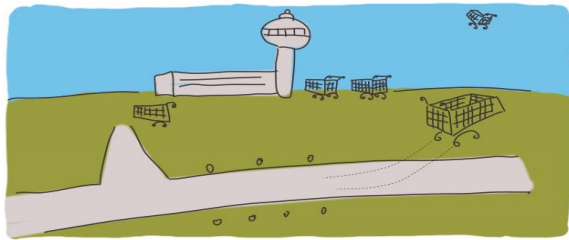


SHOPPER & GUEST



QUALITATIVE METHODOLOGIES

- Eye Witness (Observation & Intercepts)
- Fresh Eyes (New Category Shopper/Guest Evaluation)
- Eye Sight (Camera Glasses Journey & Selection Tracking)
- Private Eye (Hidden Camera Observation)
- Web Shopping
(Accompanied & Recorded Surfing & Shopping)
- Guest Immersion
- Expert Audit Visits

QUANTITATIVE METHODOLOGIES

- In Store Interviewing
- Exit Interviews
- Eye Tracking

SPECIALISMS

- Brand Communication & Experience Optimisation
- Path to Purchase Optimisation
- Merchandising & Layout Evaluation
(Fixture, Promotions, Windows)
- Guest Experience Evaluation

STRATEGY

METHODOLOGIES

- Stakeholder Interviews
- Expert Market Audit
- Data Analysis & Review
- Development Workshops

SPECIALISMS

- Facilitated Strategy In A Day
- Sources of Competitive Advantage & Operating Models
- Corporate Culture & Behavioural Models
- Category Growth Strategy
- Marketing Capability Training

VIDEO

- Consumer Generated Video Selfies & Diaries
- Talking Heads (Research Summaries)
- Street Video Interviews

FACILITIES

WINDSOR & MANCHESTER

- Viewing Facilities (With Digital Recording)
- Simulated Store (Physical Fixture & Life Size Virtual)
- Simulated Domestic Kitchen
- Workshop & Breakout Rooms
- Meeting & Interview Rooms

Tangible

FULL SERVICE RESEARCH EXPERTISE
ACROSS A RANGE OF KEY DISCIPLINES

2016

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BRAND



QUALITATIVE METHODOLOGIES

Exploratory & Development Groups

Laddering Depths

Multisensory Branding Depths

Accompanied Web Surfing

IndiComm Interviews

QUANTITATIVE METHODOLOGIES

Online Brand Health Tracking

Opinions & Attitudes

SPECIALISMS

Brand Fame & Force Evaluation & Development

Brand Proposition Development

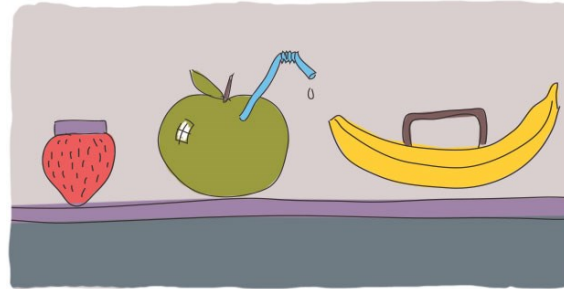
Concept Development (Writing & Visualisation)

Facilitated Workshops

(Including Proposition & Positioning In A Day)

Web Communications Checks

INNOVATION & NPD



QUALITATIVE METHODOLOGIES

Concept Development Workshops

Intensive Evaluative Groups

User Depth Interviews

In Home Immersion & Observation

QualiQuant—The Tangible Product Clinic

QUANTITATIVE METHODOLOGIES

Home Usage Testing

Online Concept & Product Testing

Hall Testing

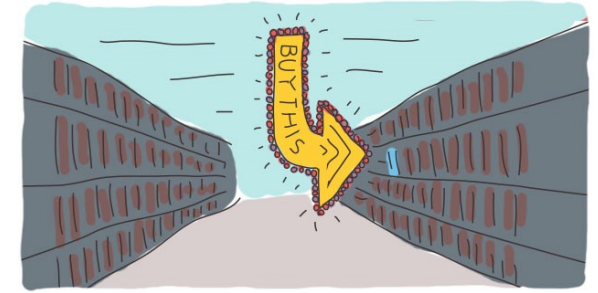
SPECIALISMS

Innovation Platforms Development

Product Concept Development
(Writing & Visualisation)

Dynamic Sequential Recycling
(Real Time Concept Optimisation)

PACK DESIGN



QUALITATIVE METHODOLOGIES

Pack Diagnostic & Development Groups

Simulated Store Interviews

QualiQuant—The Tangible Packaging clinic

QUANTITATIVE METHODOLOGIES

Online Pack Testing

Hall Tests

In Store Design Evaluation

SPECIALISMS

Brief Optimisation

Design Equity Identification

Design Concept Development

Dynamic Sequential Recycling
(Real Time Design Optimisation)

Facilitated Pack In A Day Workshop