*POSSIBLE FRONT*



Customer & Shopper Market Research

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| **New Product Development** | **Product Testing** | **Shopper Research** | **Customer Segmentation** |
| **Online Communities** | **Customer Experience** | **Visualisation** | **Bespoke Research** |

*POSSIBLE INSIDE BACK*

is a progressive, technology friendly market research agency, specialising in customer and shopper research. We help you connect with your customers so you can understand current behaviours, test new ideas, benchmark against your competition, plus a whole lot more. We do this by combining innovative methods, creative thinking, research expertise and a deep understanding of shopper and consumer decision-making.



**Understand your customers better**

Find out more at www.playmr.com.au

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PLAY

Level 6, 69 Reservoir Street, Surrey Hills, NSW, 2010

02 8218 2186

[info@playmr.com.au](mailto:info@playmr.com.au)