

Givaudan**CONCEPT SURVEY**

Givaudan Fragrances Corporation is the leading company in the flavors and fragrance industry, with nearly \$3 billion in sales in 2006. To date, we have conducted over 90 studies for them in the U.S., Spain, Italy, Poland, France, Germany, and the U.K. Our clients at Givaudan include management in both the flavors and fragrance divisions in offices in the U.S. and Europe.

BUSINESS OBJECTIVE:

Recently, Givaudan was looking to conduct test consumer testing on multiple concepts of a new product for their client, a cosmetics manufacturer. Givaudan and their client were looking for consumer feedback on concepts featuring a celebrity. Market Reader Pro™ gauged consumers' familiarity with the celebrity to determine how appealing consumers found her and what characteristics they attributed to her.

SOLUTIONS:

Due to the short time-frame associated with this study, Market Reader Pro™ immediately built and launched a short, concept-driven survey in order to collect the necessary findings for Givaudan and their client. In less than 24 hours, Market Reader Pro™ had already collected feedback from approximately 1,500 consumers.

TECHNOLOGICAL APPROACH:

We utilized our own set of survey building tools to create the requested concept study. In order to meet the required specifications, Market Reader Pro™ employed consumers from our own diverse panel. Our audio and video capabilities were used to enhance our online concept tests.

OUTCOME:

The fast turnaround time on the data exceeded the expectations of Givaudan and their client. Givaudan successfully presented the findings of the concept study to their client enabling them to make the best possible decisions about the proposed new product line.



■ Pias Group

ONLINE MARKET RESEARCH

The Pias Group, based in Osaka, Japan, is a major producer of high-quality cosmetics. They produce and sell cosmetics and medical products, as well as operate directly owned esthetic salons and shops.

BUSINESS OBJECTIVE

Upon deciding to expand its product offering into the United States of America, The Pias Group contracted Market Reader Pro™ for online market research to help them determine how to best launch their mascara product, Fiberwig.

SOLUTION

Utilizing our experience with consumer research studies for market assessment of new products and services, we built and launched a consumer insight study to find determine general mascara usage; current needs and dissatisfactions by region, age, and ethnicity; and, the perception of Japanese cosmetics.

TECHNOLOGICAL APPROACH

Market Reader Pro™ utilized our own set of survey building tools to create the study. We recruited a nationally representative sample of participants through our own panel and through an online advertising campaign. Our data collection and reporting tools provided The Pias Group with timely, valuable study results.

OUTCOME

With the results of the research study conducted by Market Reader Pro™, The Pias Group successfully launched their Fiberwig mascara, which is now sold at Sephora, a leading retail beauty chain. Due to the effectiveness of our market research for The Pias Group, we followed up with online ad testing, product promotion, and sample distribution for Fiberwig mascara.



■ Elbeco

WEB SITE DEVELOPMENT AND CONTENT MANAGEMENT SYSTEM

Elbeco Inc., currently celebrating 100 years in the uniform business, is one of the largest manufacturers of professional uniforms in North America, with approximately \$45 million in annual sales. Elbeco has over 700 authorized dealers in the US and Canada and 450 union-represented employees.

BUSINESS OBJECTIVE

Initially, we were contracted by Elbeco to survey the people who wear their uniforms. When Elbeco was looking to improve their marketing message, increase sales, and build dealer and user loyalty to gain a competitive edge, Market Reader Pro™ optimized their Web site and online content management of nearly 600 products and over 2,000 images.

SOLUTION

Elbeco asked us to take on the Web site development project due to our experience and success with developing custom Web based enterprise solutions, as well as the ability to provide on-going support services. After carefully evaluating Elbeco's current situation and future needs, we developed and implemented a Web site and hosting solution that fulfilled their needs and allowed for ease of future enhancements. The Web site includes a variety of features which promote user interest and loyalty.

TECHNOLOGICAL APPROACH

The Web site we created for gives them the ability to capture, update, and analyze information in a way that is useful to them, their business partners, and their potential customers. Technological solutions included: creating an online catalog; incorporating our Advantage3D™ technology to display products in an animated 360-degree view; and, developing a Dealer Portal, a Dealer Spotlight, a forum, a message board, and a contest to maximize dealer interest and loyalty.

OUTCOME

Since we launched Elbeco's new Web site, this client has seen a vast improvement in their marketing message which is helping them increase sales. They have also been able to strengthen their business relationships with their dealers and are seeing a dramatic increase in the use and effectiveness of the new Web site.

