

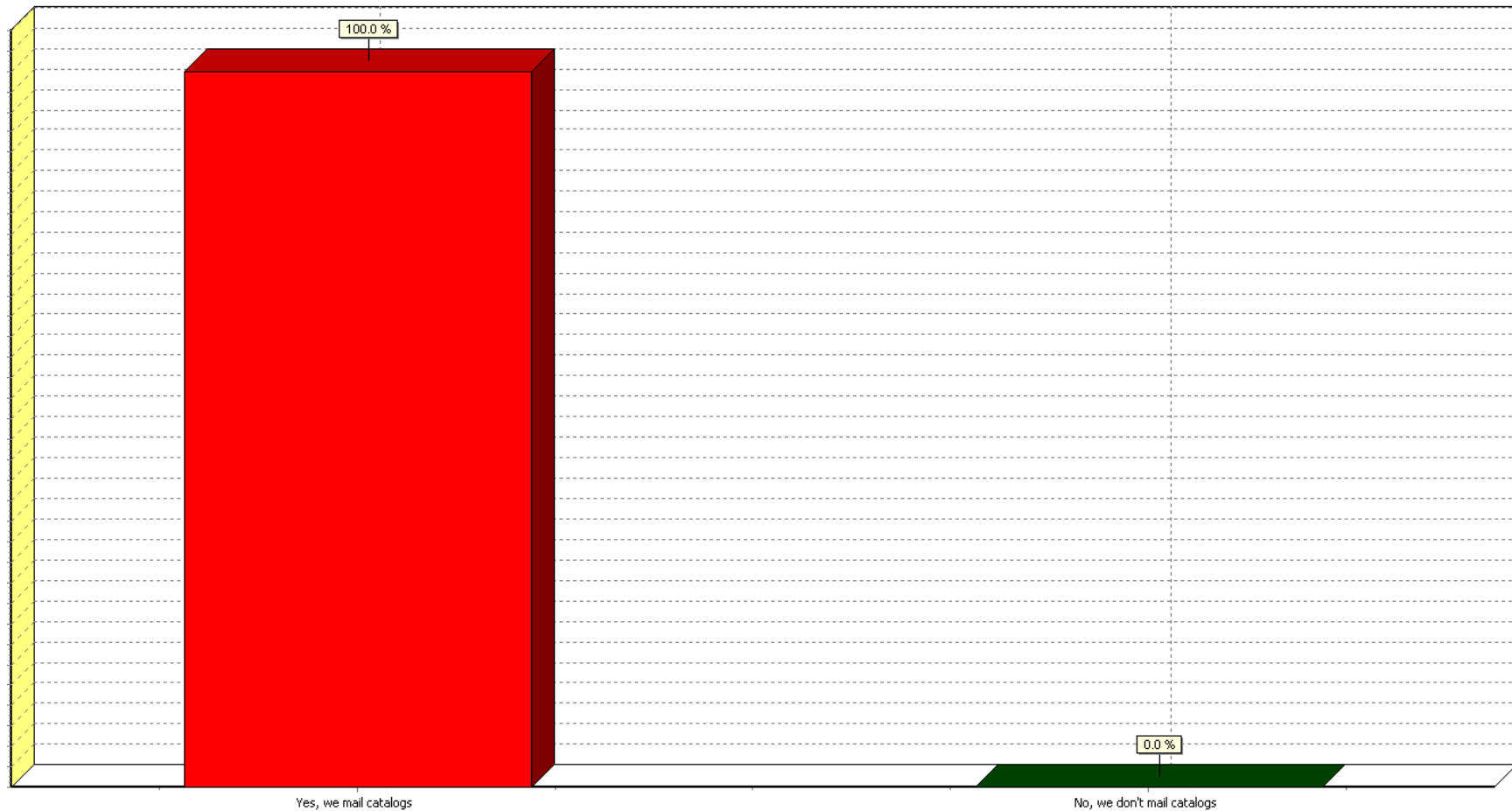
Survey Results & Analysis for Catalog Creative Topics

(B2B Responses)

Survey Details

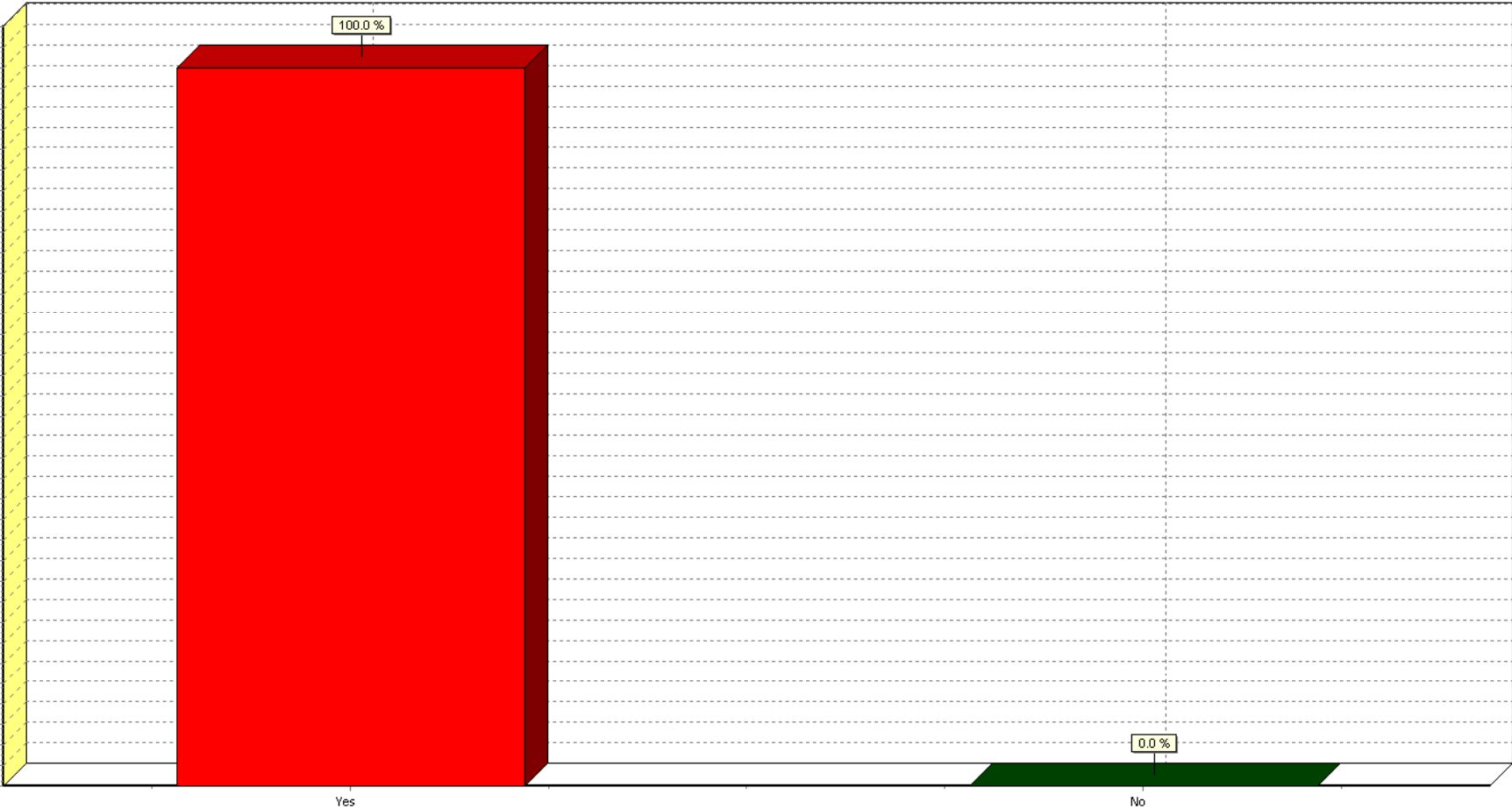
This report is an analysis of the results to the survey titled Catalog Creative Topics. The analysis includes answers from all B2B catalog companies who took the survey in the 13-day period from Thursday, May 29, 2008 to Monday, June 10, 2008.

1) First of all, we'd like to confirm that your company mails catalogs as part of its marketing efforts.



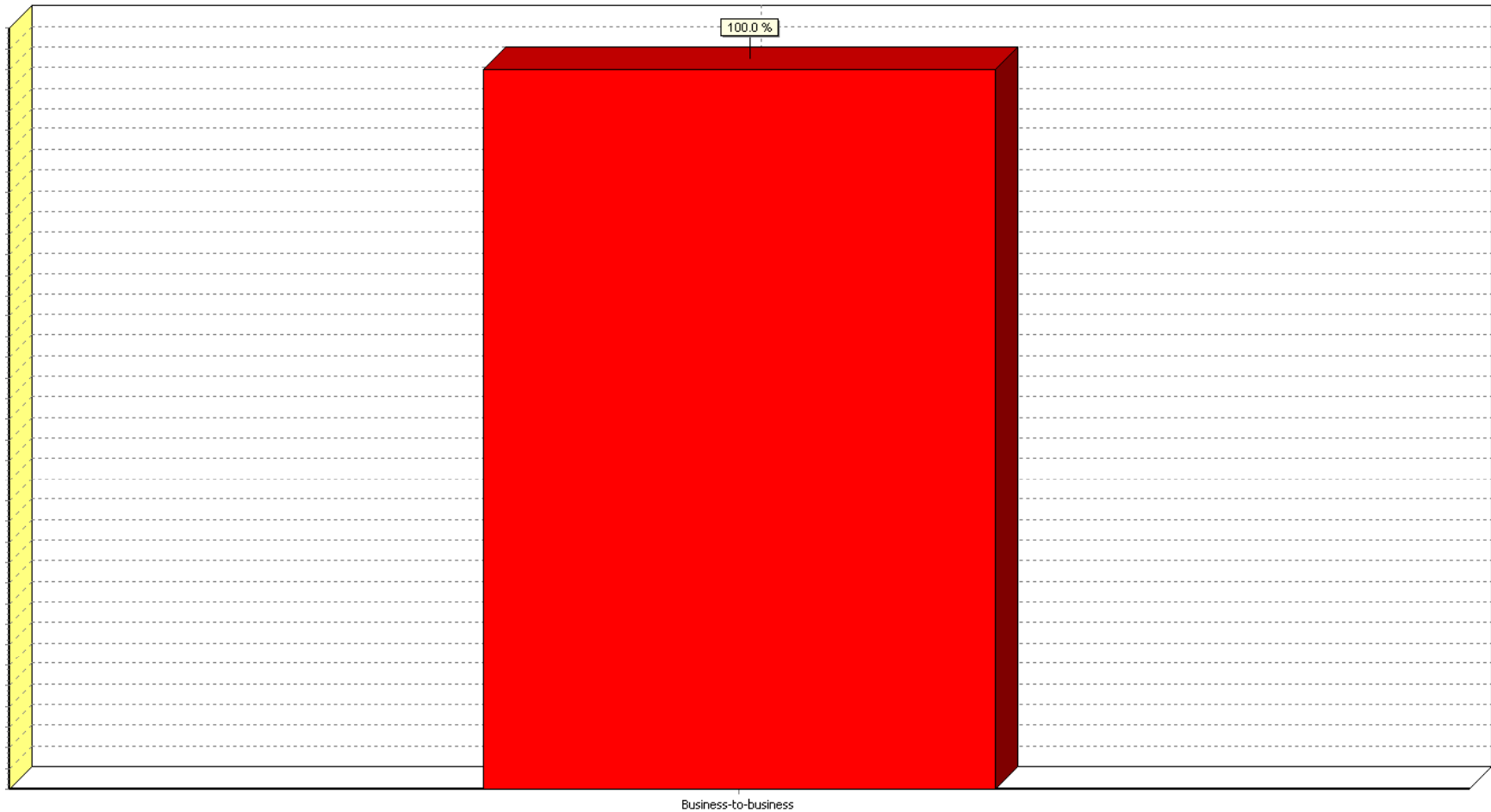
B2B Responses

2) Are you involved with making decisions regarding management issues?



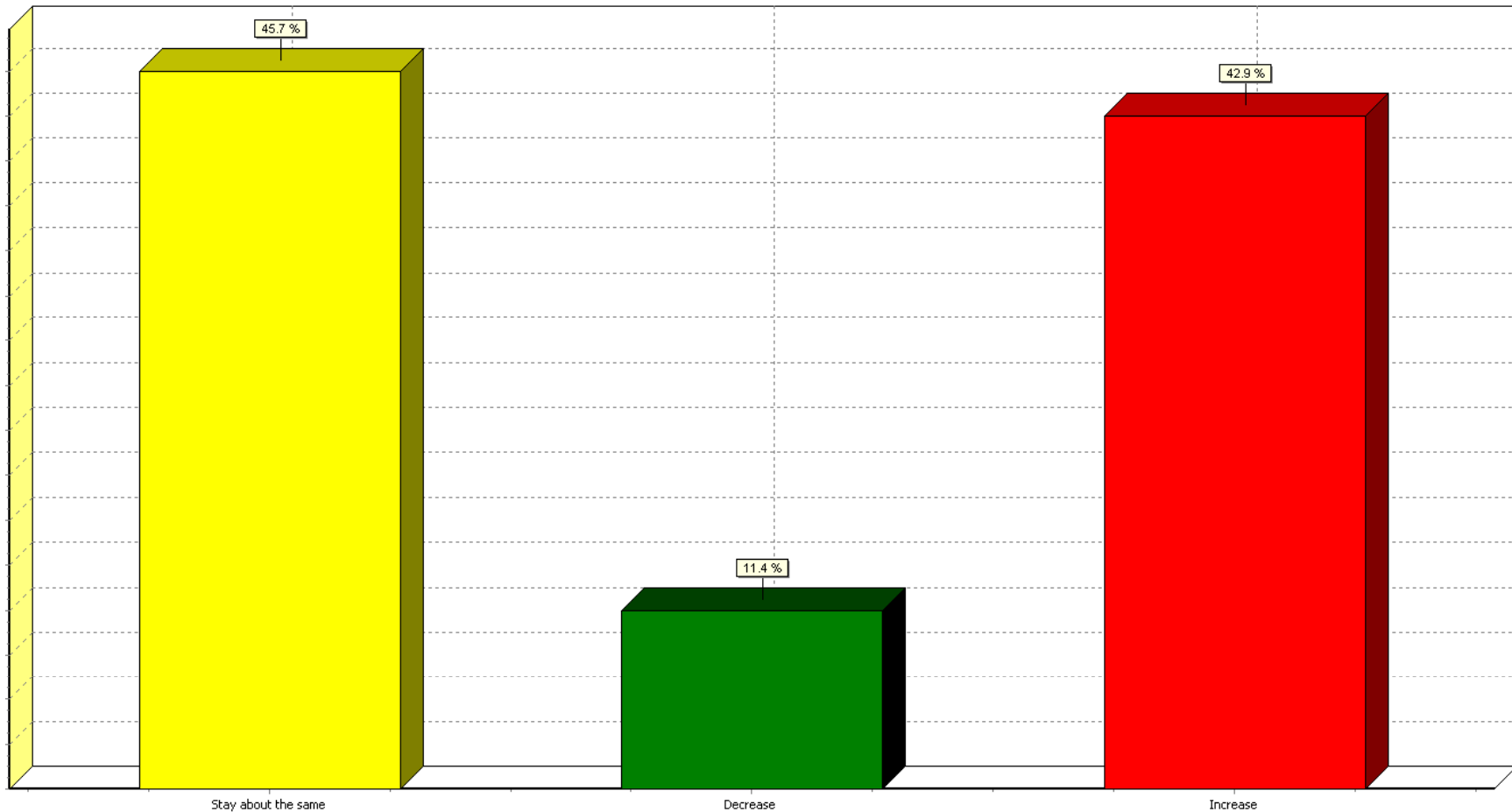
B2B Responses

3) Are your company's marketing efforts primarily business-to-business or consumer?



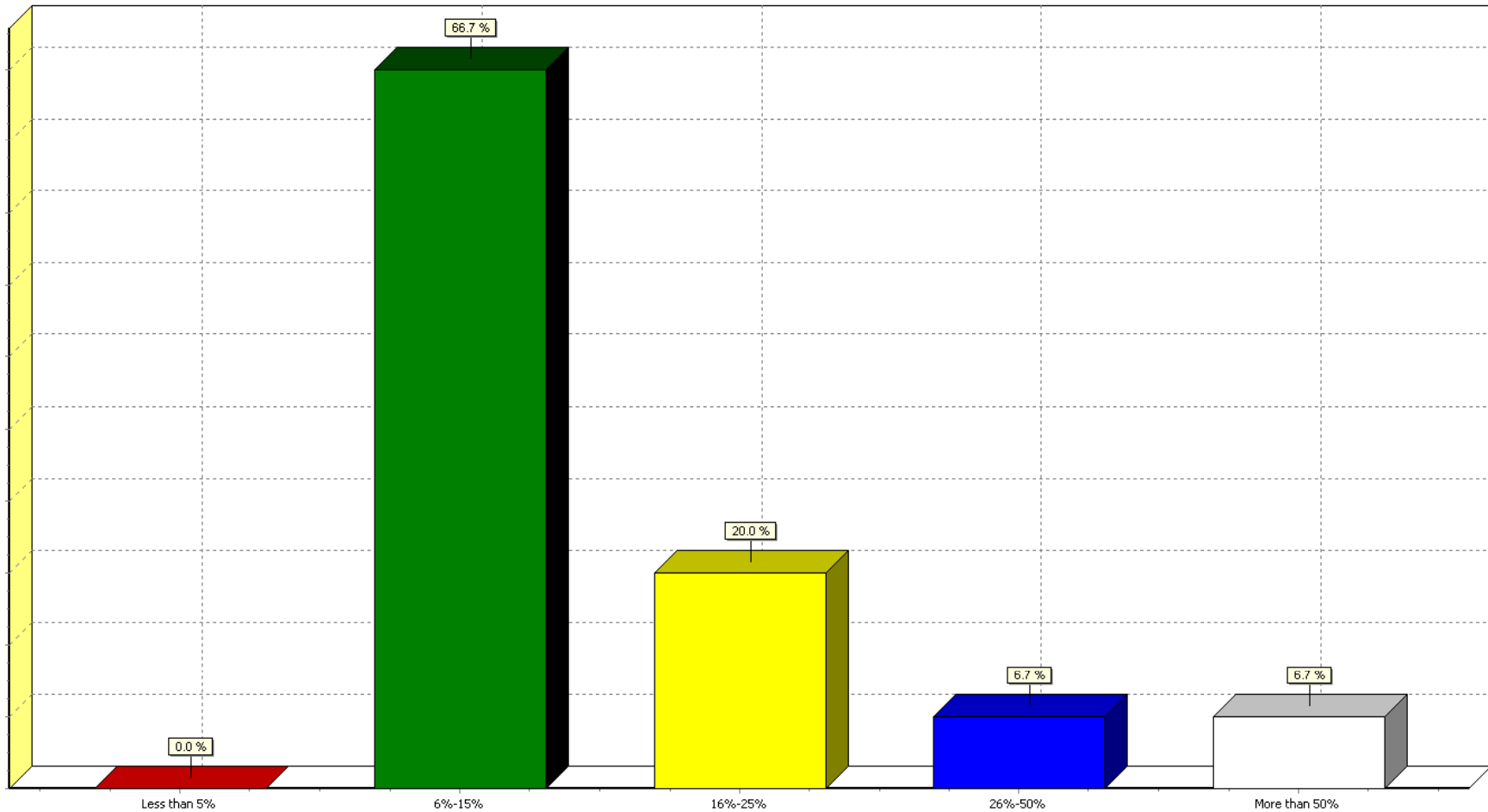
B2B Responses

4) Compared to a year ago, did your overall spending on marketing creative (design, layout, copy, photography, etc.) increase, decrease or stay about the same?



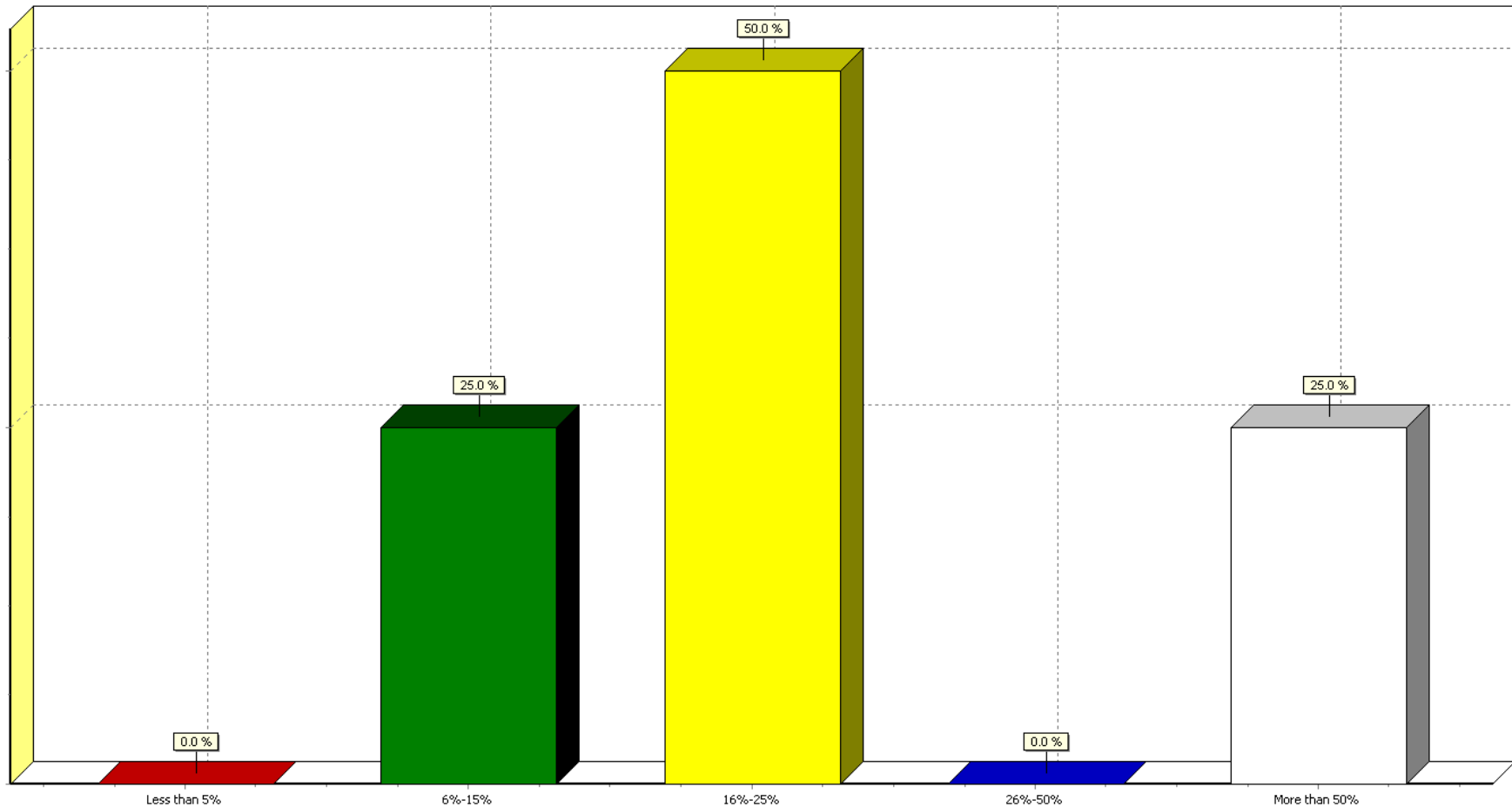
B2B Responses

5) By approximately what percentage would you say your creative spending increased? (Answered by those who said “increased” in question 4.)



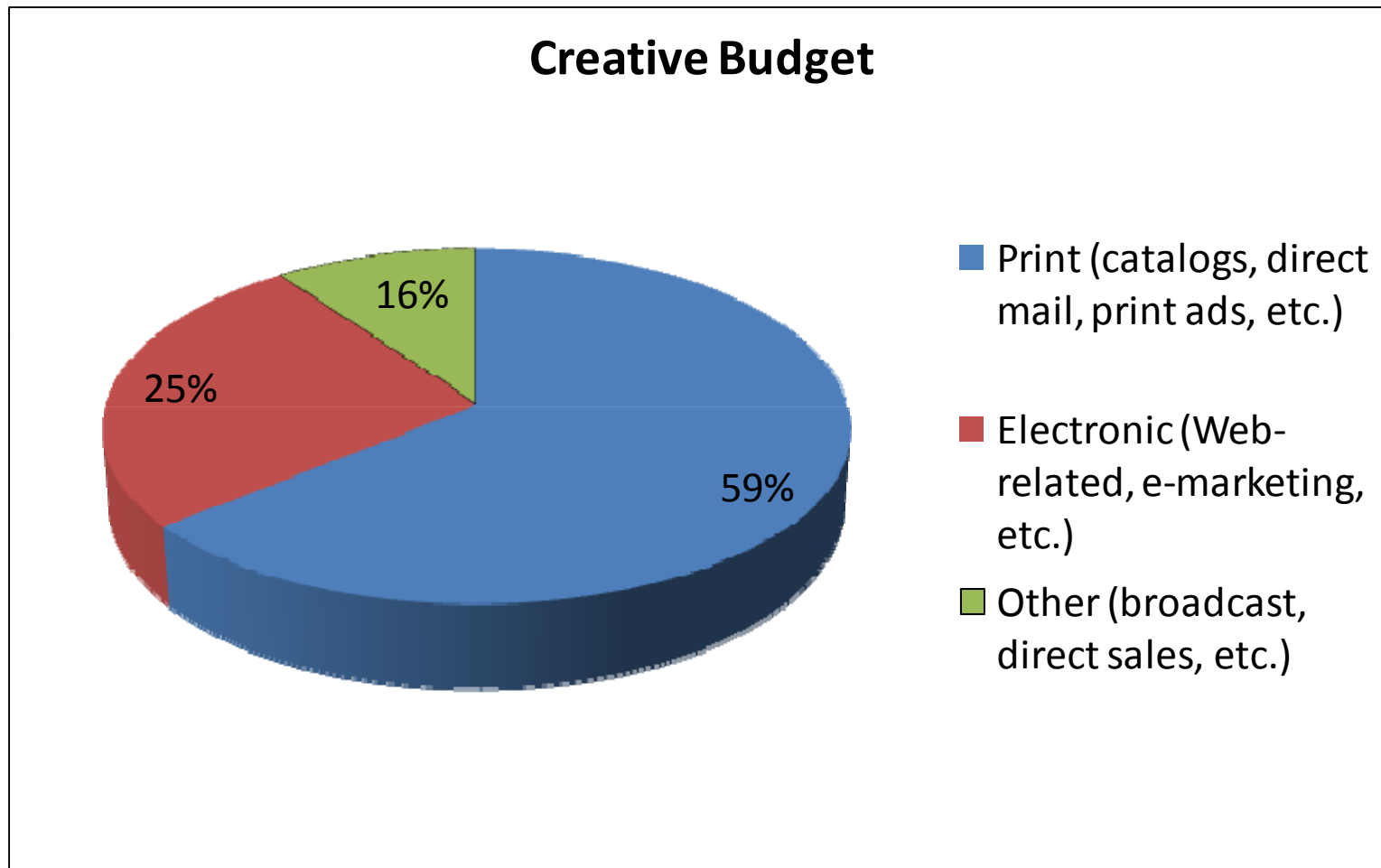
B2B Responses

6) By approximately what percentage would you say your creative spending decreased? (Answered by those who said “decreased” in question 4.)



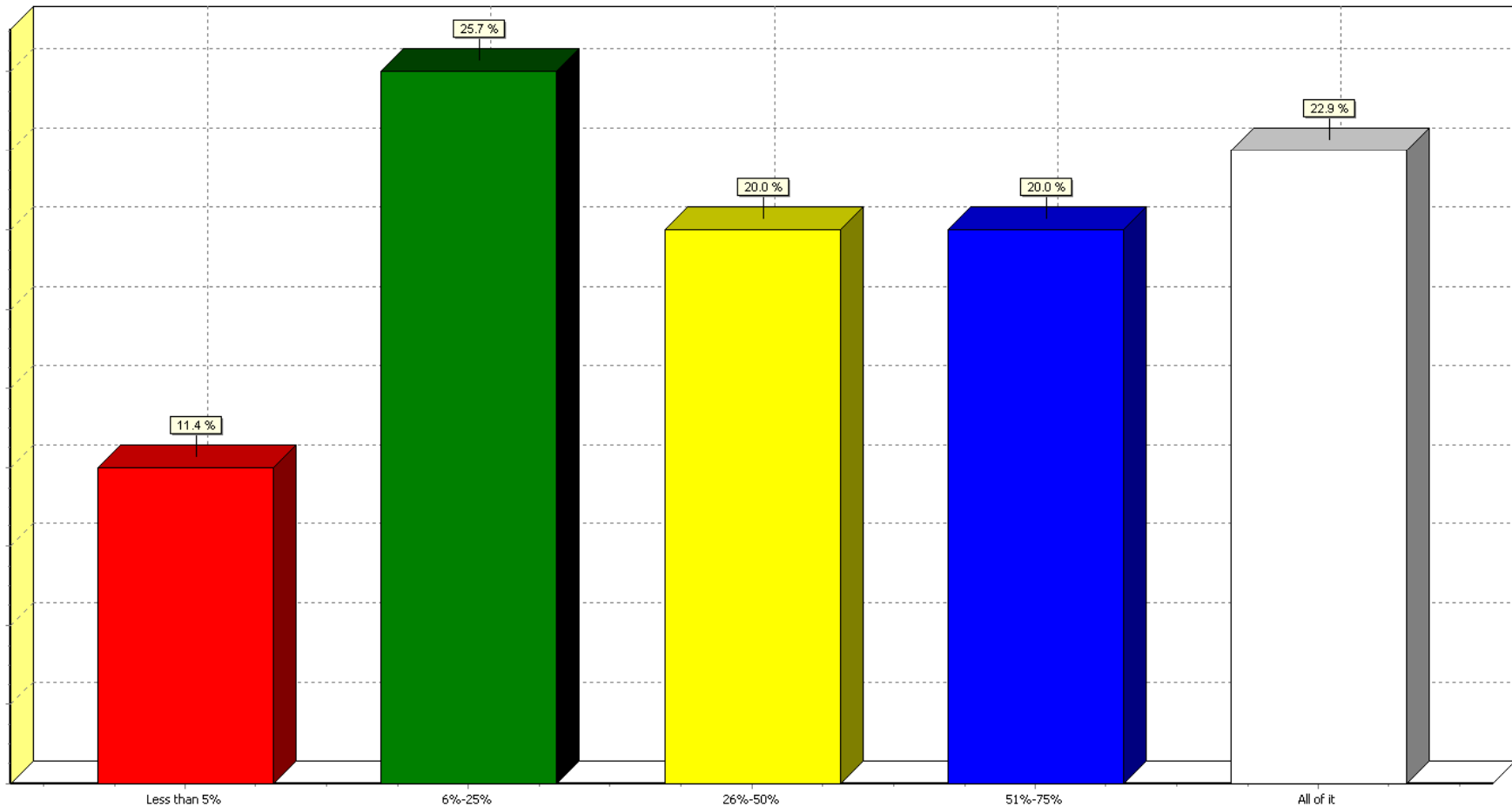
B2B Responses

7) Thinking about your overall creative budget, what percentage is dedicated to each of the following:



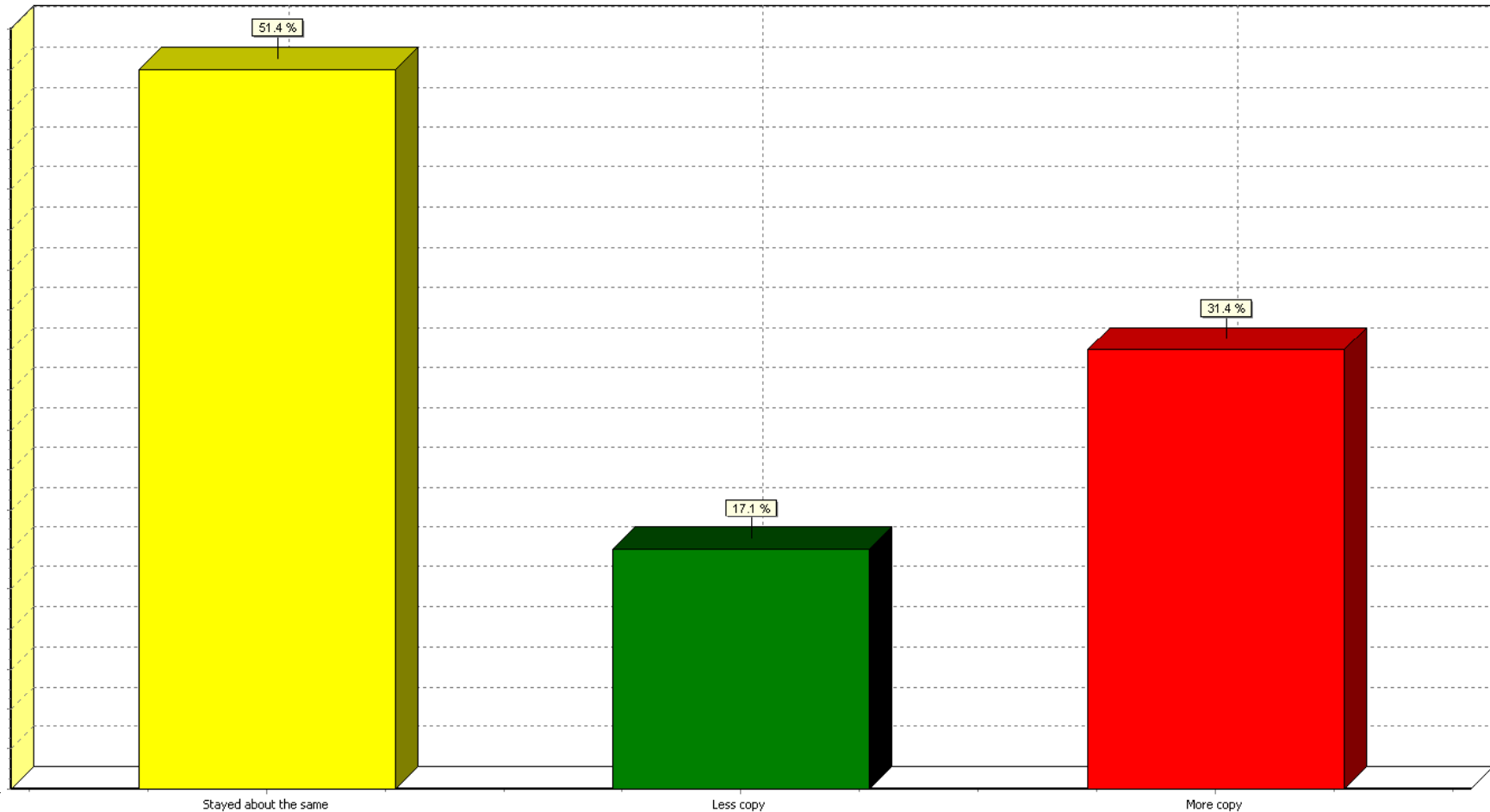
B2B Responses

8) Approximately how much of your creative is multi-purposed for use in two or more channels?



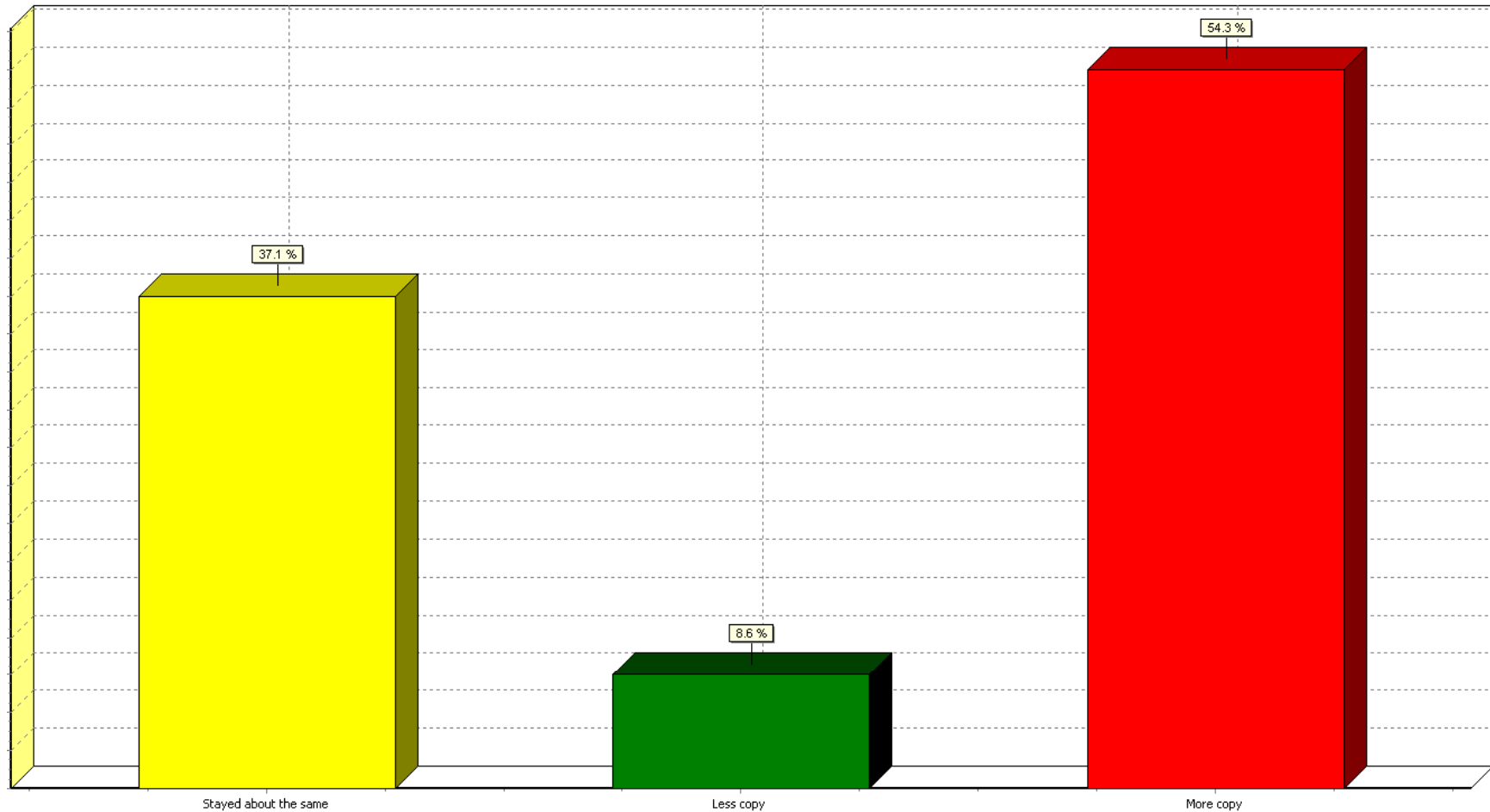
B2B Responses

9) Over the past few years, how has the amount of your copy in your creative marketing efforts changed? — Print (catalogs, direct mail, print ads, etc.)



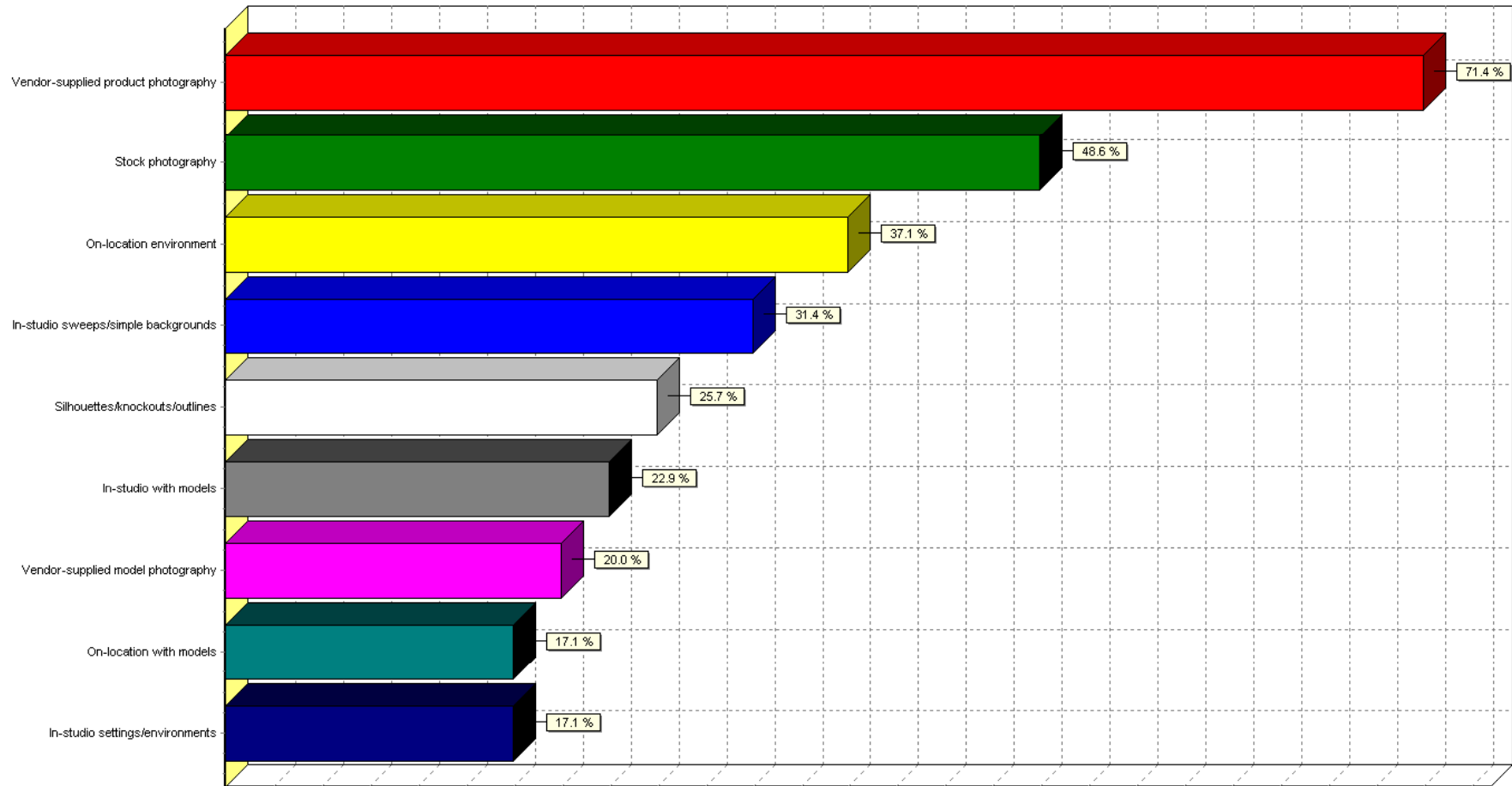
B2B Responses

10) Over the past few years, how has the amount of your copy in your creative marketing efforts changed? — (Web-related, e-marketing, etc.)



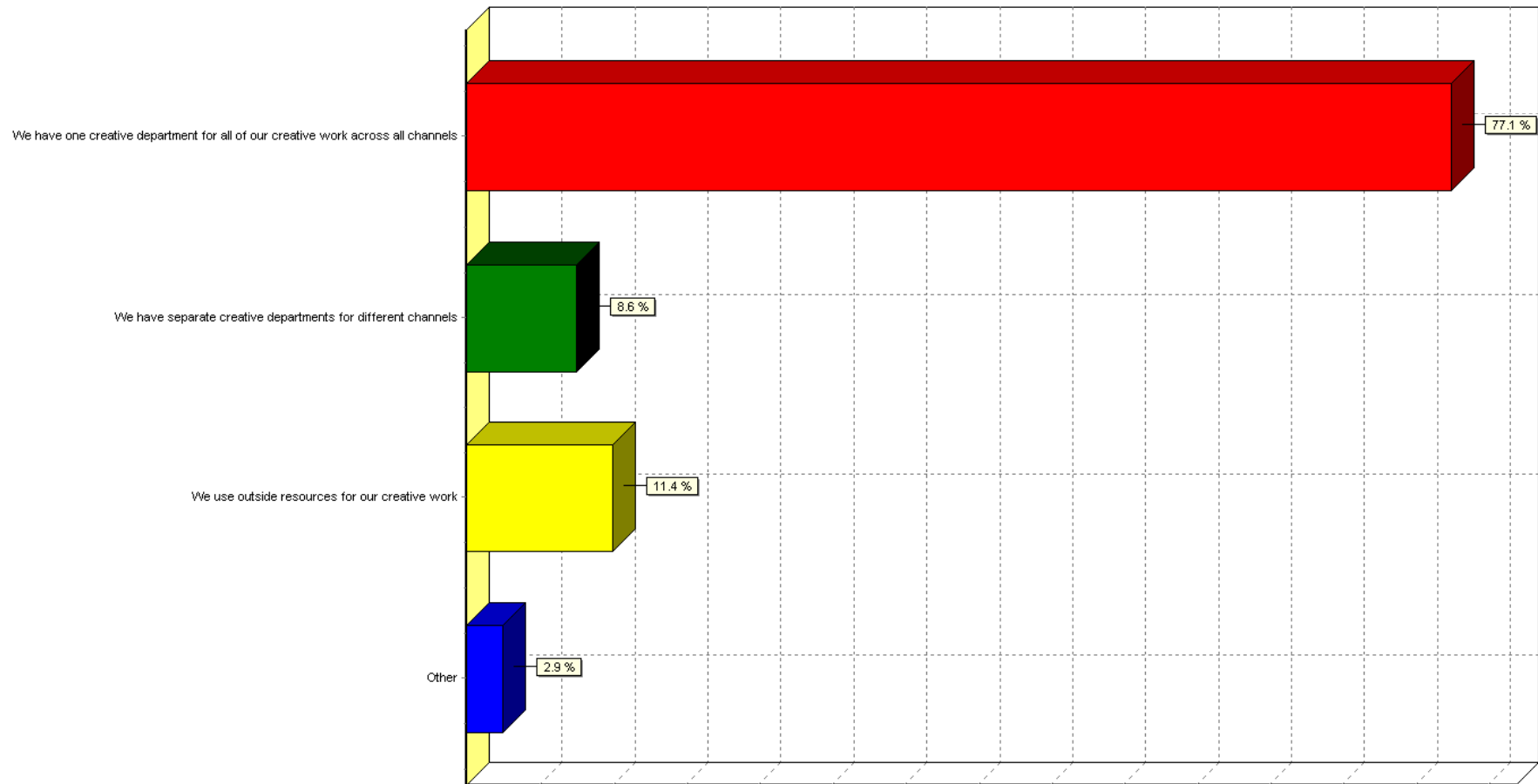
B2B Responses

11) If you use photography in your catalogs and/or on your Web site, what kind of photography do you use? (Please check all that apply.)



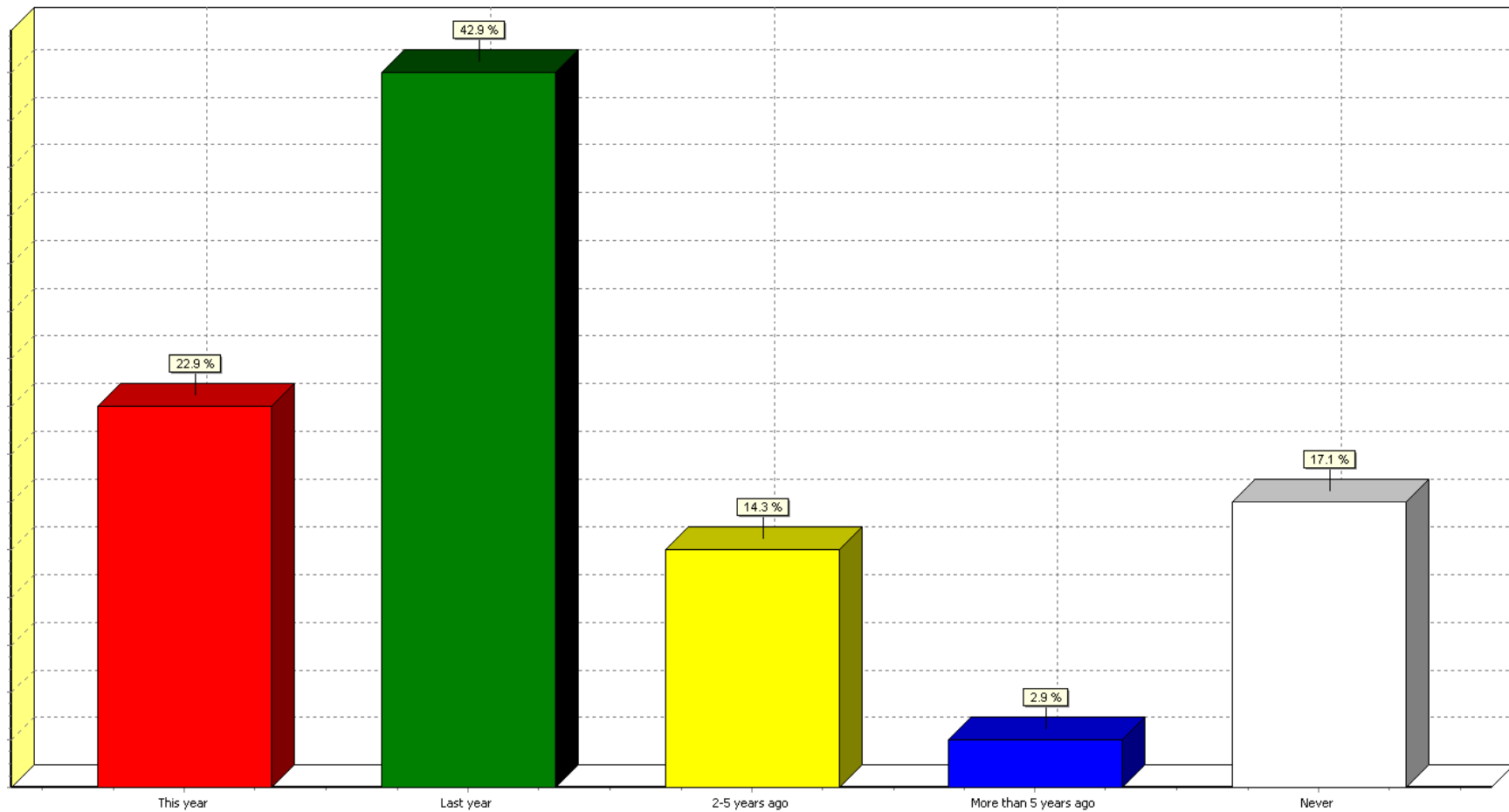
B2B Responses

12) Which answer best describes how you manage the production of your creative marketing materials?



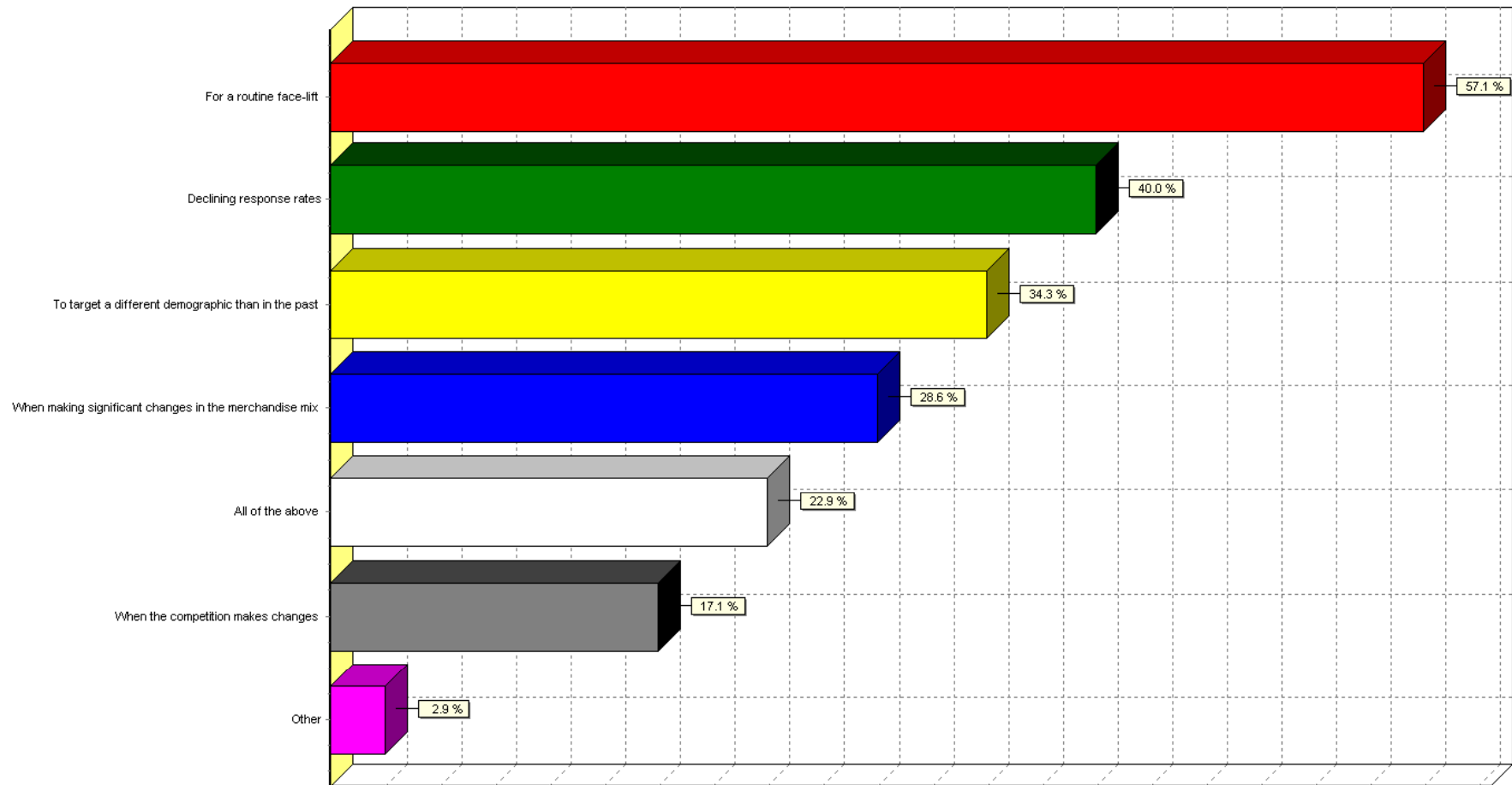
B2B Responses

13) When was the last time you executed a comprehensive redesign of your catalog?



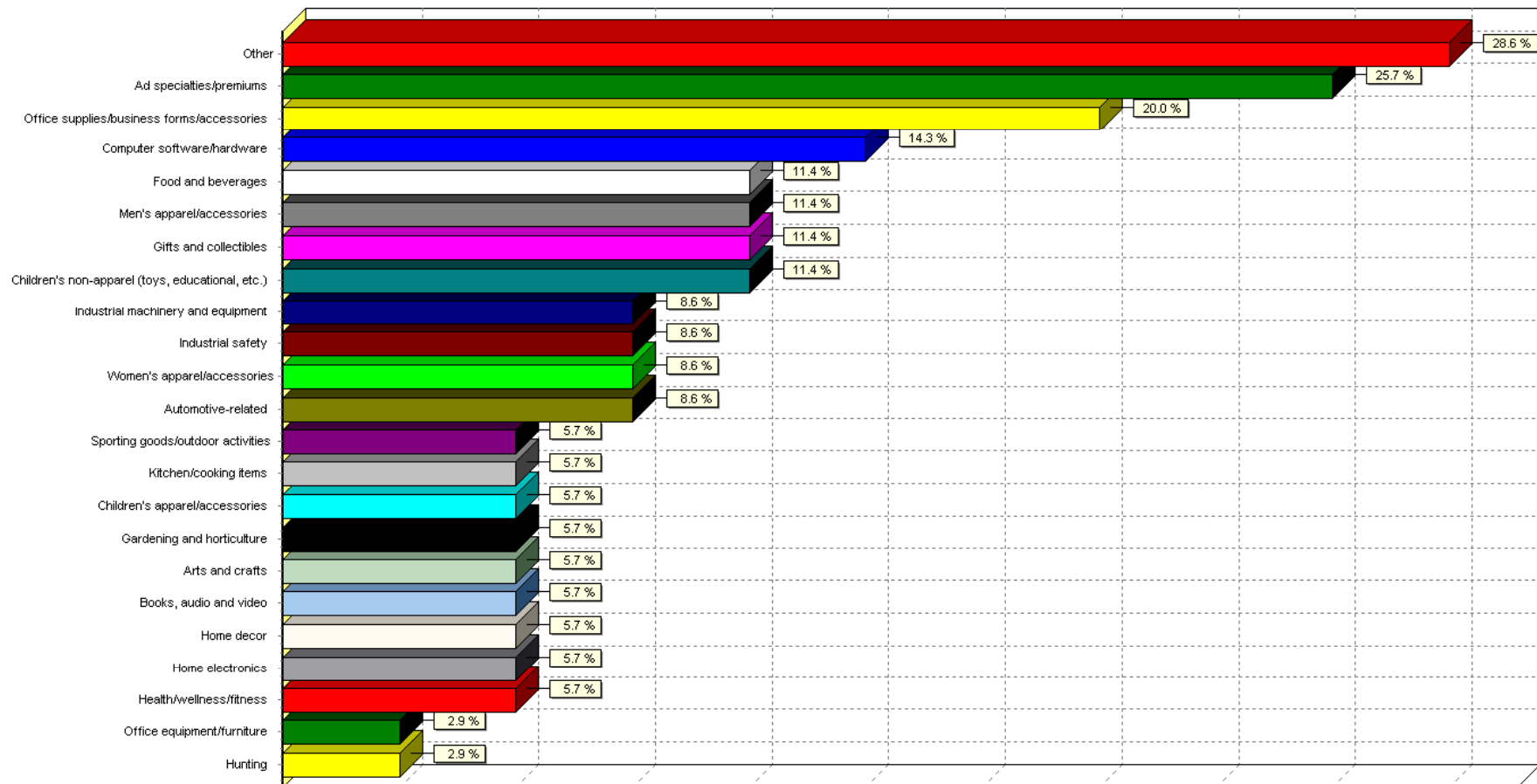
B2B Responses

14) Which of these factors have prompted you or would prompt you to perform a comprehensive redesign of your catalog? (Please select all that apply.)



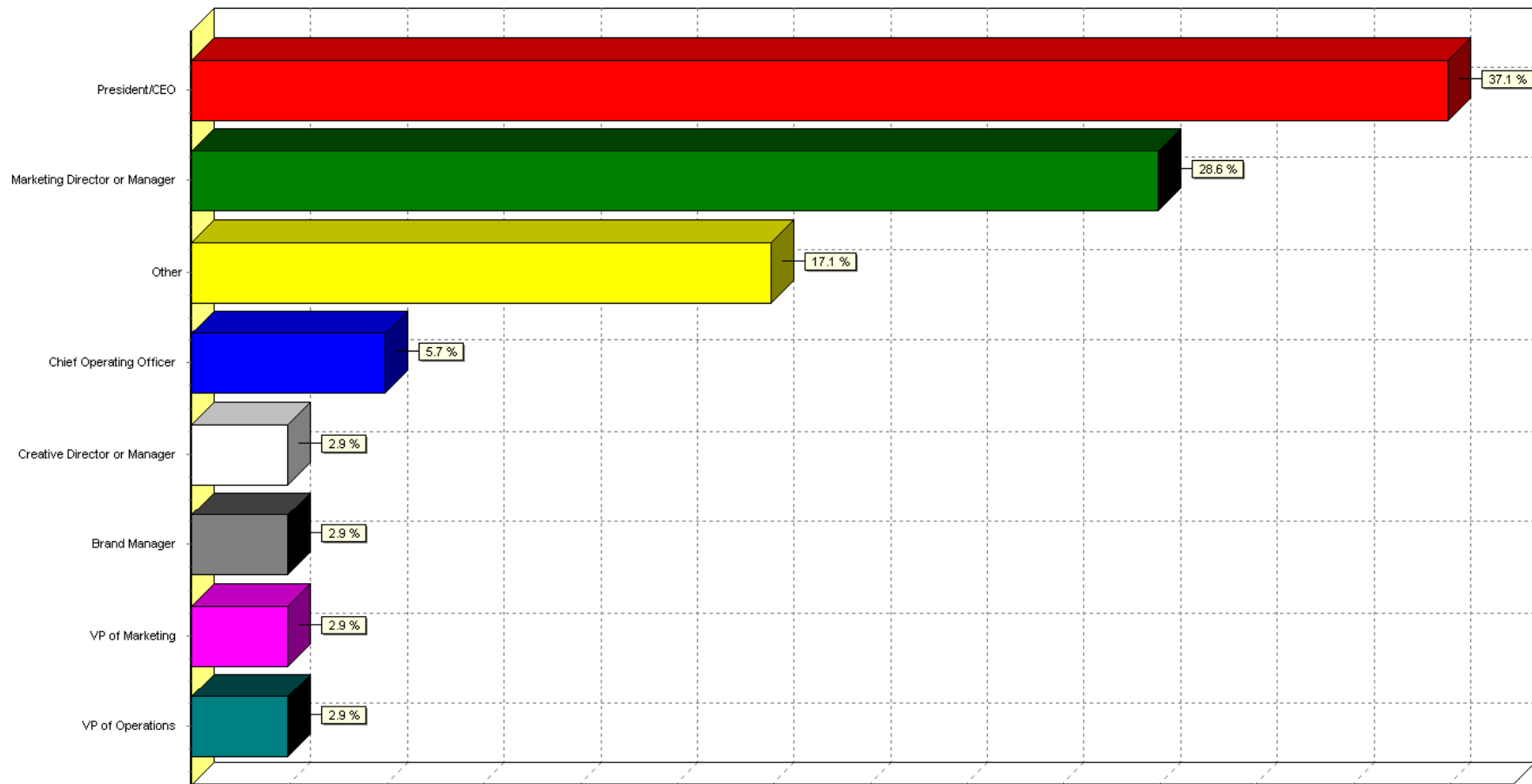
B2B Responses

15) Please indicate which product category best describes what your catalog sells. (Please select all that apply.)



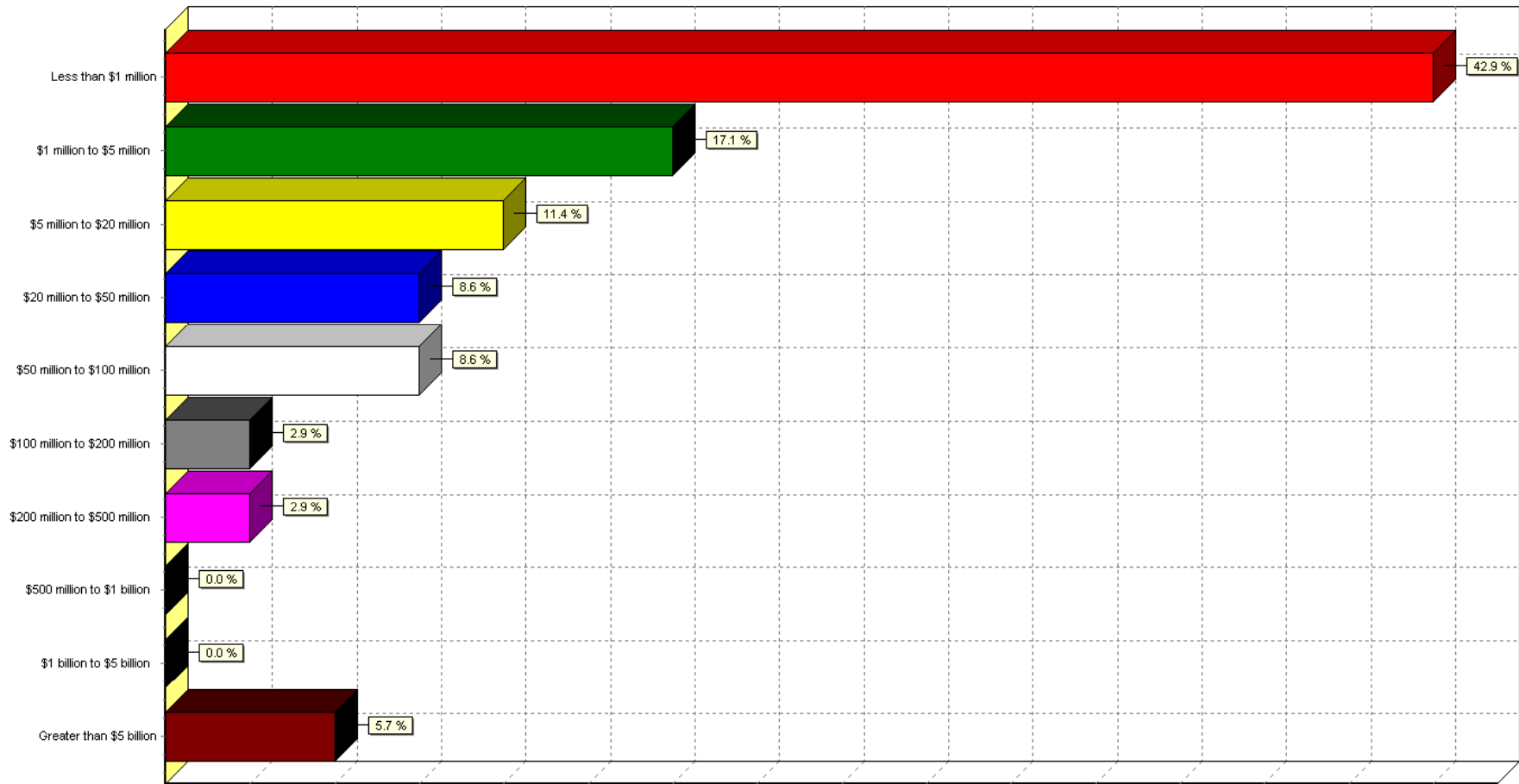
B2B Responses

16) Please select which job description best describes your role with your company.



B2B Responses

17) Please indicate your annual combined catalog- and Web-based sales.



B2B Responses