

Mr. John Nienstedt
Competitive Edge Research & Communication
1620 5th Avenue, Suite 825
San Diego, CA 92101

Dear John,

Thank you for the tremendous work you and your Competitive Edge colleagues did with us to help the San Diego Padres baseball team develop their brown and gold uniforms. As always, Competitive Edge was an experienced and valuable partner throughout this complex and sensitive multi-year project.

Your scientific research provided the team with a “user-friendly” methodology that allowed real Padres fans to participate in deciding not only the uniform colors but also new styles and other important brand elements. The use of dial-testing within focus groups of randomly selected Padres fans was invaluable.

The technique you employed gave us results that surpassed what we and Padres originally envisioned. The uniforms the Padres eventually landed on through your research proved to be the ones with most appeal to not just Padres fans – but the entire spectrum of baseball fans. The retro uniforms make the team instantly recognizable and represent the City of San Diego well.

We know the Padres uniform research is just one example of the services Competitive Edge provides. Your fan surveys and focus groups have provided insights guiding Padres marketing going back to 2008, but we’ll always look with pride on this particular accomplishment because it’s a turning point for the franchise. We needed to get it right for the fans and you helped us all do that.

Thank you for your tireless commitment to providing your clients with data that gives them the confidence to make smart and informed decisions. We look forward to working with you and the Competitive Edge Research & Communication team on future projects.

Sincerely,



Denise Michaels
Senior Vice President
Sanderson Strategies Group