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## **THE KEY GROUP RELEASES 2012 U.S. DENTAL PRODUCTS BRAND EQUITY & MARKETING ASSESSMENT REPORT**

**December 7, 2011—Baltimore, Maryland**—The Key Group Inc., a leading global healthcare market research firm specializing in primary research, web-centric surveys and market intelligence announced the planned January 15th release of its 2012 U.S. Dental Products Brand Equity & Marketing Assessment Report. This annual report will capture information on key professional dental product brand characteristics that have not traditionally been measured or tracked. This data can be used in conjunction with existing market share information to bring further insight into business tactics and product strategies. The report will cover brand equity and loyalty measurements by leading competitors in top dental products categories, as well as a monitoring of brand health and customer recall of advertising, promotional, and sales activities. With data from over 500 U.S. dentists and hygienists, the report provides robust, quantitative, and statistically valid information.

“Based on feedback from the dental industry professionals that we have worked with over the years, we found there is a real need for accurate brand health data that quantifies the actual ‘voice of the customer’. Understanding the perception of your brand with information collected directly from dentists and hygienists is vital in providing a sustainable competitive advantage.” says Tim Mafale, President of the Key Group. “We believe the unique value provided by our U.S. Dental Products Brand Equity & Marketing Assessment Report will make it a key resource for dental marketing professionals.”

The report is the first in an annual series of professional dental market research reports conducted by the Key Group.

### **About the Key Group**

The Key Group, Inc. ([www.keygroupresearch.com](http://www.keygroupresearch.com)) was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics in order to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand/product/business unit management and market research experience.

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