

Hello Beautiful

HERE'S WHAT'S NEW AT TBC!



A huge **THANK YOU** to the 50+ new brands that have joined The Benchmarking Company (TBC) family since the start of the pandemic. These new beauty, personal care, men's grooming, and wellness brands have allowed us to expand our staff to provide you with the following **NEW SERVICE** offerings:

Consumer In-home Use Testing: NEW Benchmarked Claims, NEW Video Testimonials and NEW Post-IHUT Zoom Sessions

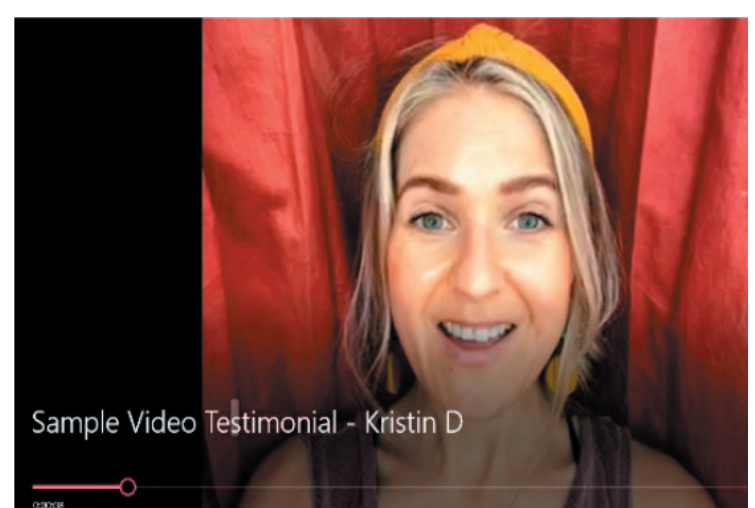
TBC represents the *industry standard* for consumer perception testing, following strict study protocols and offering an unparalleled participant range of more than 275K+ vetted study panelists. TBC's IHUTs provide the proof that consumers need before they buy a product in the form of validated marketing claims, while mitigating regulatory risk for brands using claims in advertising and marketing.

Now there are even more valuable add-ons offered as part of this service.

In addition to *multi-test pricing discounts*, we now offer:

- Panelist **video testimonials** which can be used for marketing (pairing well with the written testimonials that are already part of our offering).
- Post-study **Zoom sessions** with select panelists for a deeper-dive into your study's findings.

Know your benchmarks! TBC also now provides the **benchmarked claims** with each completed IHUT, showing how your brand's claims stacked up against similar products that we regularly test!



NEW Sensorial Pilot Testing

Have products that aren't quite ready for claims validation but need input from a sample of buyers for feedback before progressing to the next step in PD? Obtain important feedback on the sensorial attributes of new products by sending products to a small number of targeted panelists in nationally dispersed geographic areas. This service is not intended for claims substantiation. Large-scale pilot testing is also available (up to 1,000 participants).

NEW Subscription Mini-Quant Service

Query our female and/or male US panels two times in a calendar year with mini-quantitative studies consisting of approximately 10 questions in addition to basic demographics questions. Results will net feedback from 1,000+ consumers.

TBC Service Offerings

Consumer in-Home Use Testing (IHUT) with
275K+ Female and Male Beauty and Personal Care Buyers
Sensorial Pilot Testing
Large Group Sensorial Sampling
US and International Quantitative Online Consumer Studies
Subscription Mini-Quantitative Studies
In-person and Zoom Focus Groups

Please contact TBC for details about all offerings
denise@benchmarkingcompany.com / 703-871-5300, x101

What's on your Consumer Research Wish List?

[\[Click here to take our very short services survey!\]](#)

We'd love to know what we can do to help you know your buyers better. For completing our short survey, you'll have a chance to win *one of twenty* \$50 Amazon.com e-cards!

New TBC brand family members include:



Visit us at Cosmoprop North America – Booth 31051

theBenchmarkingCompany

Beauty & Personal Care Consumer Research