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Architectural **Research** Associates

■
August 14, 2017

Research Sponsorship Offering:

To be completed May 31, 2018:

**(The Biennial Study)
Architect and Specifier Preferences and
Uses for Electronic and Print Product Files,
Directories, and Manufacturer's Product
Information Sources**

■ **Introduction**

For more than 20 years Architectural Research Associates has examined architect and specifier uses of various types of building product information sources and preferences for editorial and promotional materials. We have helped our sponsors stay ahead of the curve and manage their budgets for maximum effect as new forms of communication have become more important.

The 2018 study will add to the library of exclusive information developed by ARA showing which messages are most effective and exactly how to optimize investments in print and electronic product information sources and other sales and marketing materials.

It is time once again for our benchmark Biennial Study—the key study most clients find indispensable.

■ **Architect and Specifier Preferences and Uses for Electronic and Print Product Files, Directories and Manufacturer's Product Information Sources (The Biennial)**

Objectives

The primary objectives of this research are to:

- Identify the usage patterns for paper and electronic product and company information compilations and for key manufacturer-supplied print and electronic information.
- Understand how individuals in various firms use these vehicles, by size of architectural firm, by architect or specifier, by age and level of experience, and by major U.S. region.
- Assess user's perceptions of each of the compilations; whether one vehicle is considered better for a specific purpose than another; and whether the information in one vehicle is considered more valuable, better organized, more up-to-date and more user-friendly.

Major Question Areas

In addition to questions focused on the objectives above, we will also hone in on:

- Reasons for usage of various forms of product information (research, selecting/specifying, communication) by architects and specifiers.
- The frequency of reference to paper and electronic sources of product information.
- Continuing our examination of smartphones and tablets as tools for product information.
- Identification and use of favorite building product manufacturers' product directories and BPM websites.
- Clarification of response to various ways of finding websites, such as salespeople, search engines, direct mail and print advertising,
- A number of new specific areas will be added to the questionnaire based on client feedback.

Methodology

This research will use in-depth telephone interviews to accomplish our objectives.

Through these interviews we will determine respondent perceptions, preferences and uses. Each sponsor will review the preliminary questionnaire and will be able to suggest additions and changes before the study is launched.

We will complete telephone interviews as follows*:

	<i>Project Designer/ Project Architect</i>	<i>Spec Writer</i>	<i>Totals</i>
Large Firms	65	35	100
Medium Firms	125	35	160
Independent Spec Writers	—	25	25
Total	190	95	285

*a special quota of younger and unlicensed professionals will be established for analysis.

Specific Product Areas

A limited number of specific product-related proprietary questions will be included at additional cost. Each will focus on architect/specifier use of communications vehicles related to a specific area (i.e. elevators, glass, roofing, etc.).

Reporting

At the conclusion of this study a final report of findings, conclusions and recommendations, with supporting statistical tables, will be issued to participating sponsors. Analysis of proprietary questions will be included with specifics given to relevant sponsors.

Management Briefing

Several weeks after the final report of the study has been distributed, ARA will host a Management Briefing for sponsors online. This is a unique opportunity to explore the significance of the ARA study and to compare notes with key marketing, sales and advertising executives from top firms in the building products industry. An electronic copy of the PowerPoint presentation given at the briefing will be distributed to participating sponsors.

■ Key Personnel and Qualifications

Dr. Alan Zimmerman

Dr. Alan Zimmerman, a Fulbright scholar, is Managing Partner of ARA and founder and President of Radley Resources, Inc., a leading interiors environment market research firm in the U.S. He has more than 30 years experience in international and domestic marketing for interiors and construction products, with ARA, Radley Resources, Westinghouse Electric Corporation and E.F. Hauserman, Inc. Dr. Zimmerman is also professor of marketing and international business at City University of New York - College of Staten Island. He is a three-time past President of the New Jersey Chapter of the American Marketing Association and a frequent speaker and author on research and marketing. He is the author of *Protecting Your Intellectual Property Rights* (Springer 2013) and *Business to Business Marketing Management: A Global Perspective* (Routledge 2018). He is past President and current secretary of the Fort Lee chapter of Rotary International.

ARA Advisory Board

To help serve our clients better, ARA has established an Advisory Board of the most knowledgeable design professionals who are working on the cutting edge of technology in our industry. Here is a little more information about each of them:

Mark Johnson – FAIA, Advisory Board Chair

Mark is a member of the AIA College of Fellows in recognition of his service to the profession and pioneering work in AIA continuing education. He holds an MBA degree and Bachelor's degree in Architecture from Washington University in St. Louis, as well as a Master's degree in Architecture and Urban Planning from UCLA.

Mark has held executive positions with Entrematic, a division of Assa Abloy, Masco, Whirlpool and CertainTeed Corporations, where he led efforts to partner with the design and building industry by creating educational, informational, and experiential resources for design professionals. He has collaborated with technology leaders like Google and Apple to bring digital tools and continuing education to the design profession. He writes and speaks internationally on subjects ranging from sustainable design and technology to design trends that impact architecture.

Mark is recipient of several design and industry awards and is a three-time winner of the AIA Continuing Education System Award for Excellence. His social media marketing work received a Be2Award at Social Media Week in London, 2013.

Gary Graziano – AIA, Advisory Board Member

Gary has more than 35 years of construction industry design, product development and marketing experience. He has held key staff and executive positions with firms such as Conifer Development, Whitney & Graziano, Armstrong World Industries, McGraw-Hill, BuilderSupplyNet.com, the HIGH® Companies and US Concrete. His functional

■ experience includes architecture and interior design, real estate development, general construction, specialty contracting, home building, building products manufacturing, basic materials production, construction information and Internet software.

Gary also writes about strategy, innovation and building products for regional and national publications and has launched new products, services and websites; organized and managed large marketing research projects; managed AutoCAD and BIM implementations; developed dozens of continuing education programs, including several focused on sustainability; and, undertaken successful, national and local award-winning advertising and marketing campaigns focused on architects, specifiers and contractors.

Gary holds a Bachelor of Architecture degree from Cornell University and a Master's degree in Engineering Management with majors in Marketing and Innovation from Drexel University and co-holds five building products-related patents. He is past President of the Mid-Atlantic Precast Association, the Bucks County Chapter of the American Institute of Architects, The Philadelphia Chapter of the Product Development and Management Association and AltusGroup, Inc.

Peter Szego - AIA

Peter Szego co-founded ARA and Specification Associates Inc., marketing consultants to building product manufacturers. A registered architect, he has worked with top architectural firms, including Morris Lapidus Associates and Hardy Holzman Pfeiffer Associates, and has taught at Princeton and New York Universities. With over 30 year's management experience in architecture and industry, Mr. Szego has served as Vice President/Marketing and General Manager for manufacturers of building, consumer and industrial products. Mr. Szego's projects have been awarded the Construction Specification Institute's *Best Binder of the Year Award*, McGraw-Hill's *Best of Sweet's Marketplace Award*, Architectural Record's *Award for Excellence in Advertising*, and the AIA's *Continuing Education System Award of Excellence*.

■ **Research Schedule**

Architect and Specifier Preferences and Uses for Electronic and Print Product Files, Directories and Manufacturer's Product Information Sources (The Biennial)

<i>Date</i>	<i>Action</i>
December 15, 2017	Last day to qualify for early commitment discount
January 5, 2018	Last day for acceptance of new sponsors
January 12	Develop questionnaires
February 9	Pilot test questionnaires
March 30	Complete telephone interviews
April 20	Data analysis
May 31	Final report including observations, analysis and recommendations
June 15	Management briefing

■ Sponsorships

- Sponsorships for the Biennial are available for \$11,950. Firms who agree to sponsor by December 15, 2017 will receive a discount of \$2,000.
- Sponsorships will not be accepted from any publications or providers of print or electronic product information files or directories.
- Specific proprietary product area questions are available for \$4,900. This may include questions related to any area specific to a sponsor's brand name or product line.
- A sponsorship entitles each sponsoring firm to one copy of the relevant sections of the final report of the study, attendance to the Management Briefing and an electronic copy of the PowerPoint presentation given at the briefing.
- No general release of the report will be made for a period of 12 months after completion of that final report.

Terms

- One half of the sponsorship fee is due upon approval of agreement. The second half is due upon completion of the Study (May 31, 2018).
- A sponsor may elect to pay the entire fee upon completion of the Study. This payment schedule requires issuance of a purchase order upon signing of the Agreement and does not qualify for a discount.

