



Peryam & KrollSM Research Corporation

Full Service • Customized • Innovative



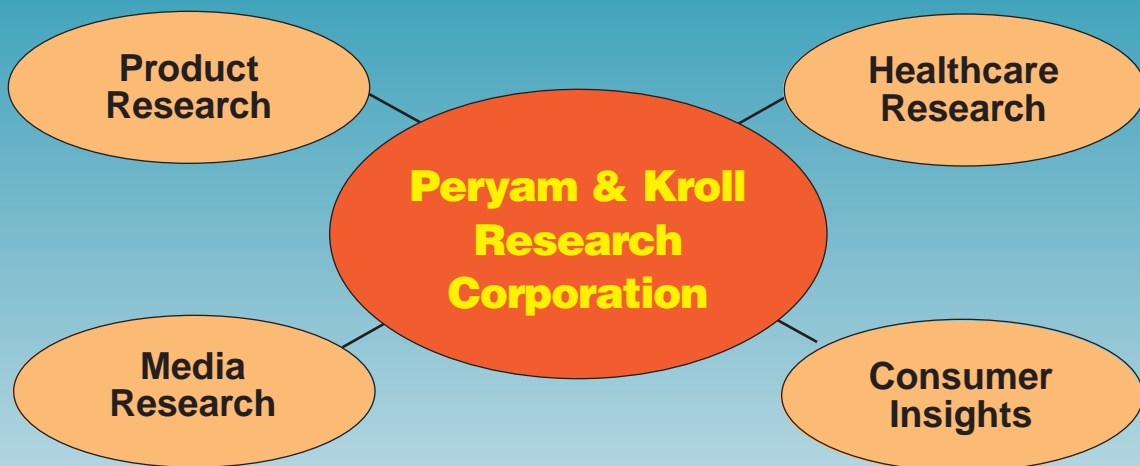
Consumer Insights

D I V I S I O N

Peryam & Kroll Research Corporation

Founded in 1957 by marketing and sensory research pioneers, and staffed by leading edge practitioners, Peryam & Kroll Research Corporation (P&K) is a full-service marketing research firm. P&K has every service, every facility and every expertise needed by packaged goods companies, service companies and advertising agencies.

P & K's superior research services are delivered through four separate research entities, all with one mission.



Peryam & Kroll Research Corporation is dedicated to helping clients grow their business, year after year, by providing actionable consumer understanding gained through innovative research methods, superior study design, flawless field execution, and insightful analysis and interpretation.

P&K Consumer Insights Is Headed by . . .



THOMAS J. DUTT, *VP Consumer Insights*

BS Marketing, University of Illinois, Urbana-Champaign; MBA Marketing, Loyola University of Chicago. Dutt was Marketing Research Director and Assistant VP-Market Research for the Wm. Wrigley Jr. Company for 17 years. A two-time ARF Ogilvy award winner for research excellence, he joined P&K in 2002.

Qualitative Research

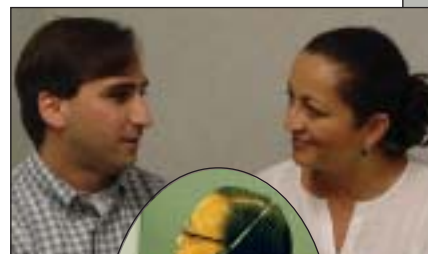
“At Peryam & Kroll we draw upon innovative qualitative research services as well as custom quantitative survey techniques to unlock a deeper understanding of consumer attitudes and purchasing behaviors. As a result, our clients forge a stronger connection to their consumer, which in turn provides the basis for more successful new product efforts, better advertising communications and greater brand loyalty.”



— **BEVERLEY KROLL,**
*Peryam & Kroll
Research Corporation
President & CEO*

Qualitative research provides a depth to market research that is not available through typical quantitative analysis. It inspires the creation of products, positionings and messages that are more relevant and meaningful to consumers.

With our qualitative research techniques, P&K can add value, depth and insight to marketing and product development programs.



CON

Research Services

Drawing on our expertise in consumer psychology, Peryam & Kroll's qualitative research services provide valued insights across a broad spectrum of issues and demographic groups utilizing traditional as well as innovative techniques.

Issues

- In-depth understanding of a category's users
- Development of new product ideas
- Optimizing a concept or positioning
- Evaluation of new product prototypes
- Consumer reaction to advertising copy (TV or print)
- Conducting communications checks
- Evaluation of new packaging ideas
- Evaluation of new packaging graphics
- Evaluation of new promotional concepts

Demographic Groups

- Kids
- Teens
- College Students
- Adults
- Seniors
- African Americans
- Hispanics
- Professionals

Techniques

- Traditional Groups
- Mini Groups
- Dyads, Triads
- In-depth One-on-Ones
- Metaphor Based Elicitation
- Repertory Grids
- Projective
- Storytelling
- Pre-assignment
- Role Playing

Features

- Total management and successful execution of qualitative projects that address key marketing issues.
- Ability to deliver against demanding respondent screening requirements with an extensive 600,000+ database and/or a client provided sample.
- Highly professional and experienced moderators provide innovative techniques to uncover key consumer insights.
- Spacious focus group rooms with tiered client viewing; one-on-one rooms; classrooms; residential and commercial kitchens.
- Separate client lounge with closed circuit viewing of focus group room.
- Videotaping capabilities (operator or stationary).

New Product Development Process

IDEA / OPPORTUNITY

Qualitative Category Exploration
Market Structure Audit (MSA)
Problem Detection Study (PDS)
Category Appraisal

CONCEPT DEVELOPMENT

Online Monadic
Concept Sort
Qualitative Concept Optimization

PRODUCT DEVELOPMENT

Quantitative Research
Product Optimization
Product Prototypes Qualification
(Provided by P&K)

SUMMER

Quantitative Research Services

Peryam & Kroll offers a wide array of quantitative research services tailored to your special research needs. These tools will help you discover potential new product opportunities, develop successful products and positionings, and more accurately predict new product success in-market.

P&K uses advanced analytics to gain maximum insight from the research and communicates the findings clearly and effectively. Our toolbox includes:

- Perceptual Mapping
- Market Segmentation
- Conjoint/Discrete Choice Models
- TURF



Capabilities include:

Market Structure Audits (MSA)

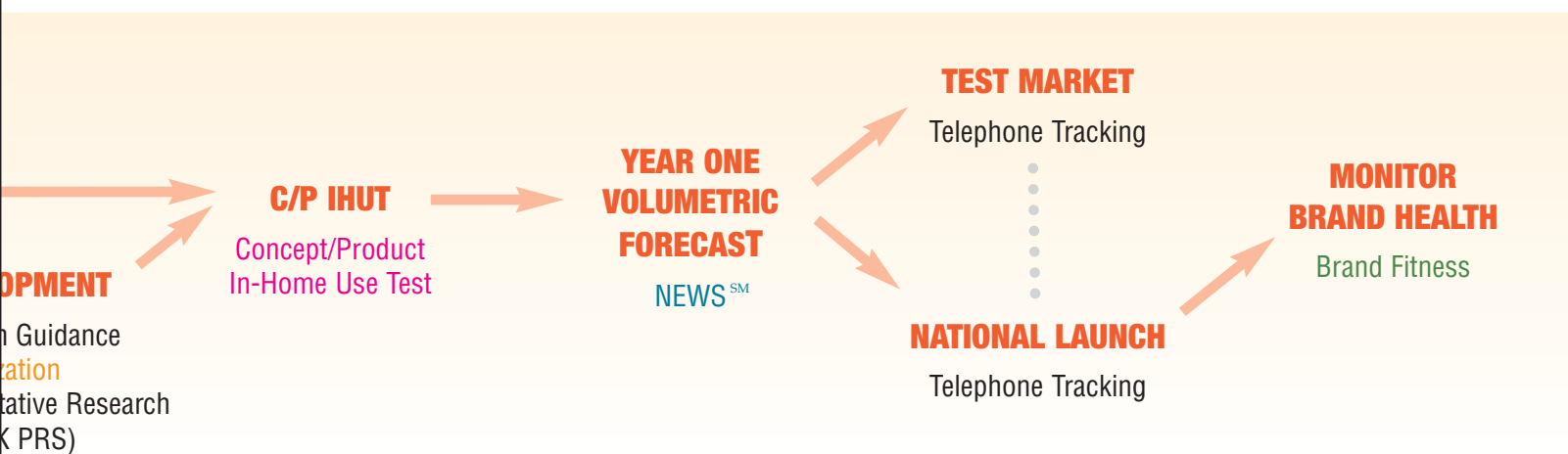
A tool for defining a brand's competition from the prospect's point of view. MSA provides understanding of how a brand's prime prospects perceive the competitive alternatives. The result is a map that identifies key market segments.

Problem Detection Studies (PDS)

A powerful tool for uncovering consumers' leading problems with a product or service. PDS can lead to new product ideas, guide the improvement of existing products or give direction for repositioning.

Concept Evaluations

P&K has the expertise to conduct traditional or online concept testing to support your new product initiatives. Areas of investigation include new product ideas, development of line extensions or re-positioning of existing products.



PRINCIPAL

Product Optimization

A set of tools for identifying the key attributes that drive consumer interest and for optimizing products or services. The methodology allows for efficient screening of prototypes and for subsequent fine-tuning with a clear focus on the most consumer-relevant attributes.

Concept/Product In-Home Use Evaluations

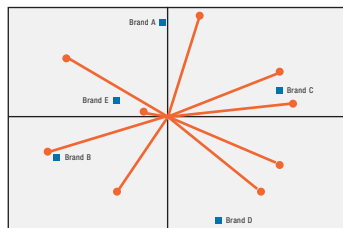
Peryam & Kroll's expertise in evaluating the link between a product's attributes and its positioning enables P&K to conduct concept/product in-home use research that yields actionable consumer insights in a timely, cost-efficient manner.

New Product Sales Forecasting (NEWSSM)

A mathematical model that forecasts the probable outcome of a new product marketing plan. Conducted to determine the sales potential of a new product or line extension and to identify strengths/weaknesses of the marketing plan.

Brand Fitness Research

A unique way to assess the health of a brand. Brand Fitness research is done to learn how consumers perceive a brand relative to its competition in terms of product imagery, user imagery and personal drive imagery. Brand Fitness helps you understand the strengths and weaknesses of a brand's image.



Why Peryam & Kroll

REPUTATION

- Nearly 50 years helping marketing and R&D make the right decisions
- Our top 10 clients are Fortune 100, and each has been a P&K client for more than 25 years

TECHNIQUES

- Developers of methods that are industry standards
- Custom and innovative Qualitative and Quantitative research
- Online survey ability
- Advanced Analytics

RECRUITING

- High-quality, on-spec recruiting of respondents
- A database of 600,000+ consumers that can deliver on the most demanding recruiting needs.

FACILITIES

- Focus group suites in 3 locations
- Group and individual testing suites
- Sensory booths
- Call centers with 100+ stations
- Automatic interactive voice response system
- Test Kitchens

CATEGORY EXPERTISE

- Food and Beverage
- Personal Care
- Health and Beauty Aids
- Household Products
- Restaurants
- Financial Services
- Healthcare

GHTS

What Sets Us Apart



Our Experience

Seeking consumer insights is not new to Peryam & Kroll. Our professional research staff has been talking with consumers for five decades. Our founders were pioneers in the fields of sensory and consumer research. This heritage of consumer expertise makes us your best research investment for the future.



Our People

The Peryam & Kroll research staff comprises 300 associates, including consumer researchers, psychologists, statisticians and food scientists, as well as call center and support employees.



Our Analytics

P&K Research offers an array of analytical services to our Consumer Insights clients. By identifying the best study design up front and then applying sophisticated analysis and modeling tools, P&K is able to reach a deeper level of understanding of the consumer's reaction to the product, brand, or service experience.



Our Resources

The company supports its comprehensive array of consumer research services with state-of-the-art call centers, focus suites, industrial and residential kitchens and a pre-recruit database of 600,000+ consumers.



Peryam & Kroll
Research Corporation

CONSUMER INSIGHTS

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