

Selected Experience in the Toy Market

- Conducted a girls' toy test in France and Germany with focus groups.
- Conducted a global doll house study with focus groups, study covered Asia, Europe and Latin America.
- Conducted focus groups in the US for a new product concept for a toy.
- Conducted focus groups with Asian and Hispanic children in the US regarding their attitude toward dolls.
- Conducted a competitive intelligence study for a major toy manufacturer on new product development strategies.
- Conducted several focus groups on “brainstorming” for a new product development strategy for a toy manufacturer.
- Conducted a competitive intelligence study for retailers in the toy business.
- Conducted a market assessment of the video gaming industry for children.
- Conducted a study in Birmingham, UK for the feasibility of a fast food location .
- Conducted international study regarding baby product designs.
- Conducted secondary research on educational robot toys for a robot toy manufacturer.
- South East Asia Toy Regulations Study

Sample of our Current and Past Clients

- Coleco
- Fisher Price
- Gadlight
- RoboRobo
- Toys R Us
- Toshiba