



NARRATIVE
RESEARCH

Every insight tells a story.

Say Hello to Narrative Research

- Corporate Research Associates relaunches as **Narrative Research**.
- Putting research in context: Every insight tells a story.

April 16, 2019: Corporate Research Associates, a leading national market research company headquartered in Halifax, today announced it is relaunching itself as **Narrative Research**. The change focuses on a modernized approach to providing actionable insight in research results.

Narrative Research's new ownership team (*Margaret Brigley, CEO; Margaret Chapman, COO; and Peter MacIntosh, Chief Research Officer*), set out to modernize the look of the organization with a fresh new name, look and approach.

"With a change in ownership, we took this opportunity to provide increased clarity in who we are, what we do and how we do it," said Chief Executive Officer Margaret Brigley. "Clients want to understand more than just research results - what do their results mean? We believe every insight tells a story, and it's that detail that lets clients use research to direct strategy."

Narrative Research will continue to focus on providing a full range of research services.

What hasn't changed? "Our commitment to offering high quality, insightful research, grounded in integrity and research excellence," said Brigley. "The company's core values will continue."

The newest name in research comes with a well-established reputation. For more than 40 years, the company now known as **Narrative Research** has provided a full range of qualitative and quantitative research services to a wide range of businesses, in the Atlantic region, nationally and internationally. With a team of 30 research professionals, the company's depth and breadth of research experience has been fundamental to its success.

The new ownership team has collectively been with the company for more than 55 years, enjoying well established relationships with its many clients. **Narrative Research** narrativeresearch.ca is one of Canada's leading public opinion and market research companies. Follow us on Twitter [@Narrativeresearch](https://twitter.com/Narrativeresearch).

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