**PLAY**

***Progressive research***

**ABOUT US**

***Who we are.*** play is a progressive technology friendly research agency, specialising in consumer and shopper research. We help companies understand the ever-changing relationships people have with media, services, products and brands by combining innovative methods, creative thinking, research expertise and a deep understanding of shopper and consumer decision-making.

play was established by Chris Thomas who has 15 years global consumer and shopper research experience. Prior to setting up play, Chris was General Manager of a consumer research agency, and more recently, General Manager of a specialist shopper research agency.

At play we can;

* gauge how your target market thinks about certain topics, services or products
* help improve current products or services
* understand the likely impact of any proposed changes
* identify new opportunities
* understand strengths and weaknesses versus competitors

We take a smart, human approach to research, and understand that what people say, and what people do, are often very different things. As Henry Ford once famously said, ‘If I had asked my customers what they wanted, they would have said a faster horse’! We know how to ask questions, and how to translate the results into actionable recommendations.

We offer cost effective, multi-faceted research, designed and managed by experienced practitioners, using award winning online, mobile, community and video based research applications.

We:

* Have knowledgeable staff
* Listen carefully to truly understand your needs
* Talk plain English
* Are easy to work with
* Aim to ‘wow’ our clients
* Are committed to continued improvement
* Complete projects in agreed timings
* Respond quickly to requests
* Pride ourselves on quality research and actionable outputs

We will help you understand your customers, navigate change, and capitalise on opportunities.

***How we do it.*** PLAYemploys seasoned researchers who have a wealth of experience in consumer and shopper research. We use a suite of technology enabled new generation research tools so we can optimise the research experience for the participant, and we present the facts to our clients in a clear insightful way, so key insights are distilled and easily understood. Where appropriate we will often bring the story to life, in a simple, engaging and compelling video report.

Whilst not always appropriate, our preferred style is to mix qualitative and quantitative approaches – providing the reassurance of numbers with the explanatory power of real customer voices. Methods include mobile, video based research applications, online surveys, central location and in home tests, observations, interactive online discussion boards and communities, eye tracking, and online diaries.

Without using innovation for its own sake we also like to put a twist on our approaches so that new perspectives are found on perhaps very familiar subject areas.

In developing our methodologies we always look for cost-effective solutions for the client – usually setting out a selection of approaches, from ‘all bells and whistles’ to more streamlined versions.

***Who we work with.*** We work with FMCG Manufacturers, Retailers, Banks/Insurance providers, Telco’s/Utility companies, Airlines/Automotive, local councils, and directly with PR and Media Agencies.

**WHAT WE DO**

**1.NPD**

From idea screening to the final product – we’ve got it covered! We provide commercial recommendations to help clients generate more successful product launches whether it’s concept, product, packaging, claims, price evaluation or full mix optimisation.

**Concept:** We can evaluate a mass of early stage ideas and identify the strongest ideas for further consideration, as well as optimise more developed concepts. All ideas can be tested quickly and cost-efficiently online, either at general population level or among a more focused target group. We use tried and tested key measures and often overlay more interactive techniques to obtain detailed diagnostic information to help optimise your ideas to ensure they have the greatest possible appeal. We can provide clarity on whether a concept has the potential to succeed in market, who the target audience should be, where source of volume will come from, and understand what variants would optimise the range.

**Claims:** We can understand which claims resonate best with your target audience, and specific segments within the total population. Claims are often evaluated through choice exercises so the relative strength of different claims can be understood and tested with appropriate context.

**Pricing:** We use a range of approaches to understand pricing depending on the stage of testing. These range from the more pragmatic techniques such as PSM (Van Westendorp) or monadic (control group) testing, through to more sophisticated choice modeling.

**Packaging:** We adopt sophisticated on-line research techniques to effectively measure the impact of packaging, including interactive shelf environments. Where touch and feel is considered important, we conduct central location tests. We can understand whether new packaging will generate more sales than the current design, measure whether the new pack will create better standout in a competitive fixture, and understand whether the packaging will bring in new consumers (and whether there is a threat of alienating current consumers).

**Product:** Products can be tested in home or at a central location, either in a monadic (each person only tests one product) or in a sequential monadic (several products tested) order. Product testing can range from simple pragmatic benchmarking, through to detailed sensory analysis.

1. **Product Testing**

We have extensive experience across a wide and range of food, beverages, personal care and household products, and are specialists in all forms of product testing, both blind and branded, including sensory evaluation of key purchase drivers, and competitive benchmarking. We conduct product testing in-home and in central locations at specific venues considered appropriate for sensory testing (ie kitchen facilities, no noise or odour pollution, well lit etc).   
  
We can help you optimise your product formulation and ascertain your product’s strengths and weaknesses and identify key areas for improvements, using a range of techniques and methodologies, from mainstream product testing to more advanced sensory techniques.

From quantitative controlled environment approaches through to observational and video based research, we have all forms of product testing covered and will tailor the solution to your specific needs.

1. **Segmentation**

### We help clients understand the business environment for their products and services. It’s about understanding the landscape of the market and identifying opportunities within it.

We work with our clients to help identify, segment and target their products and services to audiences, helping them understand the value and market potential. Very few markets are homogenous – most are made up of a number of segments, which may differ widely in terms, for example, of their motivations for buying the product, their frequency of usage, their demographic make-up and so on.  
  
Identifying and understanding these segments can allow you to develop appropriate strategies and communications materials for each one, which ultimately will ensure your marketing activity is as effective as possible. Through hybrid research we can identify meaningful segments and describe how their needs and attitudes differ – allowing you to develop appropriate and tailor made strategies for each one.

1. **Shopper**

### The world of retail is ever changing and evolving, becoming increasingly more complex and competitive. We provide an extensive understanding of the retail environment for both retailers and manufacturers to evaluate shopper motivation, behaviour and customer experience across many different channels and categories.

We have a range of in-store and virtual research solutions, including accompanied shops, in-store observation, shopping exercises (at fixture or online), real time text surveys, entry and exit interviews and eye-tracking.

Whether it is identifying the path to purchase, the provision of a segmentation of customers to understand who visits, when and why, through to understanding the role of advertising, we have shopper research covered.

1. **Customer Experience**

### Customer experience and satisfaction is a key ingredient in maximising customer loyalty, improving performance and driving business growth. Understanding your customers through behaviour and motivations to further develop relationships is at the heart of what we do.

We can design research to connect you to your consumers, so you can understand customer attitudes, journey, experience, needs and satisfaction to help drive value and gain a competitive advantage. We can even implement ongoing programmes to bring your consumer closer to the heart of your organization.

### We will pinpoint the key drivers of satisfaction – so you will know which areas have the most potential to boost affinity and sales. Then we will build truly bespoke programmes that recognise that each company’s needs and client base are unique. Perhaps it is a purely quantitiative or qualitiative approach, or perhaps a hybrid of the two, but everything from the look and feel of the questionnaire/discussion guide to the method of data collection and final deliverables will be tailored.

1. **Communities**

Recent developments in online methodologies have enabled us to increasingly engage with consumers through digital methods including online communities and numerous chat tools.

We use technology wherever possible to get closer to your consumers as they open up from the comfort of their world in a way that feels natural and familiar to them.

We invite articulate, engaged and chatty consumers to participate in social communities specifically created to provide detailed answers to client questions in a way that will engage and inspire stakeholders.

From short intense communities designed to capture attitudes to a category or quickly gauge reaction to ideas through to on-going networks to track changing attitudes or develop products and concepts, we are able to extract valuable insight and shed light into consumer attitudes and beliefs.

Our tools allow both structured online qualitative methods such as Bulletin Board Focus Groups, through to more collaborative methods which allow greater interaction between participants that allows more spontaneous and natural conversation to develop. Our approach is often complemented by the additional insight gained through videos and pictures shared by consumers.

Participants can download an app which allows them to record their activities via their mobile phone using video, audio, photos, text and barcodes in-situ, without the presence of a researcher. The methodology allows participants to share their behaviour and motivations on-the-go in a range of multimedia formats and upload content directly to the platform. Posts are tagged, themed and by providing client access, all key parties can interact in real-time through remote moderation, to evaluate the findings.

1. **Visualisation**

Research findings don’t have to be dull which is why we believe in the importance of delivering research findings in a visually stimulating and engaging way. From the art of storytelling, aimed at ensuring data insights make a real difference to our client’s business, to the use of video and infographics, all combine to offer clients solutions that ensure our deliverables come to life in a user-friendly and creative way. We believe that seeing your customers in action is often a lot more powerful than a bar chart.

1. **Tailor Made. If the shoe doesn’t fit…**

### Here our mantra of ‘one size does not fit all’ is everything, and we realise that so often it’s listening that matters. We are experts at those projects which don’t fit neatly into a little box, but require a little more thinking and creativity to get to the heart of your objectives. Our researchers are accredited QPMR’s with vast experience in bespoke research. We don’t offer a conveyor belt approach to research, so we won’t try and squeeze your project into a predesigned template. Instead, we will think. From unique scripting, to non-standard qual/quant hybrid studies, and even custom designed interfaces, we can make it happen.

**CONTACT US**

* Photo of surrey hills office
* Map
* 69 Reservoir St, Surry Hills NSW 2010
* Telephone number to come:
* info@playmr.com.au

ENTER YOUR EMAIL ADDRESS TO RECEIVE QUARTERLY UPDATES ON APPROACHES AND TRENDS

FOLLOW US ON LINKEDIN

Blog to consist of newsletter articles and linkedin posts.