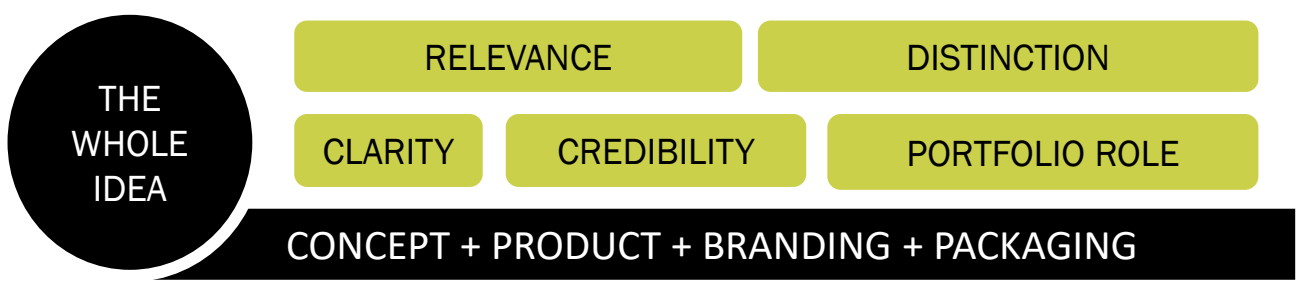




HOT SHOPS

Optimise concept, product and brand communication to build the most complete picture of an innovation.



UNDERSTANDING THE WHOLE IDEA

As you'd expect, we have lots of experience in assessing and optimising beverage concept statements for quantitative testing (SnapShot / pre-BASES etc).

Because we also develop real world products we go further, decoding detailed consumer responses to packaging and brand communication. We can quickly create and iterate highly resolved packaging concepts that represent a close approximation of a real-world product.

We have developed a simple and effective methodology for controlling stimulus, to isolate (and help 'unpack') key concept, brand communication and packaging elements.