



A program developed by Brand Crystal to provide brands with the research needed to grow at a cost that meets any budget



What is InsightsUnlimited?

InsightsUnlimited is a holistic continuous program designed to respond instantly to research needs. Your brand's category population is developed, managed and always available for your research initiatives.

- Our team has extensive experience in developing and managing research populations, conducting research studies and providing insights that help brands achieve their business goals.

InsightsUnlimited offers a cost efficient, fast and easy way to conduct research.

- Once set-up, your category population is always active and data can be obtained quickly.
- Flexibility in size, scope, and methodology (both quantitative and qualitative) and allows you to run projects simultaneously.
- Obtain readable base sizes key segments or subgroups.

Evaluate new products and marketing concepts or better understand category behavior and identify opportunities for growth.

- Obtain feedback from consumers who are familiar or use your brands or from the overall market (category users).

Category Population Development



1

Define Category

- Category qualification discussed and defined.
- Identify key analysis subgroups and segments to include in category population.

2

Build Category Population

- Our sampling platform builds the category population.
- Designed to be demographically representative of the category.
- Includes robust sample sizes for all types of research.

3

Ready for Research

- Category population prepped to be ready for research.
- Category population housed on our platform.
- Research activities begin! You have instant access to the category population for all research needs.

About 1 to 2 weeks to start research activities

Services after Category Population Launch

Category Population Management Services

- Maintain and monitor category population.
- Monitor and adjust incentive point program to maximize participation.
- Program quantitative survey or qualitative approaches according to research design.
- Monitor research activities and develop category norms.



Research Insights Services

- Discuss qualitative and quantitative research plans.
- Select the most appropriate research methodology and techniques.
- Design questionnaire based on research objectives.
- Moderation of bulletin boards/forums/online focus groups.
- Survey reporting: pull data file, create tabs/charts.
- Analysis with detailed finding, insights and recommendations.

You have unlimited access to your category population, leverage for all your research needs...

Research Activities

Quantitative Surveys

A range of quantitative studies including concept testing, optimization, category assessment and advanced analytic studies (MaxDiff, Conjoints, etc.).

Deliverable: data file and report with detailed findings, executive summary and recommendations.

IHUTs/Video

Capture “in the moment” reactions in home or in store.

Create a visual storyboard from videos to understand consumer reactions.

Deliverable: data file and report with detailed findings, executive summary and recommendations.

Discussion Boards

Utilize moderated qualitative discussions to understand your target audience on a deeper level across a wide range of information needs.

Discussion could be set up for 1:1, entire category or sub-group.

Deliverable: Transcripts and report.

Polls

2-5 questions asked for fast turn insights, a quick read required during development or ideation on marketing, product or category perspective.

Gives you instant results on initial ideas, are they worthy of further development?

Deliverable: data file and analysis.

Forums

Attain unsolicited information from the category population on what is happening in your market.

Allows a “listening” factor that traditional research doesn’t obtain.

Deliverable: Transcripts and report.



Your category population managed and always available for research

Category Population Research Activity Options

Once the category population is set-up, research studies are conducted at a much lower cost versus traditional methods. Several different annual packages can be developed and adjusted to meet your budget. **All annual programs include 10 free research polls.**

- **Option 1:** Set-up cost then pay for individual research activities as needed (polls, surveys, discussion board, etc.).
- **Option 2:** Set-up cost then create an annual activity list, for example...
 - ✓ 10 Polls (free)
 - ✓ 20 Surveys
 - ✓ 4 Discussion boards
 - ✓ 1 Video ethnography
- **Option 3:** Set-up cost then unlimited research activities annually.



Who are we...

We have extensive experience in developing and managing sample, conducting research studies and providing insights that help brands achieve their business goals.

- Every study is managed and executed by senior staff, from questionnaire design through final presentation.
- We have provided growth strategies for many top brands across several categories.

We are strategic, creative, and practical thinkers who can help you achieve your brand's ambitions.

- We have learned what works and design a streamlined approach that is effective, cost efficient and provides the insights needed to grow a brand.

Thank you!

We consider ourselves partners who go the extra mile to get the business results you desire.



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