

Environics Analytics Introduces BigMaps Canada

*New map product embeds both customer and
Environics Analytics data in custom large-format maps*

TORONTO, NOVEMBER 21, 2011 – Environics Analytics today announced the introduction of BigMaps Canada, wall-sized business maps designed to help clients visualize their markets, customers and competitors. The maps, now available for the Canadian marketplace, incorporate both client and Environics Analytics data in sizes up to nine feet by twelve feet.

BigMaps Canada allows companies and not-for-profits to obtain glossy, detailed wall maps depicting a wide range of variables from Environics Analytics' popular datasets—such as PRIZM_{C2}, WealthScapes, Social Values and Demographic Estimates and Projections—as well as customized variables including customer locations, store addresses and product preferences. For instance, a clothing retailer may want to plot areas of high growth potential, while an environmental group may want to map the locations of its top donors along with areas where Canadians score high for supporting green issues.

"We've been mapping lifestyle, financial and customer data for many years on smaller-sized maps that help our clients understand aspects like sales territories, drive times and target market locations," says Jan Kestle, President and Founder of Environics Analytics. "But now we're able to offer a cost-effective product that can meet the demand for wall-sized maps. BigMaps Canada allows us to plot data with a level of detail that you just can't get with a letter- or even tabloid-sized map. More than an interesting image to tack up on a wall, this product gives our customers the detail they need to make informed business decisions."

The maps, which are printed by Intelligent Direct, Inc., are available in a variety of mounting options. They're especially useful in strategic planning, location analysis, customer insights and other applications which benefit from the detailed mapping of a variety of datasets. "There's nothing quite like seeing your data all laid out on a large map like this," says Kestle. "It really can help you visualize what's going on in a market in ways a spreadsheet just can't match."

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About Environics Analytics

Environics Analytics is the premier marketing and analytical services company in Canada. Specializing in segmentation, site modelling and custom analytics, the Toronto-based company provides data-driven market insights to help clients find and keep their customers. It has the most experienced team of micromarketing experts in Canada, and is a member of the Environics group, a unique alliance of companies dedicated to providing intelligent research, analytics and communications. To learn more about Environics Analytics, please visit our website at www.environicsanalytics.ca or call Julia Vasilev at 416.969.2733.