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About Vibrand

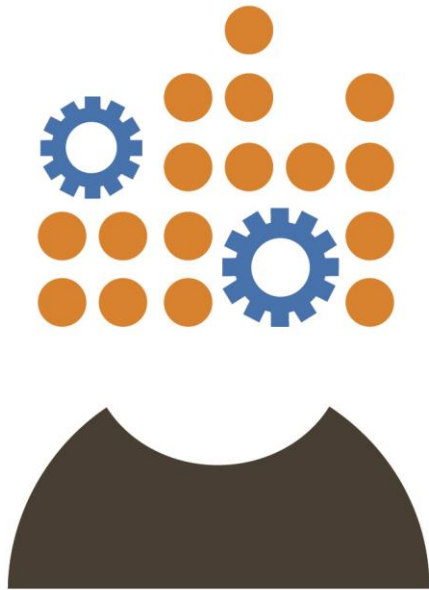
Our Clients: Business, Agency and Social

About The Tasting Panel

How it works

Contact Us...





Vibrant

About us



Experienced, Innovative & Adaptable to your Needs & Budget

Vibrand was *founded twelve years ago* by Stuart Jones & Richard Katz



Now a *Full Service Strategic Agency* with integrated Quant, Qual & a range of specialist, online & tech driven products.



The Vibrand Collective ensures budget-competitive, *director-level involvement on all projects* products.



At Vibrand, we place strong emphasis on *modernity, innovation, insight generation*... BUT, with a total commitment to *useful & useable outcomes*.



Our reach spans far beyond South Africa's borders. Between us, we have experience on every continent, across various categories.



Vibrand Research is a certified Level 4 B-BBEE contributor, with a 100% procurement recognition level.





What we do...

Vibrand Reach: networks of field teams and high tech combine to offer short form surveys quickly and affordably in all 9 provinces and in 53 other developing markets.

Vibrand Qual: qualitative research across all the various methods, with the best in house staff and out-of-house partners across all disciplines.

Vibrand Quant: tailored quantitative research in SA and 36 other developing markets.

Vibrand Opinion: deep social media research; partners with Crimson Hexagon. Mining and analysing 900 billion pieces of data for consumer, category and & behavioural information.

Vibrand Social: now housed in our sister company, the **Citizen Research Centre**.



INTRODUCING

Vibrand Product Testing: now housed in our sister company, **The Testing Panel**.





About Us

The Vibrant leadership team



Stuart Jones
Founder & MD



Janine Radley
Snr Research Executive
"The Fixer"



Debbie Gebhardt
The Testing Panel
Director



Claudia Nolting
Qualitative Account
Manager
"The Mentalist"



Marilu Smit
Quantitative and
Innovations Manager
"The Savant"



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

- We offer **research of high calibre** across all major methodologies, with an emphasis on creative and modern approaches
- We are driven to provide the **best Client service** in the industry
- Where projects require a more strategic touch, we have high level capabilities in **creative ideation and workshopping**





Our Clients

Business, Social & Agency





Empowered lives.
Resilient nations.



UNODC

United Nations Office on Drugs and Crime

The Network for
Religious and
Traditional
Peacemakers



**THE
WORLD
BANK**



HAVAS

DRAFTFCB

TBWA

Spilvy

Y&R

DDB^o

SAATCHI & SAATCHI

M
MetropolitanRepublic

T:ME SQUARE
MOVING BRANDS. MOVING PEOPLE.

THE JUPITER
DRAWING ROOM



THE
TESTING
PANEL

The Testing Panel

About us

Conducting taste testing for our clients led us to realise that there was an opportunity to pursue...

- **Quantitative Product testing with Consumers**, convened in a natural, informal environment, underpinned by:
 - *Rigour in recruiting*
 - *Organisational capacity*
 - *Statistical tools specific to sensory research*

“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.”

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

We also offer the option to add bolt-on qualitative focus groups to our testing panels - at very cost effective rates – to probe specific questions.

We offer expert advice on...

- **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

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)
- ***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.

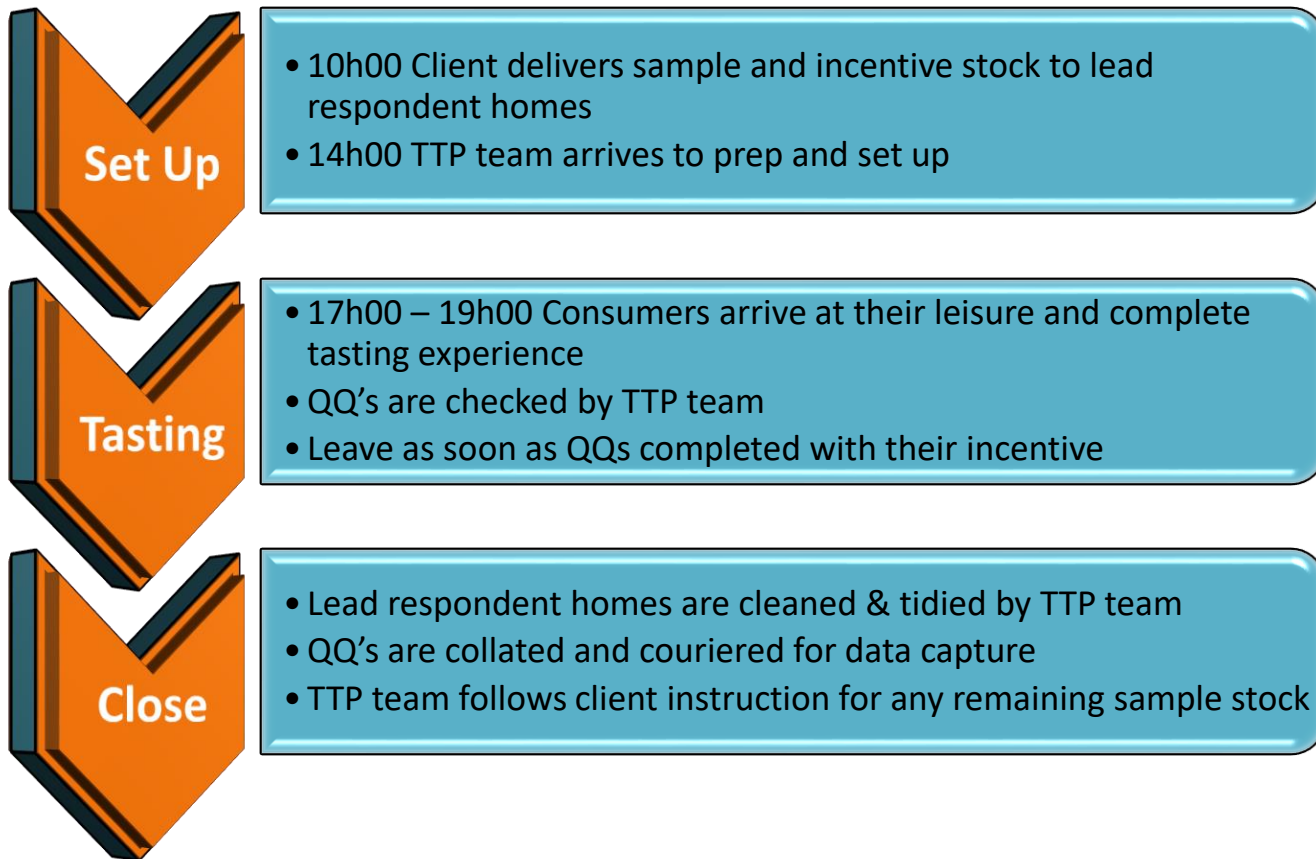
Where we talk to consumers...

- **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.
- **Home Usage Testing**, where product is delivered to our consumer panels at their respective homes, and tested over a period of time.
- **In-store Testing**, where products are sampled at the moment of choice, or where we assess purchase behavior and decision-making at the point of purchase

Typical Client Challenges...

- A **change to a product's formulation** is necessitated either due to cost saving mandates or ingredient availability. Alternately, **a different manufacturer** is being considered for a specific product.
- A **new variant / product / packaging design / format / concept** is to be launched, and various options are being considered
- 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?
- A competitor product is **outperforming** ours – we'd like to know what consumer's prefer and how we could improve our product.
- We think our marketing strategy could be more effective in **targeting shoppers** to increase sales and market share.
- We suspect our marketing tactics could **be better timed and targeted** to increase frequency of usage.

How does a typical panel work?



How does it work?



Our Tool Box

- Some or all of the following statistical tools will be used depending on the project:
 - Significance Testing
 - Mean Scores
 - Standard Deviation
 - Covariance
 - Jar (Just About Right) Scales
 - Correlation Analysis
 - Regression Analysis
 - Preference Mapping
 - Cata (Check All That Apply) Penalty Analysis
 - Cluster Analysis
 - Principal Component Analysis

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CONTACT US