Top US Online Research Firm to Extend Success to Europe

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Prominent British Research Innovator Will Lead BuzzBack's Operations from UKSeptember 10, 2007, New York â€" BuzzBack Market Research, the pioneering North American leader in web-based consumer research, announced the opening of its European operations. Highly-regarded Market Research innovator, Martin Oxley, formerly of Ipsos and TNS has been appointed Managing Director, BuzzBack Market Research Europe. "I've joined BuzzBack because their advanced work in the area of Web-enabled research is changing the way business gets at profound, more colourful consumer insight," explained Mr. Oxley, "Whilst firmly rooted in a solid research heritage, BuzzBack is pushing the boundaries of tradition. Their innovative tools are capitalizing on the Web's promise like no other firm's have to date, helping clients engage deeply with consumers and dig into the more personal and emotional "why's" behind their behaviour." BuzzBack Market Research, a US-based firm, was established in 2000 and has quickly emerged as a leader in original online market research solutions. With a client roster that includes many of the top global consumer product companies, BuzzBack has recorded consistently strong annual growth, hastening their European expansion. BuzzBack's ever-increasing suite of patent-pending tools, such as eCollage, enables clients to tap powerful nonverbal and emotional insights through use of images and creative interactions that help unlock the 80% of human behaviour that is unconscious. In an age when consumers are less likely to participate in focus groups, telephone surveys and other time-worn tactics, BuzzBack has developed novel approaches to engage consumers. BuzzBack's mission is to evolve the respondent experience to a more fun, game-like interaction via intuitive technology, modeled on how consumers are integrating the Internet into their daily lives. "We are conducting more and more studies globally â€“ simultaneous online interactions in multiple countries. So naturally we're excited to extend this exclusive online approach and more localised service to European clients," stated Carol Fitzgerald, President and Co-Founder of BuzzBack, "Customers outside the US are quickly realising our ability to harness the Internet with research tools that go beyond the traditional to deliver more meaningful insights â€“ all while dramatically improving time and cost efficiencies."