



AVENTURA MARKETING COUNCIL

CHAMBER OF COMMERCE

February 6, 2018

To Whom It May Concern:

Our Aventura Marketing Council/Chamber of Commerce had the pleasure of having Abaculus USA conduct a MINERVA research group to answer the question: "How can our organization get new members?".

Zoltan Jonas and Tamas Kajtar planned and executed this research project with twelve existing members who understood the AMC and its goals. In a period of 2.5 hours, they collected the AMC's characteristics, defined the most important values, and then had the participants create an advertisement that they felt best represented the values of the AMC. Using all the information they gathered from the research, Abaculus created a variety of original marketing pieces that reflected the most important values. We currently feature one of their marketing pieces on the email communications we send out to our 800 members a minimum of three times each week.

The Abaculus research enabled us to take a fresh look at our goals and how we plan to reach them. Our AMC had never gone through such an in-depth look at our organization, and thanks to the Abaculus USA group, we were given the opportunity to move forward in a positive direction.

Sincerely,

Elaine Adler, President