

INTORDUCTION TO MARKET MEASURES

### Who are we?





We're a team of brilliant and highly experienced researchers

We're agile, pragmatic, entrepreneurial and proud of the value we bring to the companies we partner with.

We provide high-value, actionable insights to help transform businesses.

YEARS IN BUSINESS

COUNTRIES
WORKED IN L12M

PEOPLE SURVEYED IN L12M

36

37

507,525



## Helping companies succeed is at the heart of what we do

Specialists in consumer-facing businesses, working with some of the biggest retailers and manufacturers across the globe, we craft the research you need to stay at the top of your game



























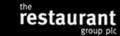
































Aēsop.





# Every piece of research we do is bespoke

From a small ingredient change to a global re-brand, the role of reliable insights is vital.

There are no black boxes and our team are experts at drawing out the insights that will transform your business

Our own field-force and in-house ops give us flexibility, control and efficiency

#### BRANDS | understanding presence, perceptions and performance

- Brand health
- Competitor landscaping
- Brand tracking
- Brand & strategy planning
- Proposition development
- Advertising effectiveness

#### PEOPLE | putting people at the centre of your decision-making

- Customer satisfaction
- Segmentation
- Customer profiling
- Store & user experience
- Voice of the non-customer
- Shopper research

#### PRODUCTS | helping you deliver winning products

- Category segmentation and merchandising
- Concept & product development
- Range optimization
- Product testing
- Packaging research
- Claims, pricing & promotion

#### MARKET | insights to inform acquisitions and market expansion

- Usage & attitude studies
- Market sizing
- Store appraisals
- Trend analysis
- Buyer & vendor due diligence
- Location planning & evaluation





THANK YOU

### Any queries? Just get in touch

RachelCristofoli@marketmeasures.co.uk

