Library Resources for Course Project
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Industry/Product Category Landscape:

**Mintel Oxygen** (Database)
- Market research reports on consumer products and services with primary and secondary data

**Passport GMID (Global Market Information Database-Euromonitor)**
- Sample Search: Consumer Foodservice in the US
- Market and brand share data

**Datamonitor Marketline** (Database)
- Industry profiles with market size, segmentation, leading companies, 5 forces analysis and distribution channels.

**First Research** (Database)
- Packaged reports on trends, challenges, forecasts, overviews and more for over 200 industries industries including: QSR and fast casual restaurants.

**Mintel Market Sizes** (Database)
Identify market size, market share, leading brands and forecast data for thousands of product and service categories from 35 countries.

**Global Data** (Database)
- Reports and analysis includes market segmentation, new product and service innovations, and success and failures case studies.

*See also:*

**Market Share Reporter** (print: Bus Ref HF5410)
- Market share data from a variety of industry sources

**Brands and Their Companies, Companies and Their Brands** (print: Bus Ref T223)
- Directory of companies and their brands and vice versa

Analysis of the Communications Process:

**Simmons OneView** (Database)
- Cross-tabulate consumer purchase behavior with demographic and psychographic data, store visits and media consumption

**SimplyAnalytics** (Database)
- Compare and analyze demographic data geographically
- Access Census, Claritas PRIZM (lifestyle segments), MRI and Simmons data
See also:

Mintel Oxygen (Database)
- Look for report sections like: “Market Drivers,” “Usage” and “Attitudes”

MarketResearch.com (Database)
- Extensive collection of market research reports, including a category of Demographic reports on different consumer groups

Passport GMID (Global Market Information Database-Euromonitor)
- Consumer lifestyle reports and data

DMA Statistical Factbook (print: Bus Ref HF5415.126)
- Annual publication of the Direct Marketing Association includes benchmark data – expenditures, usage and response for direct mail, catalog, Internet and email marketing.

Advertising and Communications Elements:

Strategy (Database)
- From Kantar Media – provide print, TV, Cable, Radio and website ad spending data
- Reports on advertisers’ spending totals and media selections
- Look up by company, product or brand

SRDS (Database)
- Costs for magazine, newspaper, TV and radio advertising; also circulation data and website audience metrics.

eMarketer (Database)
- Digital media data and analysis, including email, mobile, social media and video.

Additional Relevant Research Guides to Review

Advertising & Media Research Guide -
http://guides.business.library.emory.edu/advertising

Company & Industry Research Guide –
http://guides.business.library.emory.edu/company-industry

Marketing Research Guide - http://guides.business.library.emory.edu/marketing-guide

Social Media Marketing Intelligence and Analytics -
http://guides.business.library.emory.edu/social-media

Questions?

Email gbsaskalibarian@emory.edu with questions or to schedule a consultation, or stop by the business library – a librarian is available in the fall semester Mon-Thurs, 9am-8pm, Fri 9am-5pm and Sat/Sun, 1-5pm.