

ARE YOU missing key information about your target audience? Are you able to uncover insights that have not been directly expressed or have perhaps been overlooked by more traditional research methods?

To obtain the richest insight, it is important to be with consumers as they experience the category in their natural environment.



consumer**VUE**

Commence *consumerVUE*:

Quest's ethnographic immersion tools are designed not only to explore current usage (likes, dislikes, frustrations, occasions), but to push your target to think aspirationally about the potential and future of a category.

Our in-person and consumer-generated tools deliver insights others often miss while providing an in-depth view of consumers that many never see.

WHAT YOU GET

- An in-depth understanding of the behaviors, mindsets, needs, and frustrations relating to your category and brand
- Ability to see your target's life through their eyes – in their own environment

ACTIONABILITY

- Identification of rich category opportunities
- Specific product and communication opportunities