



Where Clarity Meets Precision

Brand Packaging Edge Analysis

You have developed an innovative product idea that you plan to market. The concept work is now completed. Your prototype is set. What are the next steps to ensure your product is successful. The brand packaging edge study helps you avoid critical mistakes; such as starting too late to think strategically about your brand, lack of thoroughness in your homework, choosing the wrong material for your brand, not listening to your prospective consumers and being unrealistic about your market. Remember a product without a package is destined for failure.

RESEARCH OBJECTIVES:

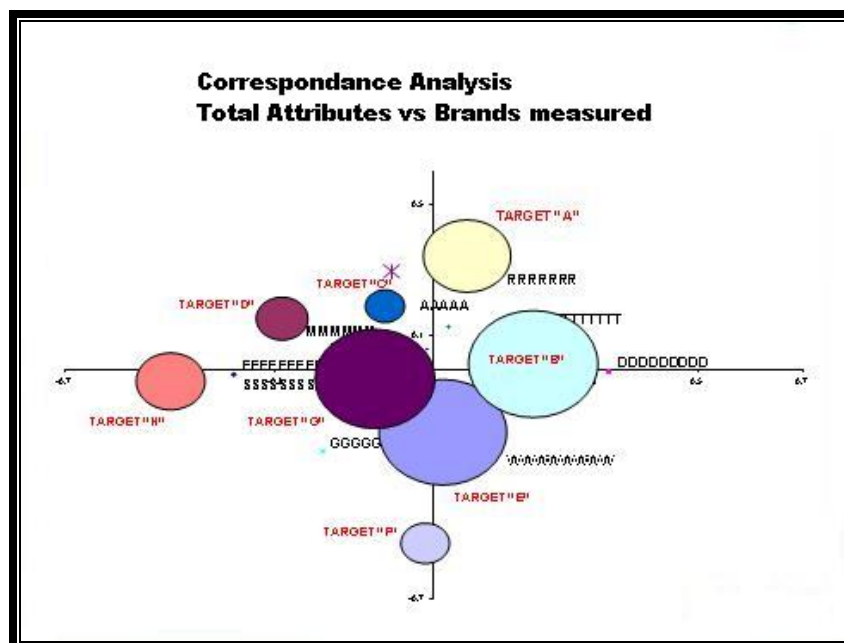
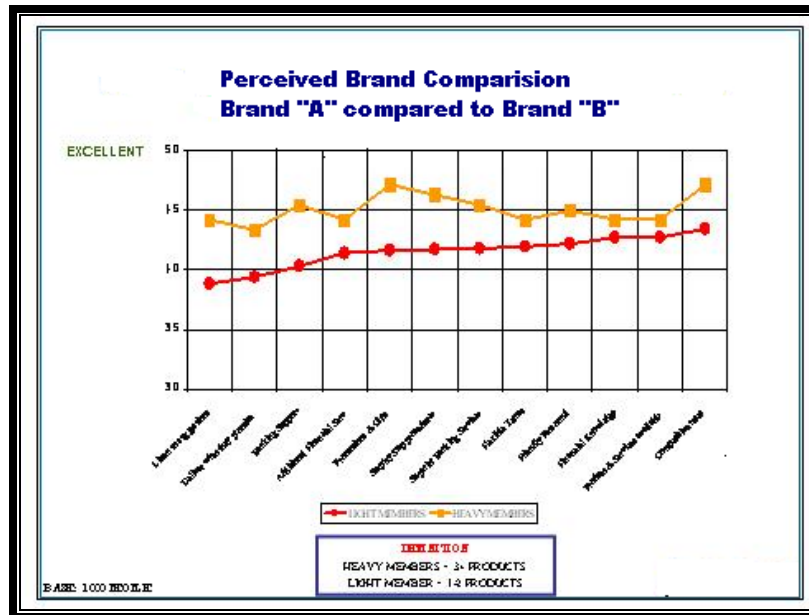
- Incidence and awareness of your current BRAND
 - Future services expected by customers based on BRAND perception

- Brand Positioning
 - How is your brand perceived by customers
 - Developing the IDEAL BRAND
 - How far off is your current BRAND from the customers' perspective?
 - What are your customers' expectations?
 - What are your customers' taste and preference
 - Perceptual Image Mapping
 - Brand Preference
 - Image Testing
 - Advertising & Promotional Concept Testing & Analysis

CALENDAR OF EVENTS:

PROJECT STEPS	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Initial Meeting	█								
Questionnaire Development & Approval		█							
Training & Instrument Testing			█						
FIELD WORK			█	█	█	█			
PROCESSING					█	█			
Analysis & Reporting							█	█	
Final Report Concluded									█
Final Results Presented to Client									█

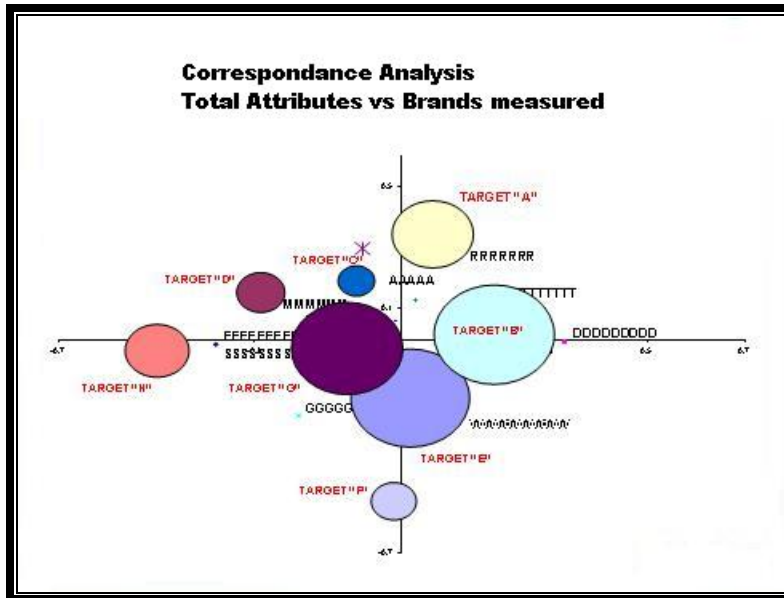
SAMPLE GRAPHIC MATERIAL (For visual aid purposes)



Clarocision

Research & Marketing

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To schedule a personal meeting to discuss the details and scope of this particular research, please call at 954-741-2234.