

PRIMEPOINT



WE ARE THE AMERICAN CONSUMER.

USE PRIMEPOINT TO SAVE TIME WHEN CREATING PRESENTATIONS.



PRIMEPOINT PRIME NEXt Add-On

PRIME POINT allows you to quickly and easily create Microsoft® PowerPoint® presentations with Scarborough data. This feature is available as an add-on to the PRIME NEXt software. PRIME POINT allows users of varying experience levels to create custom PowerPoint® presentations with the help of a “wizard.”

1 CREATE

SELECT YOUR CRITERIA

Create your base, target, target's competition and media options

(The more you make of your Scarborough investment, the greater the opportunity for return.)

2 CUSTOMIZE

CHOOSE YOUR STYLE

Customize your template, graphs and format

(Graphs make the information easy to read.)

3 COMPLETE

CLICK FINISH PRESENTATION

Review, print and prepare for your presentation

(Hey, not a lot of time and effort and the finished presentation makes you look like a pro!)

BENEFITS

- Saves time – pull qualitative data and create a client presentation in only one process
- Creates professional, customized presentations
- Maximizes use of data and software increasing your ROI
- Provides easy interpretation of data with graphical representation

SYSTEM REQUIREMENTS

PRIME NEXt, Microsoft® PowerPoint® 2000 and Microsoft® Excel® 2000 or greater



SCARBOROUGH
r e s e a r c h

Local. Regional. National.

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