A close-up photograph of a woman with dark, curly hair, smiling warmly at the camera. She is holding a white ceramic teacup and saucer. The background is softly blurred, focusing attention on her and the cup.

# Know What She Wants: Quantitative and Qualitative Consumer Studies

The Benchmarking Company's  
Capabilities and Proven  
Methodologies

theBenchmarkingCompany

*Beauty & Personal Care Consumer Research*



# TBC's Consumer 360° Research Services are your Window into Her World.

**S**uccessful brands deeply and intimately understand their consumer. They know what turns “her” on (and off) and connect with her on an emotional level. Understanding her desires and purchase triggers allows you to win her loyalty and connect with her in ways that improve marketing effectiveness, optimize product portfolios and accelerate sales with newfound knowledge and insights. Knowing her is how The Benchmarking Company helps you to grow market revenue and market share.



# Consumer 360° Studies Help You to Know Her on a Deeper Level

**T**BC's proprietary online Quantitative and Qualitative Consumer 360° Research Studies are deep conversations with targeted consumers that will provide your team with a rich and detailed portrait of your potential and current consumer.

Know her:

- Complete demographic profile
- Buying desires
- Buying habits and behaviors
- Buying motivations, and importantly
- Her emotional connection with your brand.

Study results provide a platform of data and insights that are actionable from the moment the research report is complete.



# Consumer 360° Studies: Tools & Methodologies

## ONLINE METHODOLOGY

Using a monadic, one-at-a-time concept evaluation (which simulates the way consumers normally use products) on key metrics such as purchase intent, likability, unique and different, and product value, we delve deeply into the individual components of the concept and measure the relative strength and appeal of each descriptive message.

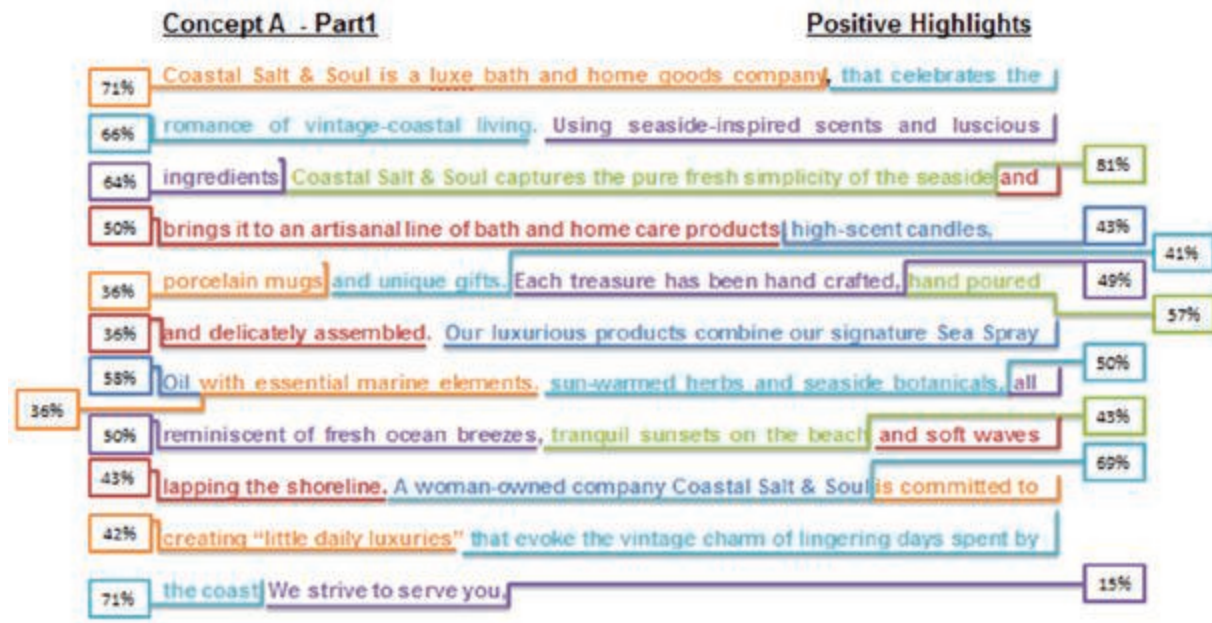
Exciting and interactive reporting tools such as 'text highlighting' and 'picture-ranking' heat seek and reveal true interest drivers within each concept statement, while also exposing optimization opportunities.





# Consumer 360° Studies: Tools & Methodologies

## CONCEPT HIGHLIGHTER ANALYSIS



## IMAGE HEAT MAPPING



# TBC's Custom 360° Studies

**T**BC's custom Consumer 360° Studies unveil her attitudes, interests and awareness in a variety of ways:

- New product concept testing for products not currently on the market
- Permissions-based testing for current brands offering a completely new SKU
- Celebrity or "Doctor" new beauty product permissions testing
- Brand awareness, perception & competitor testing
- Messaging testing
- Packaging testing
- Advertising awareness benchmarking
- Other custom studies, according to your needs
- Qualitative Research: Focus Groups
- Qualitative & Quantitative Research: Beauty Product Testing

# Consumer 360° Studies: Concept Testing

A good new concept captures her interest, but a great new concept establishes her life-long relationship with your brand.

Concept testing offers brands the opportunity to:

- Determine if your offering is unique or sexy or alluring **enough** to make waves (and lots of sales) in the market. Know if your unique ingredient or delivery mechanism resonates with her
- Test your consumer's emotional interest in your offering prior to your brand making a significant financial investment in it
- Articulate product benefits and test how the benefits resonate with her
- Zero in on messaging that connects the product to your brand story



# Consumer 360° Studies: Permissions-based Testing

**Y**ou may be a prestige brand known for skincare, looking to expand into at-home beauty devices, or maybe you're an Indie darling with a killer color cosmetics concept you want to bring to market. Permissions-based testing reveals the consumer's mindset toward your intended new product reveal or SKU expansion.

Permissions-based testing reveals:

- The consumer's attitudes and receptivity toward potential product offerings
- Any barriers to purchase or usage
- Price point thresholds

Permissions testing results provide the green light needed to proceed, the yellow light to tweak the offering, or the red light to avoid potential million dollar mistakes.





# Consumer 360° Studies: Celebrity or Doctor Brand Permissions-based Testing

Celebrities and doctors wishing to offer a new beauty line come to TBC to test consumer's permissions and likelihood of purchase.

Permissions testing explores:

- Consumer brand associations and awareness levels of the celebrity/doctor
- Consumer attitudes towards the specific celebrity/doctor
- Consumer potential shopping patterns for the celebrity/doctor's proposed product offering/line
- Consumer permissions based on view of identified celebrity/doctor

Know if, and how, she's ready to accept your new brand with open arms, or, if it's better to hold off on a huge investment. Celebrity or Doctor permissions-based testing gives you the tools you need to move forward with confidence.



# Consumer 360° Studies: Brand Awareness, Perception & Competitors



**T**BC's Consumer 360° studies gauge brand awareness, intent to buy, buying channel preferences, pricing appropriateness, and importantly, competitors she's buying instead of yours, and why.

The brand awareness, perception & competitor studies measure:

- Overall awareness of your product offering(s)
- Whether your brand story resonates with her
- Reasons for purchasing your brand, and your competitor's
- Her emotional connection to your brand
- Where she expects to buy your product(s)
- How much she expects to pay for your product(s)
- Benefits she expects from your product(s)

# Consumer 360° Studies: Message Testing

Your brand tells its story through images, packaging, and most importantly, messaging. How your brand talks about itself, and allows her to see herself as part of your world, sets it apart from others.

Message testing reveals:

- Whether your brand message resonates with the demographic you're seeking
- If it speaks to her on an emotional level that will make your brand her brand

- Which parts of your message resonate with her and which parts might be falling flat
- Which messages most intrigue her to buy your brand, and which ones are causing her to look for others

Is your story her story? Whether you're a start up or an industry giant, frequent consumer surveying for messages/claims authenticity is a must.





# Consumer 360° Studies: Packaging Testing

**Y**our packaging is her first, and sometimes only, introduction to your product. In a glance, is it extolling your brand's main messages and benefits? Is it causing her to reach out to touch, test, and most importantly, to buy?

The physical package, together with a few dozen words of messaging and all-important consumer claims are pivotal brand elements that must be wisely interwoven so that you have her from hello.

TBC Packaging studies are used test existing packaging and/or explore new package concepts that measure whether:

- Packaging easy for her to understand and utilize
- It entices her to pick it up off the shelf to learn more
- It compels her to purchase
- Effectively communicates product benefits
- It effectively blends form and function.
- Tells the story of the brand



# Consumer 360° Studies: Advertising Awareness Benchmarking

If you plan to spend serious marketing dollars on your next television, print or online advertising campaign, TBC's Consumer 360° Studies for advertising awareness can act as your indisputable barometer of ad campaign success.

By polling for awareness before your campaign, and then benchmarking after, you'll know the profile of who you reached, how she felt about the campaign messages and visuals, and how the awareness needle has moved from pre-campaign to post-campaign, setting you up for an even smarter, more successful future media buy.





## Qualitative Research: Focus Groups

**T**BC is expert in facilitating focus groups that explore your target buyer's beauty buying habits, needs, opinions on new products, messages, potential print advertising, direct TV spots, and more. We recruit a panel of the exact consumer you're looking for, manage and facilitate both small

and large-scale studies in state-of-the-art facilities across the country. Watch live behind the scenes and instantly understand her attitudes and perceptions about your brand through this intimate, one-of-a-kind qualitative research offering.



# Qualitative & Quantitative Research: Beauty Product Testing for Claims

**B**eauty Product Testing groups involve sending either a prototype or a product that is conditionally approved for in-market commercialization and has undergone appropriate safety and stability testing to a defined panel of target consumers. The purpose is to have this panel use the product

– according to specific usage instructions  
– for a given time period, and ask them to assess their experiences with the product at various intervals throughout the trial. Your results are glowing consumer claims and testimonials that you can use on your website, in advertising and every marketing endeavor.



# TBC Performs Research for Top Brands



# TBC theBenchmarkingCompany

*Beauty & Personal Care Consumer Research*

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consumer on a deeper level?

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