



Summary of Services offered at Foster and Brown Research

Consumer Research

Full consultancy service including the design and implementation of innovative studies and research methods

Quantitative

- Questionnaire design and various scaling methods
- Fieldwork: telephone surveys, web-based/e-mail surveys, face-to-face interviews, home-use tests and in-situ testing, preference testing, difference testing, product profiling, "ideal" product mapping, shelf life and QA analysis. I also have expertise in concept and NPD testing.
- Data input and analysis – various cutting-edge statistical techniques and mathematical modelling

Qualitative

- Face to face, small groups and focus groups.
- Recruitment, discussion guide planning and design. Full analysis of transcriptions including aspects such as frequency of word use, key phrase analysis, emotional drivers etc.

Sensory Research

- Cost effectiveness analysis
- Recruitment and training of staff and panellists
- Full sensory service available
- Full data analysis and sophisticated correlation and mapping techniques with consumer data, marketing data and processing parameters

Training / workshops

- Statistical analysis
- Moderator training for focus groups (1 and 3 day courses)
- Assistant moderator training for focus groups
- Sensory training – flavours and fragrances
- Using psychological methods in market research (consumer interviewing techniques)
- Internal company / product profiling

Other

- Psychological profiling used for consumers and internally for clients to understand staff communication issues
- Staff management & associated business skills
- **LodeSeeker** technology that enables the client to view the reports and analysis including management summaries dynamically using a web browser

OUR POLICY **"Quality data and a personal service"**

We take pride in good quality consumer research. Great care is taken in the recruitment and interviewing of consumers in controlled environments. This approach allows us to thoroughly understand perceptions and motivations. Good data and sophisticated statistical analysis gives us the confidence to provide our clients with the right guidelines to create winning products.

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