



Paragon provides strategic-level consulting and research to media companies and media outlets through our various divisions and partners.

1. **Paragon Media Strategies** provides high quality media research and consulting, focusing on U.S and Canadian markets.
2. **Paragon Market Research** is our full-service marketing research and strategy division focusing on diverse industries including packaged goods, beverages, consumer durables, finance, industrial products, restaurants, healthcare, high tech, cable TV, telecommunications, and utilities.
3. **Paragon Consulting Network** is a virtual media company, comprised of industry experts from various media specialties, consulting all levels of media diversity, ownership and operations.

MEDIA STRATEGIES

Whatever your size or your particular media, our Media Research and Media Consulting divisions are designed to serve your unique needs.

Media Research:

Media Research at Paragon is done the old-fashioned way: with creativity. Because we work with creative people developing and marketing creative entertainment and content, our research, design and recommendations are equally creative.

Media Consulting:

Paragon's in-house media consultants cover many bases. From research and strategy, radio and music consulting, to content design and hand's on content creations, Paragon's consultants can help you investigate, plan and implement any media content and marketing project.

MARKET RESEARCH

Paragon Market Research is a full-service marketing research company working in a wide variety of industries including packaged goods, beverages, consumer durables, finance, industrial products, restaurants, healthcare, high tech, cable TV, telecommunications, utilities, entertainment, and media.

Paragon Market Research, along with our sister company, Paragon Media Strategies, has been helping clients achieve their goals for over twenty years.

We use time-tested methodologies like telephone research, Internet studies, focus groups and 1-on-1 in-depth interviews, as well as advanced analytics – discrete choice, conjoint, factor and cluster analysis, perceptual modeling and market segmentation.

CONSULTING NETWORK

The Paragon Consulting Network includes professionals who are experts from a wide range of consulting services. Each consultant brings a particular expertise. Together, we provide clients with a complete array of consulting resources under one roof. From the germ of an idea to the actual fulfillment of the concept, the Paragon Consulting Network supports clients at every step through the process.

Our Consulting Services include:

Audience Relationship Marketing, Audio production, Content & Programming, Fundraising & Membership, Interactive Multi-Media Marketing, Mass Marketing, Media Operations & Management, New Media Technologies, Online & Offline Integrated Marketing, Ratings Analysis, Research & Strategy, Search Engine Marketing & Optimization, Syndication & Distribution, Video Production, and Website.

Paragon's track record of providing unparalleled research and consulting to the most successful companies in the world speaks for itself. Let Paragon help define your success!