

## TOP 5 REASONS TO DO MARKET RESEARCH IN CALGARY

#1



Calgary is home to over 1.2 MILLION people and the most sought after city for migration within Canada and abroad.

#2

Calgary was ranked the 5th Best City to Live, in the WORLD! (Economist Intelligence Units)



#3

High Wages



Low Taxes



Excellent Quality of Life



Proximity to Nature



#4

Disposable income + Affluent demographic



#5



#1 in Retail Sales Growth, Visitor Spending Growth and Real Estate Market in Canada

## IT MAKES SENSE HERE IS WHY YOU SHOULD...

### WORK WITH ESTYLE

#### EXPERIENCE

This is our tenth year in business. We've built three facilities and a nation-wide qualitative panel of over 100,000 respondents.



#### PROCESS

Over the years, we've innovated and refined a process that is highly scalable. From timely updates to multi-market recruiting and logistical management, your experience will be consistent and seamless.



#### TRANSPARENCY

Whether it be in our billing or our recruiting, you'll know exactly what you're paying for and how your campaign is going.



### RECRUIT WITH ESTYLE

#### QUALITY

We have developed a high set of standards that ensures ultimate transparency, regulatory compliance and results.



#### COST EFFECTIVE

We are your field department in a box. We have made a substantial investment in panel, partnerships and process so that you don't have to. You save the overhead and still have the opportunity to offer our services under your umbrella. Write us into your proposals. It's plug and play!



#### REACH

We can recruit ANYTHING, ANYWHERE. We built our panel, leveraging cutting edge Samurai technology. We acquired our panelists through the careful coordination of Search Engine Optimization, Social Media, Online Communities, Poll/Omnibus Piggy-Backing and the Automation of Word of Mouth through respondent rewards. If we don't already have them, we have the experience and technology to find them.



## HOST FOCUS GROUPS WITH ESTYLE

#### STATE OF THE ART

We've gone all out this time. Our new facility, the Studios Ultra Lounge, was custom built with a Test Kitchen, Usability Lab, BIG 80 inch TV, a Respondent Lounge and a GORGEOUS Client Room with Closed Circuit and Panning Viewing + Gourmet catering.



#### RESPONDENT CENTRIC

In the heart of Calgary's trendy Mission area, with heated underground parking and access to our child-care/playroom available upon request.



#### RESTAURANT CALIBER, TRAINED HOSTS

We have hand picked a team of restaurant trained hosts who's prime directive is hospitality. Although you're here for work, we want your experience at our space to be relaxing and memorable.



## ESTYLE REVIEW OUR TRACK RECORD...



9/10

How was our Recruiting?



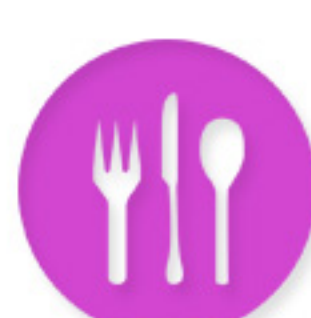
9/10

How was our Facility?



9.4/10

How was our Service?



9.3/10

How was our Catering?

## ESTYLE CHATTER WHAT PEOPLE ARE SAYING...

"eStyle is terrific. I have used their focus group facility and recruiting services many times and they are efficient, thorough and totally willing to take the extra steps to make sure projects run smoothly. Plus they're truly fun to work with."

"I highly value the close working relationship we have developed with eStyle. They are always willing to go the extra mile and have become an essential part of our ongoing business."

"eStyle has done a couple of jobs for me, recruiting Physicians for Market Research. They did a great job getting quality respondents. Also, very nice people! I would recommend eStyle for similar projects."

"eStyle is more than a service provider - they work with us as a partner who is as concerned for the success of our business as their own. We can always rely on them to treat our projects with thoughtfulness, care & creativity."

"eStyle is wonderful to work with and will provide you with exceptional results. If you are looking to survey your database or create focus groups to test market your product or service - you just can't do any better than eStyle Marketing!"

"We have worked with eStyle numerous times on a wide range of projects and have found them to be very responsive and professional in all dealings, and to provide good value for money for our company. We have no hesitation in recommending eStyle."

"I have always enjoyed working with eStyle. Market research can be a tricky business, and eStyle has always made it come out right for me. Best wishes to eStyle in the new locations."

"In summary, eStyle is an excellent business partner. Even though their people have a passion for clear and practical approaches, they can still make adaptations on-the-fly."

"eStyle will work hard to make sure your project gets done. If you're in a jam, they'll do everything they can to help you out."

"Under-promised and over-delivered. Great service, great job on a difficult recruit."