

### Product Testing & Sampling

Product Testing is a method which allows for the measurement of properties and performance of products. It is a strategy that can be used to **gain valuable feedback** from consumers at a low cost while raising brand awareness at the same time.

Product Testing is a vital method used by companies to determine customers' reactions and attitudes to their products. This helps these companies adapt in a competitive market. It is not just for final validation – it is a discipline that **progressively shapes and refines ideas into fully formed products** that offers an optimum balance of qualities at the right price for their market. The most beneficial part about product testing is the abundance of extensive, in-depth feedback you receive from a **robust sample size** which produces actionable insights.

### Key Benefits:

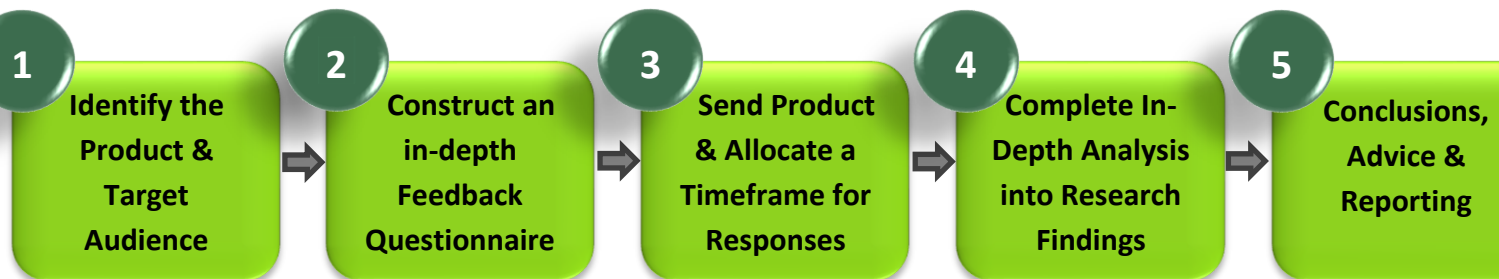
- ❶ **Cost Effective** to maximise your budgets.
- ❷ **Fast turnaround** in days not weeks.
- ❸ **Achieve product superiority** over competitive products.
- ❹ **Improve product performance & customer satisfaction**
- ❺ **Monitor potential threat levels** posed by competitors
- ❻ **Measure KPI's**- the effects of price, brand name, or packaging upon perceived product performance /quality
- ❼ **Inputs to Media Campaigns** and Communications

Many thousands of Product Samples are being given away for FREE each day on our streets and in shopping centres.

Why not receive something VALUABLE in return – i.e. Consumer FEEDBACK?

Here is where PRODUCT TESTING has a huge role to play for your Products and Brand!

### Logistics



### iReach Insights

iReach Insights Limited is a full Marketing Intelligence and Research Agency, across all research disciplines and methodologies. iReach Insights is the only agency in Ireland to have built our own research panels of **40,000 adult consumers and 9,000 business decision makers** in Ireland. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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



# Demographic and Analysis Variables



## iReach Consumer Research Panels Analysis Variables

iReach has built proprietary Research Panels of 40,000 respondents covering consumer segments capturing a wide variety of demographics which provides a nationally representative model. We have 6 specialist groups which have been profiled using our data analysis software. People on our panel are specially chosen as they have been screened and provide real, unbiased user feedback.

### Demographic Variables

- Gender
- Age
- Social Class
- Family Status
- Marital Status
- Home Ownership
- Employment Status
- Educational Background
- Region, County, Urban/Rural
- Economic Variables, Lifestyle Variables & Custom Variables can be added.



### Analysis and Reporting

iReach Insights costs include full data analysis and reporting run by experienced Research Analysts to identify and deliver actionable insights and recommendations.

### Add On's

- Focus Groups
- In-Depth Interviews
- SMS Feedback
- Video@Home (Ethnographic)
- Online Forums and Diary
- Innovation Workshops

## ESOMAR Best Practices

iReach is the only owner of a Research Panel in Ireland that fully adheres to ESOMAR Panel Research Standards and we have included our response to their 28 Questions they recommend to research buyers. (See <http://www.ireachinsights.com/wp-content/uploads/2008/12/ireach-response-to-esomar-26-questions.pdf>)

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