

## NEWS

# Rebranding Announcement

September 2009

Latitude Research is proud to announce it is changing its trading name to Latitude Insights, to better reflect our focus and expertise.

It is a logical progression for the company because, while our offer is market research, we're actually in the business of delivering valuable insights to our clients. The nature of our work, in online research communities, is essentially about generating continuous insights – hence our tagline Insights Everyday.

Latitude Insights is committed to helping clients get closer to understanding their customers, through conversation and deeper engagement than offered through traditional research methods.

Latitude Research continues as the registered business name.

## About Latitude Insights

Latitude Insights is a market research consultancy, specializing in online research communities to develop rich and deep customer insights for our clients.

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