

Consumer Products

Helping clients build healthy CPG brands

Knowledge Networks, a GfK company, delivers value to consumer packaged goods (CPG) clients by leveraging sophisticated analytic techniques and an array of data sources to help them build brands and drive business. We can uniquely draw on actual purchase information as well as quantitative and qualitative custom research data, collaborating with your CPG and OTC brand team to take on almost any challenge facing new or existing CPG and OTC products.

Knowledge Networks senior-level experts have worked with some of the largest CPG companies and retailers, helping them with:

- sizing and segmenting your marketplace
- developing a positioning and messaging that speak to those targets most effectively
- deciding which concepts resonate among your targets
- building a new product marketing plan (with **New Product Profiler**)
- evaluating the relationships brands (brand equity) have with their intended audiences
- understanding consumer shopping habits and the impact of in-store marketing efforts (through shopper insights)
- assessing multicultural marketing effectiveness, with a focus on the growing Hispanic population
- integrating qual/quant using our **Qual^e** suite of products, providing an online venue for deeper learning about people's thoughts and motivations



At KN, senior researchers participate in every key project from start to finish, adding clarity and value to your study through such techniques as

- discrete choice, **key driver analysis**, and a variety of other sophisticated analytic techniques, and
- controlled store tests utilizing both point-of-sale (POS) and frequent-shopper data

We have also invested in creating proprietary information sources that help our clients assess the pulse of today's consumers.

Our distinctive resources include:

- **KnowledgePanel[®]** – the only accurate and projectable online Panel covering the full U.S. population
- **National Shopper Lab** – the largest database of loyalty card shopping behavior available for commercial research
- **KnowledgePanel LatinoSM** — allows you to survey the full spectrum of U.S. Latinos online
- **Cada CabezaSM** — Spanish-dominant opt-in online panel created by research experts who truly understand the cultural nuances of this population
- **Peapod New Product Testing** — lets you read new product vitality and consumer attitudes with limited product quantities
- **Physicians Consulting Network (PCN[®])** — over 70,000 U.S. physicians and other health care professionals, including hard-to-reach specialists

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