



**SMART
COMMUNICATION RESEARCH®**

Documento de Apoyo



■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

SMART COMMUNICATION RESEARCH®

■ Definition

We use all the avant-garde technologies to analyze all the factors involved in the communication process. In this way and through an analysis, we can understand everything that a product, service or advertising campaign communicates.

This test of the positive and negative elements communicated by the different design pieces, can also be used with a qualitative approach. Therefore, we can interpret all the likes, reasons and opinions on the focus groups, Kids insights, etc.

■ Methodology

Although in communication you can find and use different methodologies, such as the Semiotic, Rhetoric, Aesthetic, our specialists always use the one that the design piece requires. In this way, we can achieve the best results, both in the emotional and the cognitive levels.



Oklahoma 151
Col. Nápoles
México D.F. 03810
Tel. (52 55) 5687-9091
Fax. (52 55) 5687-9311

www.smartketing-research.com