

KRC RESEARCH

Our Insight *Your Breakthrough*

CONSUMER PRODUCTS

KRC Research regularly conducts custom research for leading consumer products companies around the world. We have guided product development and assisted with product promotion; we have informed product positioning and marketing strategies; and we have conducted research aimed at raising product visibility in the media.

Product Promotion

- When **Oscar Mayer** wanted to establish itself as an authority on school lunch for kids, we surveyed school-age children ages 8 to 12 as well as moms with kids of that age. The insights generated were used to educate moms on what kids like to eat for school lunch, positioning *Lunchables* as a mom's lunch "ally." The resulting campaign generated media coverage across the U.S.
- For **Nestle**, KRC surveyed moms of 5 to 9 year olds across the U.K., France, Germany, Spain and Russia to explore how they viewed their children's eating habits. The findings became the centerpiece of a successful pan-European PR campaign for the Nestle Nesquik products.
- We have helped **Unilever** elevate media coverage of their **Suave** personal care products for several years. Most recently, we generated insights on moms and their perceptions, attitudes, and behaviors regarding caring for themselves to position Suave products as a solution for busy moms.

Product Positioning

- KRC works with clients to provide consumer insights that help to successfully position products, either for new or existing markets, and to develop effective marketing communications strategies. For example, our research was used to identify key messages for a campaign that built a preference for **Egyptian cotton** in the U.S.; we helped position **All** laundry detergent as the brand preferred by value-oriented women across the U.S.; we identified the most important vodka attributes for key consumer targets in Russia, helping **Smirnoff** successfully penetrate the market; and, we helped guide **KB Toys'** national store re-design initiative by evaluating how renovations to select stores had impacted consumer perceptions and behavior.

Product Development

- KRC has worked with **Hasbro** on a wide-range of assignments. We have surveyed adults and kids of all ages to identify priority audiences for new games, sculpt product development, inform marketing strategies, and refine product messaging. Most recently, we assisted in building a strategy to expand products in one of Hasbro's gaming categories and differentiate them from competitive offerings.
- KRC Research has guided product development for some of the world's leading consumer brands. Our work in this area includes assisting **Ben & Jerry's** with the creation of new ice cream products and flavors, conducting concept testing for a new coffee cola for the **Colombian Coffee Federation**, and testing design concepts and prototypes for a line of padlocks for **Kryptonite**.