

RESEARCH

HERO OR ZERO - WHY RISK IT?

The failure rate for grocery products is 70-80%. Beat the odds by commissioning "the right" research.

The cost of launching a new product into the market is significant. Depending on your business this could be tens of thousands to millions per range/product.

With many years of running FMCG product campaigns we know how to deliver research results that you can have confidence in.

We understand the budget pressure that FMCG brands are under so we now offer a cost effective and fast turnaround research solution.

Put the consumer at the centre of your business plan!

BLACKBOX

KNOWLEDGE IS POWER

Research gives your business a competitive edge.

Black Box has commissioned over 1,000 research campaigns in FMCG in the last 5 years. The knowledge and experience we have in research is unparalleled in FMCG in New Zealand.

Black Box is excited to launch digital focus groups, giving brands the opportunity to talk to consumers in their homes.

BENEFITS:

- Vast FMCG industry knowledge
- Expert research team
- Access to a very large, highly profiled database
- Bespoke research solutions; qualitative and quantitative
- Digital focus groups; in consumers homes
- Survey consultation and management
- Comprehensive reporting
- Outputs designed for operational implementation
- Localised research to assist sales functions with trade objectives
- Fast turn around
- Very competitive pricing

**STAY ONE
STEP AHEAD**



BLACKBOX