

Press Release

Creating Conversations That Matter!



To: Area Media

From: Dean Halverson, CEO dean@leede.com

Date: January 15, 2022

Subject: 2022 Marks Leede's 40th Year in Business



While 2022 represents many challenges, including the pandemic, supply chain issues and inflation, it is also a special year for the team at Leede Research. It marks Leede's 40th year of service to clients across the nation. Founded in 1982 as an extension of a market research class project, Leede has grown to a team of over 50 information professionals with offices in Manitowoc and Minneapolis. The company provides marketing research and information services to clients seeking custom information programs to drive marketing and management decisions.

Leede commonly works in a variety of industries, including health, insurance, agriculture, construction, power equipment, food, and consumer products. While all projects are custom designed, over half of Leede's project volume is tied to the development process. This includes products, services, packaging, displays, branding and marketing communications. They have done significant work helping clients understand the change in consumer habits based on the pandemic and supply chain problems. Changing market conditions are driving new products and services for the future.

For the first 25 years, the company gathered the majority of their information through telephone interviewing. Over a million phone interviews were completed by the company. Early in the 2000's, Leede saw that information needs were changing, and more work was moving to online interviewing. They became experts in online panel content and access. Leede accesses almost 20 million U.S. households in its consumer work with top national firms. Leede also has access to business and specialty panels in 38 countries. While not considered an international firm, it commonly works internationally on specific components of projects. When Leede can't find needed target groups, they often build their own resources, as is seen in its national Landscaper Panel, the first of its kind for online development. This is being used especially by clients in the powersports and equipment industries.

In 2000, Leede launched a new office in Minneapolis, in partnership with national online firm Gage Marketing. That office specializes in qualitative research and was one of the first publicly available Usability Labs in the country. Usability is a tool to review the functionality and intuitiveness of websites and apps. Leede is recognized as a national leader in this work and works with leading national brands and organizations in this process. Besides placement in Minneapolis, Leede can conduct and place work around the country. The pandemic also led to the expansion of online options, allowing clients to continue work when participants could not meet in person.

Early June will mark 40 years of providing clients the best information resources available. The company continues to adapt to their target markets and client needs. They note that the pandemic has and is changing consumers, whether individual or in businesses. These changes are important to the future success of businesses. The environment has created new product and service opportunities and change the core decision making driving their purchase. Market research is a key tool in setting a course for a successful future.

Leede also continues a long and strong commitment to community and non-profit organizations. They have partnered with many community, government, and education groups to give them important information to drive their success. Leede has led two major community visioning programs to help identify community needs and drive future development and success. These programs have engaged hundreds of volunteers and helped to create a community that can support a strong future economy and bring new workers for local businesses.

Leede thanks the over 1,000 clients who it has partnered with, ranging from local businesses and organizations to nationally known brands. Listening to over two million people over the years has given the company a unique perspective and base of knowledge that has helped their clients success. Leede is committed to continuing that journey. "Creating Conversations that Matter" is not only their tagline, but also what drives their business and future.