

STANDPOINT NAMED RUNNER UP FOR THE *EXPLOR INNOVATION IN RESEARCH* AWARD

StandPoint was honored as a Runner Up for the EXPLOR Innovation in Research Award at The Market Research Event (TMRE) in Boca Raton. The award recognized StandPoint's proprietary **SCORE** (Scope, Consult, Originate, Refine, and Evaluate) concept development approach and the company's **TEAMBUILDER™** online assessment tool.

"We are flattered to be selected as a runner up in this very tough competition while in the company of some of the biggest names in business and in marketing research." - Kip Creel, StandPoint's CEO



Unique to **SCORE**, is StandPoint's **TEAMBUILDER™** online assessment tool. It analyzes a potential study participant's cognitive style and enables StandPoint to screen and hand-select participants based on their natural gifts and abilities. The result is an increase in the productivity of research respondents, the quality and quantity of original ideas, and the high value for the client's research investment.

In a recent study conducted with a major consumer product manufacturer, ideation participants were selected using **TEAMBUILDER™**, based on their natural creativity and divergent thinking skills. The test group generated twice the number of original ideas as compared to a control group in which the **TEAMBUILDER™** tool was not deployed.

ABOUT STANDPOINT

StandPoint is a market research firm singularly focused on supporting the product and brand development efforts of Fortune 5,000 companies. Its proprietary **SCORE** (Scope, Consult, Originate, Refine, and Evaluate) approach and the **TEAMBUILDER™** online assessment tool offers a high return on investment and enables companies to make smart and successful brand, product, and service development decisions.

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