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Predictive Analytics Projects Consumer Perceptions of Global Brands

ATi and SHR Create Branding Strategies With Online Solution

PHOENIX, AZ--(Marketwire - July 28, 2008) - Adaptive Technologies, Inc. (ATi), the Intelligent Information(SM) company, has joined forces with SHR Perceptual Management to advance SHR's Sensory Positioning™ process to a ground-breaking online model embedded with predictive analytic functionality. Sensory Positioning is a proven 20-year-old methodology used by SHR in focus group testing on behalf of many leading companies, including Coca-Cola, General Mills, Ford, BMW, and Volkswagen.

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ATi delivers Intelligent Information in software-as-a-service (SaaS) predictive analytic solutions, providing clients with predictable outcomes such as which targets will respond to a brand message or who is most likely to buy their products. The Sensory Positioning online testing environment provides a robust and predictable understanding of consumer brand perceptions of product designs and other marketing communication touch points. The online testing allows clients to leverage their budgets to access much larger sample sizes, in multiple markets in a shorter time span as well as to include global participants. ATi adds a quantitative validation component to the cognitive science of Sensory Positioning, capturing respondent feedback faster and more cost effectively.

"ATi is excited to team with SHR to combine expertise in bringing to market a revolutionary branding process that combines science and technology to help business leaders use intelligent information to make better decisions about their brands," said Susan Cordts, president and CEO of Adaptive Technologies, Inc.

SHR Perceptual Management is a brand consulting and strategic design firm with a 35-year history of success in building brands and positioning them for long-term sustainability. SHR's work focuses on the important positioning, re-positioning and revitalization of existing brands to more effectively connect and emotionally resonate with desired target audiences both internal and external.

"In today's cluttered and competitive environment, consumers don't believe words, what they do believe is what they see," said Will Rodgers, founder at SHR Perceptual Management. "SHR's proprietary Sensory Positioning process identifies visual and other sensory cues, like sound, that more credibly trigger desired brand perceptions in the product, marketing communications, brand experiences and branded environments at a glance."

About Adaptive Technologies, Inc. - Adaptive Technologies, Inc. (ATi) helps business leaders make better decisions. We provide companies with tailored business intelligence and advanced predictive analytics solutions that turn enterprise data into intelligent, actionable information. Founded in 2001, Adaptive Technologies, Inc. is privately held and based in Arizona. www.adaptiveinc.com.

About SHR Perceptual Management - SHR Perceptual Management, founded in 1970, remains at the forefront of building brands and perceptual management. Founders Will Rodgers and Barry Shepard continue to inspire their team to develop processes for brand innovation, brand alignment, brand implementation for leading global companies including Coca-Cola, Del Webb, PETSMART, General Mills, BMW, Verizon Wireless and Boeing. SHR is headquartered in Scottsdale, Arizona. www.shrbranding.com

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