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# News Release

## ***Mission Research announces launch of newly redesigned missionresearch.ca***

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November 7, 2016

We are pleased to announce the launch of our redesigned website, [missionresearch.ca](http://missionresearch.ca). The new website came online as of November 7, 2016, and is now fully accessible to users around the globe.

The launch of our new website follows several months of beta-testing designed to improve the site's look, feel, overall utility and ease of navigation. Mounted on a Wordpress platform, [missionresearch.ca](http://missionresearch.ca) uses the most up-to-date features and functionalities including an always-visible navigation menu and a mobile-friendly design that is compatible with most smartphones and tablets, including Apple, Android and Blackberry devices.

"This is more than just a website launch; it's really the relaunch of the Mission Research brand as a whole," says company President Dr. Heather Scott-Marshall. "For over 15 years, we have been providing our clients with clear and actionable results, but the launch of our new website ushers in a new era for Mission Research marked by a major increase in research capacity and an unsurpassed suite of research tools and methodologies."

Highlights from modules featured on the website include the firm's capabilities in Brand Health Monitoring, Media Analysis, Market Research and Segmentation.

We hope you enjoy your journey through [missionresearch.ca](http://missionresearch.ca). If you have any questions or would like more information about the services we offer please contact:

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**About Mission Research:**

For over 15 years, Toronto-based Mission Research has been providing clear and actionable research results to clients in the public, private and not-for-profit sectors. Founded by Dr. Heather Scott-Marshall in 2000, the guiding principal of Mission Research is to bring the rigor of the scientific method and peer-review standards to all aspects of market- and brand-related research. Our expertise in the areas of branding, reputation development and media analysis enables clients to take control of their brand, maximizing both its potential and its reach to various publics. For more information please visit [missionresearch.ca](http://missionresearch.ca).