

# AD HOC RESEARCH

INDIVIDUAL RESEARCH CONCEPTS

Konzept & Markt GmbH  
Rheingaustraße 88  
D-65203 Wiesbaden

+ 49 (0) 611 6 90 17 0  
www.konzept-und-markt.com



## High-Performance research tools for your success: Qualitative and quantitative

- 1 **Measurement of spontaneous consumer reactions** at the point of sale
- 2 **Identification of the relevant drivers** for your products' and advertising measures' success.
- 3 **Development of measures** for successful implementation in marketing and retail.

**Benefit from over 30 years of  
experience in international  
market and retail research!**

### Fields of application

- ▶ Shopper Insights through direct surveys of consumers where the purchasing decision is made: At the shelf.
- ▶ Retail Insights through surveys of decision makers from various levels of trade.
- ▶ Individual research approaches using quantitative and qualitative methods for the optimization of products and advertising measures.



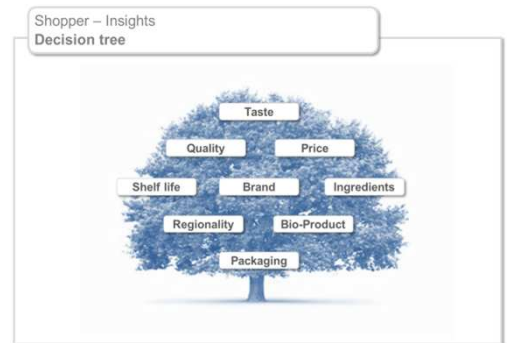
### Your benefits

- ▶ Simple execution, high clarity and stringent reporting.
- ▶ Individual adaptation to your requirements.
- ▶ Clear recommendations for actions to improve your market success.
- ▶ Great experience in the realization of international surveys.
- ▶ Close networking with the German retail scene.



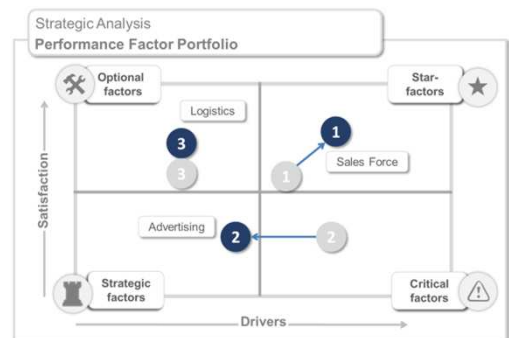
## Shopper Insights

- ▶ Spontaneous and direct enquiry of influences on the purchasing decision at the POS: On site and without any risk of confusion.
- ▶ Individual research approaches lead to optimization approaches for industry and trade.
- ▶ **Goal:** What should you concentrate on in order to effectively address your consumers?



## Retail Insights

- ▶ Surveys of trading partners reveal strengths and weaknesses.
- ▶ Development of optimization approaches for your retail measures based on the targeted use of driver analyses.
- ▶ Monitoring of the achievement of your objectives.
- ▶ **Goal:** Which are the most persuading arguments for convincing your trading partners?



## Individual Research Approaches

- ▶ Qualitative: Focus groups and individual explorations of consumers and retail management.
- ▶ Quantitative: Representative national and international surveys of consumers and trade decision makers.
- ▶ Directly applicable recommendations derived from individually designed product, price, name, taste and packaging tests.
- ▶ **Goal:** How can you solve the most complex research questions efficiently and cost-effectively?

