

## **Selected Experience in the Consumer Industries**

### **Advertising**

- In-depth interviews of executives who purchase advertising in Asia, Latin America, and Europe, evaluating how they spend their advertising budgets and their media needs.

### **Apparel**

- Quantitative study on apparel in the UK and Germany.
- Market study in the US for women's apparel.
- Market study in the US for infant wear.
- Market study in the US for swimwear.
- Market study in the US for menswear.
- Market study in the US for fabrics.
- Market study for upscale women's apparel and accessories.
- Market study for sneakers in Japan.
- Intercept study on mid-level apparel stores in France, Spain, and South Korea

### **Automotive**

- Global qualitative study of automobile drivers and consumers in Argentina, Brazil, France, Germany, Hong Kong, Italy, Japan, Malaysia, Netherlands, Norway, Puerto Rico, Singapore, Thailand, and the UK.
- US survey of consumers to determine their attitudes about using premium gasoline.
- Conducted focus groups with consumers who have purchased high-end cars.

### **Beverage - Non Alcoholic**

- Analysis of the market for Japanese coffee makers.
- Organized a discussion panel of mothers and single people for a juice manufacturer.
- Conducted focus groups for global beverage company.
- Market intelligence survey to determine the market size, potential, and optimum distribution of a drink product from Mexico into India.

### **Beverages - Alcoholic**

- Conducted focus groups for a new beer can in the US.
- Quantitative study for a new product concept for beer in the US.
- Conducted focus groups for vodka in the US.

### **Credit Cards**

- Conducted global quantitative study of consumer credit card usage in Europe, South Africa, the Middle East, Asia, and Latin America.

### **Consumer Preference Studies**

- Quantitative study that determined consumer preferences for imaging equipment.
- Interviewed affluent women to study their spending habits.
- Conducted a study to determine whether or not a particular brand's store conforms to its overall brand identity.

### **Consumer Readership Studies**

- Evaluation of reading trends for publications in Latin America, determining who read selected magazines and their attitudes and level of usage.

### **Competitive Intelligence Studies**

- Quantitative study covering the US, Puerto Rico, and the Dominican Republic to determine what competitive products are produced in those countries and how they are promoted.
- Business intelligence study about the competitive environment of the cutlery market in Europe and Latin America.
- Field research to locate and purchase competitive coffee maker products in the UK, Spain, and Germany.
- Evaluation of competitive air filtering systems for consumers in Italy, France, Germany, the UK, and Spain.
- Competitive evaluation of air treatment products and filtering systems.
- Competitor profiles of major consumer products firms: their global strategy, globalization of key products, global branding successes, and failures.
- Competitive analysis of the R&D departments of large consumer products firms.
- Market intelligence study covering apparel and infant wear offerings of mass merchandisers in the retail industry.
- Created a competitor profile for a major consumer products firm.
- Global strategy competitive assessment for consumer goods and packaged foods supplier.
- Analysis of the reorganization of a major player in the consumer products industry and its implications for the firm.
- In-store interviews with business owners in Chinatown, New York.
- Competitive Intelligence Study on the Contact Lens and Contact Solutions Markets in the US
- Conducted a competitor analysis on the aroma care and insect killer markets in the US.

### **Electronics**

- Conducted consumer surveys to determine preference for consumer electronic equipment.
- Conducted consumer surveys in the digital camera market.

- Conducted focus groups for US consumers to test new consumer products in the digital camera market.
- Conducted national and international market study regarding flat panel plasma and LCD televisions.
- Conducted consumer focus groups to analyze what factors determine the appeal to customers of demo contents displayed in a store.
- Conducted dealer in-depth interviews to understand how dealers are using demo contents for promoting sales.
- Conducted international quantitative TV study to determine the attitudes and usage habits of TV customers in India, China, UK, and the US.
- Conducted focus groups on MP3 usage.
- Market study on TV callbacks.
- Conducted consumer intercept study at a major convention center in New York.
- Conducted study to understand how people use a particular computer program and how the purchase decision was influenced and made within businesses of different sizes.
- Conducted research study on users of the Mac operating system.
- Conducted focus groups of mobile phone users who reflected market share of top brands.
- Conducted research study to understand market response to the existing Blu-ray player and to examine consumer needs and attitude towards the player.
- Conducted feasibility study to assess the launch of AV products in various Asian markets.
- Conducted interviews in Israel and South Africa with TV purchase decision-makers who had recently purchased an LCD TV
- Conducted a qualitative study on home theater.
- Conducted focus groups and qualitative research on a new headphone packaging program.

### **Fast Moving Consumer Goods**

- Evaluated of the top worldwide packaged goods firms on a regional basis.
- Interviewed CEOs of mid-sized consumer products firms to determine the strategic issues facing their businesses.
- Conducted CATI interviews with ordinary consumers who have shopped at a combination of different supermarkets in the greater London area to evaluate their shopping experience and needs.

### **Fitness**

- Conducted focus groups in gyms in Chicago and Los Angeles to test a new watch.
- Conducted a study of US consumer attitudes toward physical fitness.
- Conducted focus groups in San Francisco with consumers regarding their acceptance of a new general nutrition product.
- Evaluation of the fitness market in Europe.
- Conducted advertisement pre-test for consumer fitness product advertisement in the US.

### **Household Appliances and Products**

- Ongoing competitive tracking for a manufacturer and distributor of a wide variety of household products.
- Conducted interviews and made home visits to recent purchasers of bagless vacuum cleaners in the US.
- Research and development study for new product ideas for kitchens and bathrooms
- Market intelligence and competitive intelligence studies on home remodeling and decorating trends.
- Analysis of the household plant market.
- Market feasibility study for household electronic air fresheners and insecticides in Germany and Brazil.
- Focus groups for consumers on their attitudes to a new generation of blenders in the UK, France, and Germany.
- Market study in the US for home furnishings.
- Market study in the US for placemats.
- Conducted mail intercepts for an air conditioner and dehumidifier study in the US.
- Conducted a coffee maker market study in Japan, Germany, Spain and the UK.
- Conducted a cutlery study in Europe, Asia, and Latin America.
- Conducted study to gain insight from high-end consumers about the appearance and design of various home electronics.
- Conducted market study to obtain information on developing new concepts and generating ideas for refrigerators.
- Conducted study for a home security system company
- Conducted home visits with people who own front-loading washing machines and French-door style refrigerators
- Conducted focus groups for consumers on their opinion to a future concepts of coffee machines

### **IC Recorder**

- Market study for IC Recorders in the US surveying retail outlets' product offerings.

### **Juvenile**

- Market evaluation of the Juvenile Lifestyle market.
- Conducted survey on teen cell phone usage.
- Conducted focus groups in Japan and the UK to determine competitors to a popular children's book series sold through a major book retailer.
- Conducted in-depth interviews regarding diaper usage.
- Conducted recruitment and designed screener for IDs of moms with infants.

### **Luxury Goods**

- Conducted jewelry study for a high-end company.

### **Market Repositioning Studies**

- Conducted study on French-speaking Canada to determine competitive literature and repositioning

of consumer products.

### **Market Segmentation Studies**

- Evaluation of the market size, segmentation, distribution, wholesale, retail pricing, and potential acquisition candidates for the mattress market in Mexico.
- Competitor and market segment tracking studies in the personal care and household products sectors to pinpoint market opportunities in established and emerging markets.

### **Men's Razor Products**

- European quantitative study on a new men's razor product.
- Interviewed barbers and African American men who shave their heads and/or faces with razors in order to analyze a variety of facial care and shaving products.

### **Packaging**

- Child-resistant packaging survey in the US on customer attitudes toward traditional closure packaging vs. blister packs.
- Conducted recruitment and moderation of high end headphone users for packaging design study.

### **Psychographic Studies**

- Conducted several focus groups on the living standards of Hispanic and Asian groups.
- Conducted focus groups analyzing the attitudes of different ethnic groups toward different types of music.
- Conducted in-depth interviews for a qualitative study on the understanding of consumer associations with new and existing brand names.

### **Watches**

- Usage of consumer watches in the US: demographics, attitudes, and pricing for market positioning.

## **Sample of our Past and Present Clients**

- Advertising Age International
- American Home Products
- Amway Corporation
- Apple
- Bausch & Lomb
- Biomist Technology
- Cartier
- Citizen Watch Corporation
- Closure Manufacturers Association
- Colgate-Palmolive Company
- Coors
- Dekko Heating Technologies
- Eastman Kodak Company
- Estee Lauder
- Farallon Capital
- Ford Motor Company
- Global Focus
- Grolsch
- Heineken
- Infocomm. International
- IPS
- Jacob Javits
- LG
- Life Fitness
- Mars
- Mastercard International
- Philip Morris
- Polaroid
- Procter and Gamble
- Round Table Research
- Samsung
- SC Johnson Wax
- Seagrams
- Sennheiser
- Sunstar
- Synovate
- Tesco
- The Dial Corporation
- The Gillette Company
- Time International
- Toys R Us
- Unilever
- Visa International
- Warner Lambert Chicle Group
- Whirlpool Corporation
- Wyeth Nutritional