



Strottman International, Inc.

Delivers Value-Added Market Intelligence Fast with Integrated Solutions by LexisNexis®

Overview:

Location: Headquarters in Irvine, California, with satellite offices in Atlanta, Hong Kong, and Shenzhen, China.

Industry: Marketing Services

Customer Profile:

Strottman International provides comprehensive market research, client services, creative design and engineering in all aspects of the creation and manufacture of toys, plush, novelties, and other custom premiums. It provides custom and retail products for the foodservice, consumer packaged goods, retail, and confectionery industries.

Business Situation:

The nature of the Strottman business demands they have vital business intelligence to quickly answer a wide variety of tough research questions for its clients.

LexisNexis® Products:

Nexis®

LexisNexis® Company Dossier

“In my experience, there is no other competitor equal to what LexisNexis® provides.”

Brady Darwin,
Strottman International

For 25 years, Strottman International, Inc., has created innovative products from concept through delivery of finished goods as a full-service manufacturer. Specializing in products for children and families, Strottman also provides comprehensive market research, client services, creative design and engineering in all aspects of the creation and manufacture of toys, plush, novelties, and other custom premiums. It provides custom and retail products for the foodservice, consumer packaged goods, retail, and confectionery industries from headquarters in Irvine, California, with satellite offices in Atlanta, Hong Kong, and Shenzhen, China.

Providing Research Solutions

The secondary research field is highly competitive, demanding accurate intelligence to inform business-savvy solutions – all done at today’s Internet-driven pace, according to Brady Darwin, Senior Director of Consumer Insights at Strottman.

“In my experience, there is no other competitor equal to what LexisNexis® provides,” Darwin said.

Darwin has used the LexisNexis services throughout his 15-year career, relying on LexisNexis for access to more than 5 billion documents from 35,000 sources from news to legal and public records.

“LexisNexis is the only research provider that we have had consistently since I’ve been with Strottman,” he said. He primarily uses the *Nexis®* news and business databases and LexisNexis® Company Dossier.

Like so many LexisNexis customers, Darwin uses *Nexis* and Company Dossier to answer a wide variety of tough research questions for Strottman clients, and to provide vital intelligence quickly, including:

- Timely updates on news and developments in key business areas
- Up-to-date tracking of trends, styles, and fads that impact children and families
- Vital information to develop marketing assessments and recommendations for clients
- Fast, accurate information on people and companies – from background facts to helpful insights



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Brady Darvin,
Strotman International

LexisNexis Company Dossier Delivers Insights – Fast

Strotman uses Dossier to provide strategic insights that add reliability and credibility to research for clients and new business.

“If I’m looking at a really large company, such as Procter & Gamble, I can use Dossier’s Corporate Hierarchy feature to understand how P&G breaks out its many different divisions, then check out brand names and link to other Nexis reports, such as Hoover’s and Disclosure,” Darvin said.

Designing New Market Gold

To illustrate the unique value of *Nexis* research, Darvin said Strotman worked with a major U.S. retailer to design a new store-within-a-store concept targeted at tweens, kids ages 8-12, and their moms.

Strotman was asked to produce a report on emerging consumer electronics and entertainment products of interest to tweens, an analysis of competitors’ forays into this space, and other relevant market intelligence.

It was a complex secondary research task across diverse consumer categories that Strotman was able to deliver quickly to its client thanks to the power and accuracy of *Nexis*.

Strotman’s research was used to inform focus group guides and provide insights for executives and designers creating the space for the store-within-a-store concept.

Darvin said the *Nexis* databases yielded facts, statistics and commentary on video games, digital photography, how the consumer electronics market differs in Japan, how parents and kids like to shop, and new point-of-purchase display technologies, among others.

“I’m a power user, and very demanding,” he said. “*Nexis* is the best.”

Picturing a New Target Market

A major wireless phone network provider asked Strotman to recommend how to position a new camera phone with moms. Again, Darvin said *Nexis* was the primary source for a research report that identified trends in “personal imaging” for moms with kids at home – from their awareness of camera phones and digital cameras (knowledge, use, and acceptance) to the competitive landscape, trends in new product development, and consumer acceptance.

The powerful search engine of the *Nexis* service enabled Darvin and his team to pull together a rich array of relevant information and data from what otherwise would have been an overwhelming amount of material.


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Brady Darwin,
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Becoming a ‘Power Searcher’

Darvin said he relies on the *Nexis* “Power Search” screen almost exclusively, using techniques he has adapted over the years.

He also admires LexisNexis for rapidly updating its products to enable even faster, easier access to its vast databases and libraries.

In a typical week, the Consumer Insights Department he heads has only a few hours to deal with such topics as:

- The history, popularity and current status of “The Pink Panther” franchise
- Status of trade relations between the U.S. and China with regard to toys and plastics; legislative issues that could affect imports
- Trends in home furnishings products aimed at kids, including products in paint, window-covering categories
- Comparison of childhood obesity rates in the U.K., U.S., and what policy actions in the U.K. could influence U.S. lawmakers
- Trends in bottled water sales in the U.S., especially with kids; are there bottled waters marketed specifically to kids?

“We have to react very fast to promotional partnership opportunities as well as to news that may affect our clients,” Darwin said. Many times we need to take a topic or company and go from zero to expert in a few hours. *Nexis* is the tool we use to do that.”

“As I said, LexisNexis is the only research vendor at Strottmann that we have had consistently since I’ve been at the company,” he said. “If they cut my budget and said you can pick only one thing to keep - *Nexis* would be my one thing.”

Learn more about how *Nexis*, LexisNexis Company Dossier or other LexisNexis solutions for Corporate Professionals can help you generate value, efficiency, and credibility for your company.

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