timely and objective research. MMR's professionals have a strong foundation in:

- Marketing and marketing research
- Surveys and statistical analysis
- Product tests, including central location and home-use
- Consumer behavior
- Pricing
- Branding and brand management
- Strategy

MMR solutions address the specific needs and challenges of each engagement. We approach each study with expertise, knowledge of relevant literature and appropriate precedents, and skills in reporting and presenting data.



MMR STRATEGY GROUP Marketing & Management Research

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