

# SVM™ SURVEY FOR SPE PREFERRED PARTNERS



REACH 82,000+  
PLASTICS PROFESSIONALS



YEAR ROUND MARKETING  
EXPOSURE CUSTOMIZED TO YOUR NEEDS



HIGH IMPACT,  
MULTIFACTED OPPORTUNITY

## WHAT IS A SVM™ SURVEY AND HOW CAN IT HELP YOUR BUSINESS?

A technology focused plastics industry survey conducted by SPE tailored specifically to your needs/desires. The results summary report enables you to narrow in on a Strategic Value Marketing (SVM™) focus that can help you develop new product ideas, enhance your current or future advertising campaigns, or give you important product feedback and more...

## HOW DOES IT WORK?

Construct your own survey. You determine focus and content, the survey date range, choose your demographic market from SPE's 82,000+ contacts and establish a survey participation incentive package if desired.

## WHAT DOES SPE DO FOR YOU?

SPE takes care of the rest! Services include coordination, promotion and logistics of the survey, solicitation prizes, tabulation of results and generation of a digital & hardcopy summary report within two weeks of survey close. SPE can provide a press release to the industry summarizing results if you choose. (Assuming results are in their best interest).

FOR MORE INFORMATION CONTACT:

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