



**PRIORITY
METRICS
GROUP**

Solutions Driven by Market Insight

WHY WE EXIST

Priority Metrics Group, Inc. is a professional marketing consulting and market research firm based in the Upstate of SC. We provide customized analytical and consultation services designed to generate profitable growth for our clients. We work with leading organizations in a variety of manufacturing and service industries. Although we are not limited to any industry, PMG has particular experience and expertise in packaging, distribution and industrial manufacturing.

HOW WE CREATE VALUE

PMG's fundamental goal is to help client organizations create profitable top-line growth by aligning strategic direction and focus with customer and market needs. We are expert at gathering and processing market information, analyzing data and translating information into actionable growth initiatives.

WHAT WE OFFER

PMG offers a variety of professional services including:

GROWTH STRATEGY DEVELOPMENT – create growth strategies around “the voice of the customer” and within a process-oriented framework that blends structure and creativity.

CUSTOMER VALUE ANALYSIS – comprehensive customer satisfaction and value analysis to include performance against your customers' key attributes and relative to competition.

MARKET ASSESSMENT – targeted and insightful analysis to identify, evaluate, prioritize and capture strategic market expansion opportunities.

COMPETITIVE ASSESSMENTS – secure your unique value proposition (product, service and cost) by understanding your competitors' relative value position, profile and performance.

OTHER MARKETING SERVICES – merger and acquisition support (customer due diligence), communications planning, tracking studies, lead generation/survey call activities, consumer/user focus groups, pricing studies and more.

PUBLICATIONS – industry studies, proprietary multi-client studies and surveys of key topics and issues to help clients understand and profit from changing markets.

GROWTH STRATEGY DEVELOPMENT

“We have had a strong and productive relationship with PMG for almost ten years now. Principals of the firm are responsive, knowledgeable, and thoroughly professional. And the tools and methodologies they bring to the table have helped us to improve the satisfaction and loyalty of our current customers, and to expand our business into new markets. I consider them to be a valuable member of our marketing team.”

Harris DeLoach, CEO Sonoco

“Your survey for our company gave us a better understanding of our position in our marketplace and played a significant role in our introduction of new products”

Bob Barker, CEO Bob Barker Co. inc.

www.pmgco.com

PMG CUSTOMER INSIGHT

"Priority Metrics' surveys allow us to get a solid handle on our strengths and weaknesses relevant to competitors in the market. The data has enabled Contec to correctly anticipate market trends and make critical strategic decisions to meet emerging customer needs and respond to competitors' strengths."

Jack McBride, CEO Contec, Inc.

"Through the years, National Gypsum has come to rely on PMG for their statistical / analytical expertise in developing customer satisfaction surveys of varying scope & complexity. The staff at PMG is very easy to work with. The quality of their work is unparalleled. They get right to the heart of the matter - giving us actionable recommendations to improve customer satisfaction. For these reasons and more, PMG is our preferred marketing research firm."

Kurt Withrock, Dir. of Demand Planning and Management National Gypsum

REPRESENTATIVE CLIENT LIST

While PMG serves a wide range of clients to include businesses, nonprofits and foundations, we have specific project experience in packaging, distribution, and industrial manufacturing. We typically focus on business-to-business issues that are growth related.

Over the years, PMG has developed strong relationships with companies that are leaders in their industries. PMG is frequently viewed as a team member and invited in early to help solve critical problems. While this is a privilege we continuously strive hard to earn, we view every new project as an opportunity to provide value through hard work and perceptive strategic analysis.

CLIENT LIST

PACKAGING

- Atlantis Plastics
- Braskem
- Charter NEX
- Constar
- Coroplast
- CV Holdings
- DuPont
- Eastman Chemical
- Elopak
- Erdie Industries
- Geami
- Great Northern
- Greif
- Hexacomb
- Kodak
- Milliken & Company
- Mitsubishi Polyester Film
- Paperboard Packaging Council
- R A Jones
- Reliance Products
- RPA 100%
- Sealed Air Corporation
- Smart Skin
- Sonoco Products Company
- Sustainable Packaging Corporation
- Tetra Pak
- The Newark Group
- Weyerhaeuser

OTHER

- General Electric
- Kohler
- National Gypsum
- Pitney Bowes
- Siemens
- Clemson University School of Polymer Science



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