



## PRESS RELEASE

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### MEDIA ALERT

## **Invoke Solutions Uses Innovative Dynamic Survey Platform to “Get inside the Mind of the Voter” During a LIVE Study at the AMA Marketing Research Conference in New Orleans**

*Ask Never-Before-Asked Questions in a Live Survey of Voters  
From across the United States: Booth #420, Tuesday afternoon*

- WHO:** Invoke Solutions, their Dynamic Survey platform, participants from around the United States, and AMA Marketing Research Conference attendees.
- WHAT:** A groundbreaking opportunity to get inside the minds of voters across the country during a **LIVE** and **INTERACTIVE** study.
- WHERE:** The 25th Annual Marketing Research Conference, New Orleans, LA., Booth #420.
- WHEN:** Tuesday September 21 at **Booth #420**.
- WHY:** Polls seem to be released daily. What was predicted to be one of the tightest races in history is shaping up to be just that. But the polls don't tell the whole story. Bush is up one week. Kerry the other. Bush is up in Wisconsin. Kerry in Michigan. But does anyone really know what's behind the numbers? Why are voters tending to vote the way they are? What do they **REALLY** care about in this election? Invoke's Dynamic Survey gives voters and participants across the country the opportunity to answer questions about the issues that most concern them and be involved in the voting process in a totally engaging and completely anonymous, non-threatening way. The true thoughts of the voters will come out. This live interactive experience will serve to highlight the power of the Dynamic Survey technology to help researchers get closer to the truth than ever before.

For more information, please see <http://www.invoke.com>.

**About Invoke Solutions™**

Invoke Solutions, founded in 1999, is a key player in the knowledge & insight industry, driving transformation from traditional research methods to real-time, very rich, online solutions. Unlike existing marketing research technologies that are based on chat rooms, bulletin boards or asynchronous surveys, with Invoke Solutions, both qualitative and quantitative market research studies can be combined in one, online, real-time session. This enables faster, more confident decisions – especially when a lot is riding on the decision.

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