

# iReach Market Research in the Food Sector

iReach experience and expertise in the Food Sector



www.ireachinsights.com

# iReach Industry Expertise - Food Sector

iReach has built up significant experience and expertise in the Food and Drinks sector having completed a wide range of successful market research projects for clients in Ireland and the UK. Projects have ranged from New Product Development, Concept and Product Testing, Pricing Strategies and Promotional Activities and Ad Testing. iReach is unique in our ability to support research projects across Consumer Sectors in ROI and NI.

iReach can bring this experience and expertise to your organisation to support Deeper Insights from Better Research to provide significant value to Food Manufacturers, Distributors and Retailers. Using the most appropriate research techniques across Qualitative and Quantitative methods, our prescriptive approach ensures we deliver actionable plans and strategies for our clients.

## Key Benefits:

- LEARN how to profit from iReach access to Primary and Secondary research on the Food sector in the UK and Ireland.
- RECEIVE impartial insights, clear action items from iReach Analysts to enhance business performance.
- APPRECIATE the true 360 degree view on research problems that was previously unavailable to you. This view is provided for many business areas including New Product Development, Brand Awareness, Product and Promotion, Pricing and Advertising.
- BENEFIT from unbiased research, analysis and advice, backed by proprietary market intelligence from iReach experts.

- ACQUIRE the knowledge of the Food sector from iReach on best practices across all Food and Drinks verticals.
- MAXIMISE the value of research from iReach in gaining an insight and understanding of strategic business issues in a cost effect way.

## New Product Development:

Quantitative Research project using the iReach Consumer Decisions Panel of adults in Ireland. A new product was in development and research was needed to measure likely product consideration, product branding and packaging options.

## Concept and Product Testing:

Online survey using rich media to test a range of new product concepts using Conjoint Analysis to compare likely combinations of product features and price points.

## Product Promotion and Pricing

Hybrid research using Quantitative method to test a number of price points and the impact on product consideration, purchase intent and brand loyalty. Focus Groups were then employed to analyse pricing and promotional options.

## Ad Testing and Media Measurement:

Ad Testing project using rich media to test consumer reaction to a selection of Advert formats running on the monthly iReach Consumer Decisions Omnibus. Print and TV formats were compared to measure impact and consideration.



## Inspiring knowledge

iReach Market Research is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and a further 5,000 adult consumers in NI.

These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

 **Monthly Omnibus**    **Online & CATI**    **Focus Groups & IDIs**



For more details:

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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

[www.ireachinsights.com](http://www.ireachinsights.com)