

Introducing The Testing Panel

Brought to you by Vibrand Research



THE TESTING PANEL

INFO@THETESTINGPANEL.CO.ZA



About Vibrand Research



About The Testing Panel



How We Work



Our Toolbox



Our Team



Our Clients



ABOUT VIBRAND RESEARCH



VIBRANT

"Full of energy and life"



VIBRAND

"Insights that bring energy and life to your brand"



Who?

- We're a Full Service Strategic Research Agency
- Founded 13 years ago by (current) Director Stuart Jones



What?

- We offer integrated Qual, Quant & a range of specialist, online and tech driven products



Why?

- We offer budget-competitive, director-level involvement on all projects: A hub of independent insight specialists trained in the Vibrand way



How?

- We place strong emphasis on modernity, innovation & insight generation
- We are committed to useful and actionable outcomes



Where?

- We have strong South African & Africa experience
- We have experience on every continent, across various categories



Accreditation

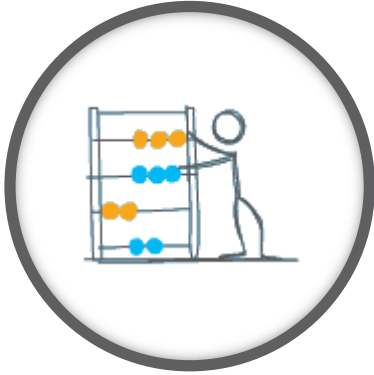
- SAMRA and ESOMAR accredited, and a certified Level 4 B-BBEE contributor, with a 100% procurement recognition

We offer a range of research approaches



QUALITATIVE

We offer all qualitative methodologies, the best in-house staff & out-of-house partners across all disciplines. All over SA and in 35 other African countries.



QUANTITATIVE

We offer tailored quantitative research in South Africa & 35 other African countries. Our methods and statistical analysis are modular and bespoke.



VIBRAND REACH

Networks of field teams and high tech combine to offer fast & affordable quantitative surveys across 9 provinces & 46 developing markets



VIBRAND PULSE

Social media research, partnered with Crimson Hexagon; meaningful, brand oriented reporting, on a monthly basis – by brand, by country, anywhere in the world!



CITIZEN RESEARCH

Our sister company that offers social research, and digital dialogue and advocacy around issues of social concern.



THE TESTING PANEL

Our sister company that offers sensory, pack, product and concept testing

We are committed to developing ongoing, mutually beneficial relationships with all our clients



01

PROFESSIONAL

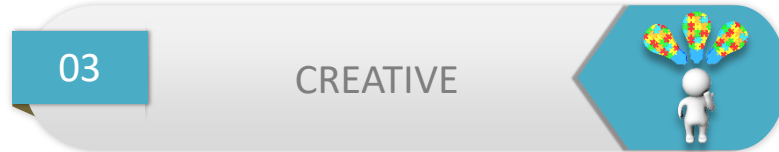
- We are a team of highly skilled, highly experienced professionals
- We offer high calibre research across all major methodologies



02

SOLUTIONS

- We provide business meaning & actionable solutions that are anchored in consumer truth and your real world



03

CREATIVE

- We bring a creative & modern approach to every brief, handpicking and crafting our approach & methods to best meet your needs



04

STRATEGY

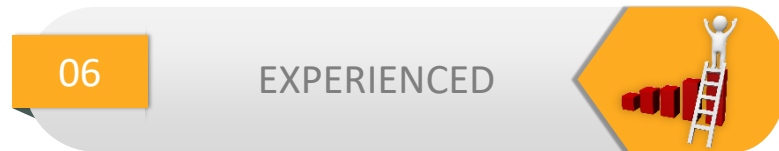
- We turn insight into strategy.
- We have high level capabilities in creative ideation and workshopping; our goal is always to bring you the best collaborative solutions



05

SERVICE

- We are driven to provide the best Client service in the industry. Each team member is committed to meeting your needs with expertise, attention & care



06

EXPERIENCED

- We are all senior researchers, i.e. have more than 5 years experience, and several with over 20 years experience in the industry



07

FLEXIBLE

- We bring enthusiasm, flexibility and a 'can do' attitude to your business challenge



ABOUT THE TESTING PANEL

Our specialities & core disciplines...



SPECIALITIES

- We specialise in **quantitative FMCG product testing** with **consumers**, with the bonus of **optional** (and highly cost effective) **bolt-on qualitative focus groups** to answer broader questions.
- Simply put, we **collect & analyse data** on your consumer's tastes, opinions and preferences to provide statistically based recommendations and valuable, actionable insights into your product offerings.



CORE DISCIPLINES

- Our **core disciplines**, rooted in **quantitative methodologies** are:
- **Sensory Analysis** - a scientific discipline that applies principles of experimental design and statistical analysis to the use of human senses (specifically sight, smell and / or taste) for the purposes of evaluating consumer products.
- **Usage Analysis** – statistically assessing purchase and consumption / usage frequency, key influencers in the product selection process, as well as usage occasions and timings





PACKAGING, BRANDING & CONCEPT TESTING

- As an alternative or add-on to traditional qualitative focus groups, we use our statistical methodologies to provide guidance on pack design and new concepts



PRODUCT FORMULATION TESTING

- Whether choosing which new variant to launch, understanding how your product performs relative to competitors, assessing changes to existing products or looking for specific recommendations on how to improve your current offering



PRODUCT PERFORMANCE TESTING

- Assessing how well your product delivers on consumer expectations and needs, as well as your claims, and incorporating relativity to competitors if required



PREFERENCE CLAIMS

- Using a statistically significant sample and quantitative methodology we can provide you with credible preference claims as a powerful complement to your marketing mix



PRODUCT USAGE

- Understanding how, when, where and how often consumers use your product, as well as how they decide to buy



HOW WE WORK

Understand our process



CENTRAL HOME TESTING

Where a panel of consumers, typically 40 at a time, are invited to participate during a convenient 2 hour window in a lead consumer's home and hosted by an expert member of our team. This is ideal for sensory study of food, beverages, packaging and product concepts



HOME USAGE TESTING

Where product is delivered to our consumer panels at their respective homes, and tested over a period of time. This is typically used for items such as cleaning products and cosmetics, or even foods when we are investigating usage patterns



IN-STORE TESTING

Where products are sampled at the moment of choice, or where we assess purchase behaviour and decision-making at the point of purchase

Our consumer panel can be comprised in various ways...



STANDING PANELS

Can be established and used over a period of time to test various products in similar categories (e.g. dairy users, beer drinkers). A significant benefit here is reduced costs as only a percentage of the respondents is refreshed over time, lowering recruitment costs, as well as reducing timings as we can convene these panels at relatively short notice.



BESPOKE PANELS

Can be convened for specific once-off projects



FLASH PANELS

Can be conducted on your premises using your own staff, assuming you have a sufficiently large staff complement and suitable facilities. These are generally used for quick and simple tests with limited recruitment specifications



PRODUCT FORMULATION

- A change to a product's formulation due to cost saving mandates or ingredient availability.



MULTIPLE OPTIONS

- A new variant | product | packaging design | format | concept is to be launched, and various options are being considered



PRODUCT PREFERENCE

- We believe our product is superior to our key competitor/s and feel a consumer preference claim would aid us in growing our market share?



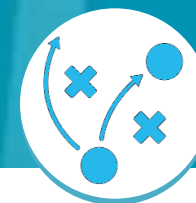
PRODUCT IMPROVEMENT

- A competitor product is outperforming ours – we'd like to know what consumers prefer and how we could improve our product.



SHOPPER UNDERSTANDING

- We think our marketing strategy could be more effective in targeting shoppers to increase sales and market share.



MARKETING TACTICS

- We suspect our marketing tactics could be better timed and targeted to increase frequency of usage.



OUR TOOLBOX

Tools for every research job

There are three key types of testing we offer...



DIFFERENCE

Sensory discrimination to determine whether there are detectable differences between products



DESCRIPTIVE

To provide information on selected characteristics



AFFECTIVE

To assess subjective attitude to a product, acceptability or preference. (Follows discriminative or descriptive testing)

Some or all of the following statistical tools will be used depending on the project...



TRIANGLE TEST

- Determines whether or not a perceivable difference exists between 2 products, and can be used when a change has been made to the product intrinsics, storage or production methods.
- This test is quick and simple but is limited to a yes or no answer – combining it with a descriptive test can identify which product is preferred and why.



PAIRED COMPARISON

- Determines differences between 2 products on specified variables. This can be used when introducing a new formulation - where the control sample is tested against the new - or to assess your product against your competitors'.



RANKING

- Determines which products are best liked and most preferred over others. This is useful when deciding which new flavour, fragrance or formulation to launch, or to assess consumers' preference for your product versus your competitors'.

Some or all of the following statistical tools will be used depending on the project...



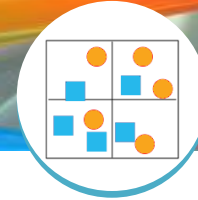
CATA (CHECK ALL THAT APPLY)

- Determines the main drivers of liking and preference and which attributes negatively or positively influence liking and preference. This would be added to a ranking test to understand which elements of your product, pack or concept might benefit from tweaking.



JAR (JUST ABOUT RIGHT)

- Determines exactly what effect specific attributes have on overall liking. A 5 point scale ranging from “too little” to “too much”, with “Just about right” in the middle, is applied to specific attributes. This allows us to do a penalty drop analysis where we look at ‘too little’ and ‘too much’ mentions to find significant influences of these on overall liking and identify potential problem areas and areas of possible improvement.



PCA (PRINCIPAL COMPONENT ANALYSIS)

- Identifies the correlations between variables / attributes. The basic question it would answer is “Which of these products have similar profiles and which attributes correlate most strongly with which products?” modelling methods such as linear regression, logistic regression or discriminant analysis are used to help us visualise observations in a 2- or 3-dimensional space in order to identify profiles of attributes and match these with products.

OUR TEAM



STUART JONES

**Co-Founder & MD
20+ yrs. in research**

- Stuart started Vibrand 13 years ago, after 10 years of qual experience
- MD of Vibrand, The Citizen Research Centre & The Tasting Panel
- Key focus on management, new business acquisition and new product development
- Personally conducted research in 21 African countries



DEBBIE GEBHARDT

**Co-Founder & Director
20+ yrs. in marketing**

- Provides overall strategic input & direction
- Over 20 yrs. FMCG & retail client experience, including 6 as Marketing Director for Levi Strauss
- Client interface, workshops & final presentation



JANINE LUCAS

**Qualitative Research Manager
7+ yrs. in research**

- Janine has a Masters Degree in Psychology & initially worked as a Psychologist
- 7 years research experience including Millward Brown & Vibrand
- Excels in project management in South Africa & across Africa
- Qualitative exec input



MARILU SMIT

**Quant Research Manager
10+ yrs. in research**

- Marilu previously worked at Consulta Research, Millward Brown, PSL
- Has been published in a number of publications
- Strong quantitative background and R & D
- Expertise in advertising, branding, product testing, statistical analysis, sensory research and research innovations



TEBOGO RAKUBU

**Qual Research Executive
8+ yrs. in research**

- Tebogo spent 4 years at Firefly Millward Brown
- Numerous years as a freelance researcher specialising in moderation and project management
- Main areas of expertise are FMCG brands, financial services, tele-communication and media

OUR CLIENTS

Some of our clients



THANK YOU

EMAIL :

info@thetestingpanel.co.za

WWW :

www.thetestingpanel.co.za

