

## Case Study— LexisNexis® Business Insight Solutions



### Overview

**Firm Name:** Strottman International

**Location:** Headquarters in Irvine, Calif., with satellite offices in Atlanta, Hong Kong, and Shenzhen, China.

**Industry:** Promotional Marketing Products

**Customer Profile:**

Strottman International provides comprehensive market research, client services, creative design, and engineering in all aspects of the creation and manufacture of toys, plush, novelties and other custom premiums.

**Business Situation:**

The nature of Strottman's business demands they have vital business intelligence to quickly answer a wide variety of tough research questions for their clients.

**Solution:**

Strottman has used LexisNexis® products and services for more than eight years, relying on LexisNexis for access to more than 5 billion documents from 35,000 sources, from news to legal and public records.

**Benefits:**

- Strottman uses the Nexis® Alerts feature in to set up multiple, highly customized search terms to scan the vast Nexis news databases daily and deliver only targeted, relevant results directly to those individuals at Strottman who need to stay current on each topic.
- Strottman relies on the Nexis service to inform quarterly competitive reviews and provide insights for senior executives and project managers to help evaluate how new products might be incorporated into the agency's mix of services.
- Nexis directly provides Strottman with access to the relevant information they need and often leads company researchers to other external sources they never would have found using standard Internet search engines.
- LexisNexis rapidly updates its products and adds new features to enable even faster, easier access to its vast databases and libraries—a crucial benefit for Strottman, given the wide range of business research needs they have in any given week.

### Product Summary:

Research Solutions

- Nexis®
- Nexis® Direct

## Strottman Relies on LexisNexis® Business Intelligence Content to Go from “Zero to Expert in a Few Hours”

For nearly 30 years, Strottman International, Inc. has created innovative products from concept through delivery of finished goods as a full-service promotions agency.

Specializing in promotional products for children and families, Strottman also provides comprehensive market research, client services, creative design, and engineering in all aspects of the creation and manufacture of toys, plush, novelties and other custom premiums.

Strottman's custom and retail products are sold to the foodservice, consumer packaged goods, retail, and confectionery industries from headquarters in Irvine, California, with satellite offices in Atlanta, Hong Kong, and Shenzhen, China.

### Situation

The nature of Strottman's business demands they have vital business intelligence to quickly answer a wide variety of tough research questions for its clients.

Keeping Strottman and its clients ahead of industry trends and developments that affect their businesses requires ongoing gathering and monitoring of competitive intelligence. Key to this effort is leveraging secondary data by efficiently and effectively monitoring periodicals, government records, and other public domain information.

“LexisNexis is the only research provider that we have had consistently since I've been with Strottman,” said Brady Darvin, Vice President of Consumer Insights at Strottman. “In my experience, there is no other competitor equal to what LexisNexis provides.”

Darvin has used LexisNexis® products and services throughout his 20-year career, relying on LexisNexis for access to more than 5 billion documents from 35,000 sources from news to legal and public records. He primarily uses the Nexis® and Nexis® Direct news and business databases.

*“... Nexis Alerts allow me to ensure all of our key departments are staying on top of relevant news that could affect our business.”*

—Brady Darvin  
Vice President of Consumer Insights  
Strottmann International

*... more than 22,000 news and social media sources, 600 company & industry sources and 300 executive and biographical sources.*

## Solution

Nexis is a highly regarded business research service for comprehensive and reliable information, providing organizations with access to more than 22,000 news and social media sources, 600 company & industry sources and 300 executive and biographical sources.

Nexis Direct is an online news service that enables users with no research training to run searches in moments, across premium Nexis content dating back 35 years. It gives business researchers fast access to market, executive or industry information they simply can't find on the open Web.

Like so many LexisNexis customers, Darvin uses Nexis and Nexis Direct, not only for ongoing monitoring of competitive intelligence, but also to find answers to a wide variety of research questions quickly, including:

- Timely updates on news and developments in the foodservice, toy and entertainment industries
- Tracking of trends, styles, and fads that influence the purchasing decisions of children and families
- Statistics and facts relating to population demographics, discretionary spending, commodities pricing, overseas labor laws, and new safety rules and regulations
- Due diligence on people and companies—from background facts to helpful insights

## Benefits

### 1. Automated updates from custom alerts

Strottmann uses the Nexis Alerts feature to set up multiple, highly customized search terms to scan the vast Nexis news databases daily and deliver only targeted, relevant results directly to those individuals at Strottmann who need to stay current on each topic.

“Because our company includes such diverse specialties, from Account Services to Product Integrity to movie licensing, Nexis Alerts allow me to ensure all of our key departments are staying on top of relevant news that could affect our business,” Darvin said.

*“If they cut my budget and said  
you can pick only one thing to  
keep—Nexis would be my one thing.”*

—Brady Darvin  
Vice President of Consumer Insights  
Strottman International

## 2. Better product development research

Darvin was recently asked to produce a report on various aspects of social media marketing, including competing software platforms, development costs, and case studies of brands that have used social media to grow customer loyalty. It was a complex secondary research task that he was able to complete quickly, thanks to the power and diverse periodical coverage provided by LexisNexis.

Darvin's research is being used to provide insights for senior executives and project managers to help evaluate how social media might affect the agency's clients.

## 3. More Reliable Than Free Search

“Nexis not only provides me with the relevant information I need directly, it also often leads me to other external sources that I never would have found using standard Internet search engines,” said Darvin.

While a wealth of information can be found through free Internet searches on various popular Web search engines, Darvin strongly advises against relying exclusively on such information.

“If you're gathering business, news, industry, or statistical information on which a business decision is going to be based, having information you know you can trust is an absolute must.” And, Darvin says, LexisNexis provides him with that kind of assurance. “With LexisNexis, I know the articles and documents I'm looking at are coming directly from reliable sources.”

Darvin says that relying on LexisNexis for reliable information isn't just good business practice, but also saves him time, and thus overall increases the ROI of his department. “I'd estimate that in most cases, finding similar information on the public Internet, IF it even exists, takes me or my analyst at least three times as long as it does using Nexis.”

*“In my experience, there is no other competitor equal to what LexisNexis provides ...”*

—Brady Darwin  
Vice President of Consumer Insights  
Strotzman International

#### 4. Constant Product Enhancement

While Darwin considers himself an expert user and relies on the Nexis “Power Search” screen almost exclusively, using techniques he has adapted over the years, he compliments LexisNexis for continuously improving its ease-of-use for new and less-experienced users, such as the greatly improved Nexis Direct interface. In a typical week, Darwin’s Consumer Insights Department has only a few hours to deal with such topics as:

- The history, popularity and current production status of the top five prime time reality TV programs
- Status of new minimum wage regulations for Chinese factory workers
- Trends in public school physical education and healthy eating programs
- Status of various state ordinances regulating restaurant menu board disclosures and promotional marketing techniques
- How the recession is affecting U.S. consumer spending on pet products and accessories

“We have to react very fast to promotional partnership opportunities as well as to news that may affect our clients,” Darwin said. “Many times we need to take a topic and go from zero to expert in a few hours. Nexis is the tool we use to do that.”

“LexisNexis is the only research vendor that Strotzman has used consistently since I joined the company eight years ago,” he said. “If they cut my budget and said you can pick only one thing to keep—Nexis would be my one thing.”

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### About LexisNexis

LexisNexis® ([www.lexisnexis.com](http://www.lexisnexis.com)) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] ([www.reedelsevier.com](http://www.reedelsevier.com)), LexisNexis serves customers in more than 100 countries with 15,000 employees worldwide.

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