



RRU RESEARCH

50 years in business!



www.rruresearch.com



ABOUT US

<https://rruresearch.com/about-us/>

RRU Research, formerly Recruiting Resources Unlimited was established in 1975 at the onset of the technological revolution in market research. Throughout RRU Research's evolution, RRU has become a recruiting powerhouse and project management firm—professionally staffed with research recruiters & project managers in New York and other major markets across the US. We have the capacity to recruit multiple projects for multiple clients in multiple cities, while still maintaining the intimacy necessary to give each client our personal care and attention. Our extensive respondent database and professional screening expertise can accommodate any specifications. We know your market!



PROJECT MANAGEMENT

At RRU Research we take a holistic approach to project management, ensuring we understand the complexities of your project as they fit within your business objectives, as a whole. From our initial point of contact we will strive to provide you with the kind of “old-school” attentive service that will make you feel confident in our ability to answer your business needs.

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PROFESSIONAL RESEARCH RECRUITING

With over 100 years of combined experience recruiting consumers and professionals for research projects of all sizes, RRU Research is dedicated to delivering the best candidates for every project. Our highly trained recruiters rigorously screen participants to ensure the perfect fit.

Project types include: focus groups, individual and telephone interviews, online panels, mock juries, music tests, ethnographies, and taste tests.

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OUR EXPERTISE & SERVICES

Qualitative Recruitment

- Medical & Executive recruiting
- Professional & consumer recruiting
- Multi-language recruiting & translations

Hands-On Management

- Full-service project management
- Ad design and placement
- Hosts/in-room assistants

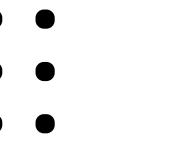
Assistance

- Transcription
- Screener development
- Email list blasting
- Simultaneous interpretation

METHODOLOGIES

WE WORK WITH ALL METHODOLOGIES,
INCLUDING:

- In-person
- Online
- HUT
- Ethnographies
- Bulletin Boards & Communities
- Shop-Alongs



RRU RESEARCH: THE HUB CONNECTING EVERY PIECE OF YOUR PROJECT



GEOGRAPHIC REACH

In-Person Markets Including, but not limited to:

Northeast

- New York
- New Jersey
- Boston
- Philadelphia
- South Florida
- Newly Added:
Toronto!

Midwest

- Chicago
- Minneapolis

South & West

- Dallas
- Houston
- Los Angeles

U.S. Nationwide (for online
research)

OUR DATABASE AT A GLANCE



- Ordinary and extraordinary consumers
- Moms / parents
- Seniors
- Voters



- Business professionals
- Financial professionals
- Decision makers
- Medical professionals, patients & caregivers



- Technology end-users
- Content Creators / Influencers
- High Net Worth
- Skin care, fragrance, and cosmetic users

SOCIAL MEDIA EXPERTISE

We specialize in leveraging digital platforms for recruitment and engagement:

Audience Targeting

We identify and connect with niche audiences across Instagram, TikTok, and Facebook, ensuring the right participants for your projects.

Influencer & Community Engagement

We manage influencer outreach and foster active online communities to drive meaningful engagement.

Digital Campaigns & Insights:

We run targeted ad campaigns and email blasts, using social insights to inform recruitment strategies, storytelling, and overall project success.

INNOVATION & TECHNOLOGY

Meet “Connie” – Our New AI Assistant



Connie

AI Assistant

Named after our founder, Concetta (“Connie”) Livia, our in-house AI helps us maintain a living, dynamic database!

How Connie Drives Efficiency:

Continuously updates respondent information, including demographics, interests, income, and hobbies

Maintains accurate, current data for every project

Supports faster, smarter recruitment and precise respondent matching

Streamlines workflow and reduces manual effort

Enhances participant targeting and engagement

PRESIDENT & CO-OWNER

MARYANNE LIVIA – MLIVIA@RRUESEARCH.COM

As President of RRU, Maryanne's first and foremost objective is to get a clear understanding of the client's needs and goals and then execute those goals precisely. She understands the challenges businesses face, as well as how those challenges foster change. She regularly meets with clients to better understand and assess their needs as projects evolve.

After a number of years and a successful career in the financial industry, Maryanne joined the family business in 1999. Working closely with Connie Livia, her mother, and company founder, Maryanne not only learned the business but sought to improve on it. Now, with literally thousands of successful projects under her belt, Maryanne proudly continues the family's legacy and runs the business, alongside her brother Tom. Her client-first approach to growing and improving the business remains central to her management style and offers a great balance with her brother's business-oriented perspective.

Maryanne oversees a staff of experienced project managers and recruiters. Communication is KEY and at the forefront of every project.



THANK YOU!



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