

Academic Solutions

Professional research capabilities for students

Simmons Academic Solutions provides colleges and universities with access to the Simmons Consumer Analytics solutions, enabling marketing intelligence that drives advertising buys, consumer product development, and media programming decisions across the country.

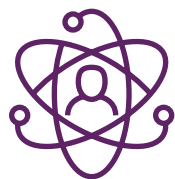
Becoming fluent with our data and insights will prepare students for a career in marketing, advertising, market research and consumer trend analysis.



A typical subscription includes:



Online 24/7 access to licensed studies, with IP access available



Measurement of over 60,000 consumer elements, including more than 500 product categories and 800 brands



More than 600 attitudes and psychographic measures and built-in segmentation systems



Thousands of media properties and special Hispanic measures, including language preference and attitudes

Benefits for your students



Teach students how to utilize and interpret consumer data in the development of creative marketing and communications plans



Provide researchers with a unique perspective into the mindset of the American consumer



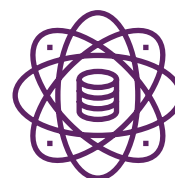
Present new and relevant insights into the influential Hispanic marketplace



Understand how consumer's use of digital and mobile technology impacts their consumption of traditional media



Prepare students for a career in advertising, market research, and consumer trend analysis



Provide students with marketable research skills required by many employers today

Why Simmons Academic Solutions

- Full access to all licensed studies (not limited to specific data points)
- Unlimited data runs across all licensed studies, along with the ability to retain previous data runs for future use



To learn more, contact Ace De Luna at ace.deluna@mrisimmons.com.