

# CONSUMER PACKAGED GOODS

**Hansa serves its CPG clients through approaches that enable suppliers and retailers to build meaningful relationships with consumers.**

Whether through measurement of the total relationship or a drill down to specific areas of marketing, operations, and store merchandising,

Hansa designs and supplies the research and analysis that uncovers more profitable opportunities and leads to deeper connections with consumers.

To optimize brand purchasing cycles, we provide an array of services in the following areas:

- Packaging research
- New product concept tests
- Pricing analysis
- Market sizing
- POS ethnography
- Mystery shops



**Hansa has conducted a wide range of Consumer Packaged Goods research studies, including the following:**

- Product ideation and concept development programs for a global food company
- Concept screening for a large consumer goods company
- New product opportunity research for a leading breakfast food company
- Store design and store-of-the-future research for a major grocery store chain and a regional drug store chain
- New product development for a leading fruits and vegetables company
- Brand preference studies for a soft drink firm
- Optimal price point analysis for a global consumer goods company
- Impact of Green on product communications for a global company
- New product concept tests for a leading supplier in the DIY category
- Global segmentation research for multiple CPG and retail firms

*Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.*

*We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.*