

OBJECTIVE

Market Reader Pro®'s objective is to provide state-of-the-art consumer insight to companies in the apparel industry. This insight results in actionable data which ensure the success of product and advertising launches. We assist apparel companies in identifying colors, fabrics, styles, features, sizing, designs, and packaging that meet consumer needs. We offer a full array of services including:

- Wear Testing
- New Product Introductions
- Habits and Attitudes Studies
- Virtual Prototype Testing
- Remote, in-home video interviewing
- Web Surveys
- Concept Testing
- Focus Groups

We combine Web-based quantitative data collection with qualitative feedback gathered in consumers' homes for the most complete and accurate consumer insight!

SERVICE DESCRIPTION

In-Home Wear Tests Featuring Online Surveys

- Initial online surveys screen prospective consumers
- Market Reader Pro handles product shipping and tracking, including randomization of products tested to avoid consumer bias
- Selected, qualified consumer participants respond to "initial impressions" of products upon receipt of the products at home
- Participating consumers then test products, at home, over a specified time period
- Online surveys are completed throughout the course of the product test
- Phone interviews may be included
- Survey our consumers — in all 50 states and worldwide
- Through Private Response™, you can also survey your existing consumers
- Comprehensive recommendations are provided, based on all phases of the wear test or in-home product test
- Blind comparison testing of competitors' products is often included
- Flexible reporting formats make it easy for you to use the consumer insight

Advantage3D®

Our proprietary technology, Advantage3D®, enables us to create 3D, panoramic, 360-degree, and animated images. We use this technology in combination with online surveys to showcase your apparel products and concepts. Advantage3D images dramatically improve consumers' ability to respond to new concepts and features in apparel.



SIRR™ — Simple Internet Remote Reporter

SIRR™ acquires real time data directly from consumers' homes. With SIRR, our clients in the apparel and fashion industries receive audio-video results of remote in-home consumer interviews. Consumer feedback is then posted to our portal allowing the staff in your company, or your clients, to see interviews of consumers wearing your products in their natural environments.

C.O.D. — Consumers on Demand Surveys™

Consumers on Demand™ surveys are quick and inexpensive surveys designed to collect consumer insight on specific topics of concern. Customized Consumers on Demand surveys uncover consumers' concerns about products, their proposed ideas, and their brand loyalty.

CONCLUSION

Market Reader Pro's expertise in consumer insight, online surveys, and in-home wear tests makes us the go-to company for market research in the apparel industry. We collect accurate, actionable consumer data on time and budget. Call us and let us help you make the most of your research budget, and ensure that your next product launch is a success.

We Turn Raw Data Into Business Intelligence!™