

PRODUCT-TESTING.ONLINE

An innovative solution to replace HUTs and CLTs

**Why do we continue
to test products
like it is 1960?**



How do traditional HUTs work today:

1. Design is confirmed with the client
2. Client provides samples
3. Agency repackages and labels the samples
4. Interviewers make 1st visit and place product & diary
5. Respondents use the product over few days
6. Interviewers make 2nd visit and collect diaries
7. Data entry starts
8. Data is processed

**To deliver better accuracy of data,
cost and time savings, we have
moved product tests online**



**Food delivery services
have proved to
routinely provide safe
and reliable service in
30 minutes or less**





**Online panel allows us to source
any target audience**

Our partner, Tiburon, has 110K panel members in Moscow alone

Any target audience:

**“Moms with kids 0-24”,
“adult smokers of Brand A”,
“WPM buyers of juices”,
“P4W buyers of Brand X
who shop at Chain A”,
“dishwasher owners”**



How we do achieve time saving:

1. No advance booking of central locations needed – we start the project when you need it, not when the venue is available
2. No capacity “bottleneck” in CLT venue – we can run dozens of tests simultaneously
3. No capacity limitations of HUT interviewer staff – we can conduct up to 400 interviews a day on a single project
4. No pen and paper, no need for data entry





What makes us more cost-effective

1. We exclude interviewers from the workflow
2. We use trusted existing delivery infrastructure to ship samples
3. We don't pay rent for prime CLT venues
4. Our processes are highly automated to reduce manual labor on every stage
5. We don't need 2nd HUT visits to collect questionnaires - all surveys are completed online and data is available in real time



Our advantages over traditional HUTs:

1. We cover not only home-use, but also office-use scenarios – highly important for multiple categories, incl. dairy and snacking
2. We use device-agnostic data collection and can gather rich data – photos and videos of product being used, pantry checks and more
3. No capacity issues – we can deliver 200 to 400 samples a day and complete the fieldwork overnight

Our process

- We pick up the products and repackage / de-brand them immediately
- For products that can't be repackaged (such as yoghurts) we use carton shells that hide branding
- We use unique codes to track each individual sample. Respondents are allowed to proceed only after they enter the code of appropriate sample
- We ship out samples with couriers at the time and to location chosen by respondents
- Our call center contacts respondents to ensure prompt and reliable completion



Pick-up of samples from the client

- For critical samples we use refrigerator trucks capable to maintain any preset temperature from -20°C to 10°C
- We maintain “cold chain” from the moment we pick the samples up from your lab



Professional-grade cool (+4°C) and cold (-18°C) storage:



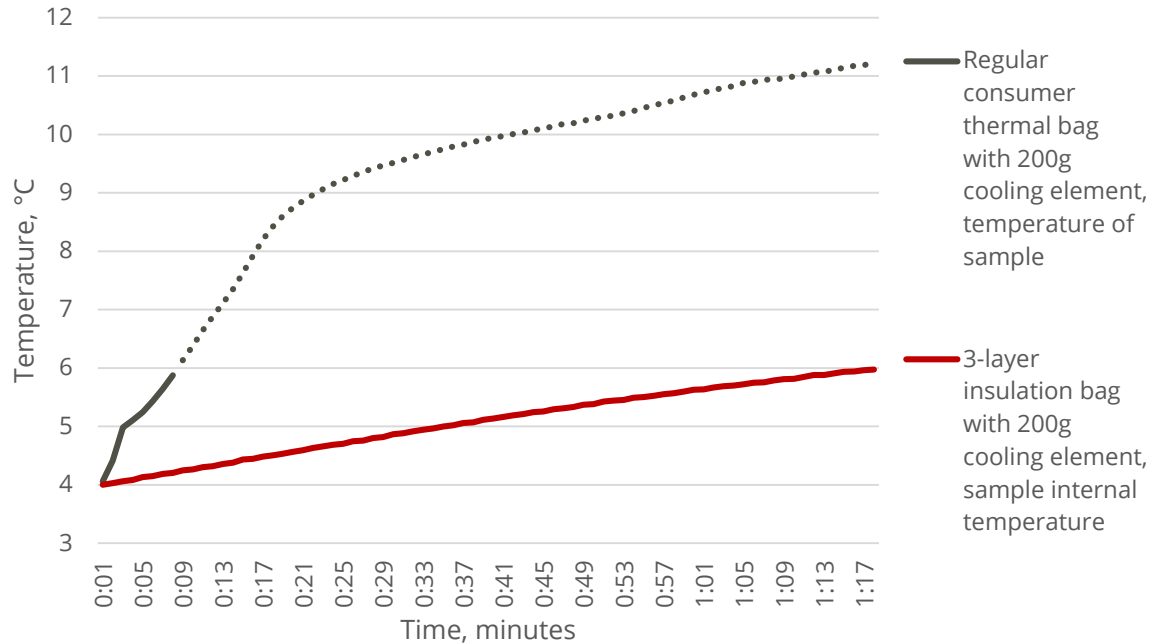
2.94 m³ POLAIR "KXH-2,94"
storage camera with "Sever MSB
105 S" cooling unit, temperature
range from -20°C to 10°C.



197 liter POLAIR freezer for ice
gel packs and deep-freeze
samples, available temperature
range from -24°C to -18°C.

We have tested packaging options: handling conditions are violated after just 9 minutes in regular consumer thermal bags, while our 3-layer packaging works for well over an hour:

Sample: $4^{\circ}\text{C} \pm 2^{\circ}\text{C}$



Temperatures measured with sealed Dallas Semiconductor DS18B20 digital sensors in 12-bit resolution mode. 60 readings per minute averaged. Tests performed on 150g Danone "Activia" yoghurt with 200g frozen cooling element. Ambient temperature during measurements - $19^{\circ}\text{C} \pm 2^{\circ}\text{C}$

We use specialized packaging designed to maintain cold chain:



For current deliveries during testing period we use **food-grade 3 layer insulation bags**:

- Inner and outer layers made with reflective 85 micron film
- Middle layer of 1000 micron polyethylene foam to conserve cold
- Seal ensuring that samples are not tampered with before reaching the respondent

Bags are produced by #1 Russian producer, TerPak, whose “Termopak” branded bags are exclusively sold in cold sections of every major supermarket chain.

To maintain low temperatures we use **medical-grade 350g disposable cooling elements**, “HolodOK-M350”.

We will further enhance our packaging to ensure maximum food safety

To extend the lifespan of samples even further we will be using both 3-layer temperature insulation bags for sample with ice pack, and outer insulated branded bag.

We've partnered with *Wenzhou Nice Packing*, leading mainland China-based producer of custom cooler bags, to manufacture a model specifically tailored to our needs.



Food safety and HACCP compliance during handling

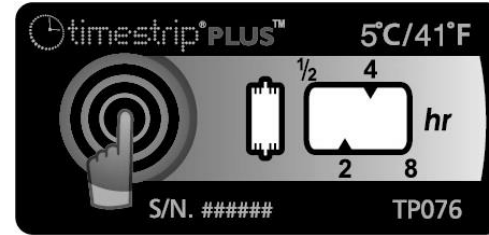
- We comply with “Food safety bylaws” of the Customs union, («Технический Регламент Таможенного союза №ТР ТС 021-2011 «О безопасности пищевой продукции») and standards set up by “Food safety management requirements”, GOST R ISO 22000-2007 (ГОСТ Р ИСО 22000-2007 — «Системы менеджмента безопасности пищевой продукции. Требования к организациям, участвующим в цепи создания пищевой продукции»)
- We have implemented **HACCP** manual to ensure food safety of all samples we process and ship
- In most cases we use manufacturer’s packaging with all branding covered with non-transparent stickers
- If repackaging is necessary, we use disposable food-grade non-toxic packaging. Food products are handled under UV light in clean environment. All staff has government-issues medical and sanitary clearances
- We carefully screen respondents for health concerns and allergies. We ensure that only adult consumers can participate in tests of controlled items, such as beer or tobacco



Temperature control during handling

TimeStrip® Plus™ disposable sensor stickers track even short exposure to elevated temperatures above set threshold.

These sensors are used by Tesco supermarket chain, British National health service, California's "Choice Lunch" school food supply initiative and with Deli Express sandwiches brand.



Not activated



Activated

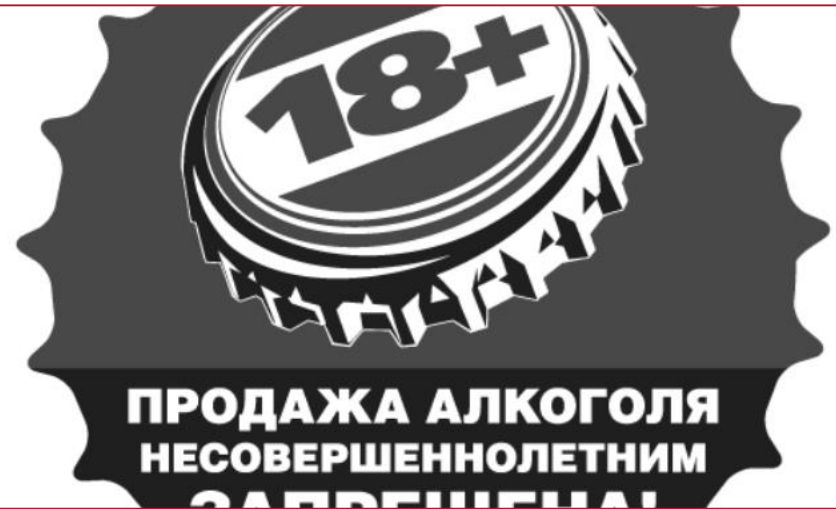


Temperature breach

Respondent engagement and legal compliance

- Since our testing participants are sourced from online panels, we compensate them in 100% transparent and legal manner
- With tests of beer, alcohol or tobacco our couriers are strictly required to verify the legal age by checking ID
- As we track delivery and q-re completion progress in real time, our call-center can contact late panelists
- We use variety of methods (incl. sweepstakes) to boost engagement

Выиграй
iPad
mini
4



Proof of consumption

1. Respondents can be required to submit photos of them consuming the samples and/or using them in cooking
2. Photos / videos can be used for additional tasks, such as pantry checks



**Critical questions to ask your
current research supplier:**

Без о/р. Г/р свободный. Ежедневная оплата. 8(499)490-1017

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■ **Водитель-экспедитор.** 3/п от 1200 р. смена. Опыт от года. Медкнижка. м. Шоссе Энтузиастов. 8(925)050-96-69

■ **Водители-экспедиторы** категории «В». Территориально ЗАО. График 6/1. 3/п от 50 000 р. 8(909)977-83-47

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■ **Горничная** с проживанием, Багратионовская, 25 000 р. Проживание, питание бесплатно, вахта 20/10. Уборка номеров отеля. 8(905)728-99-44

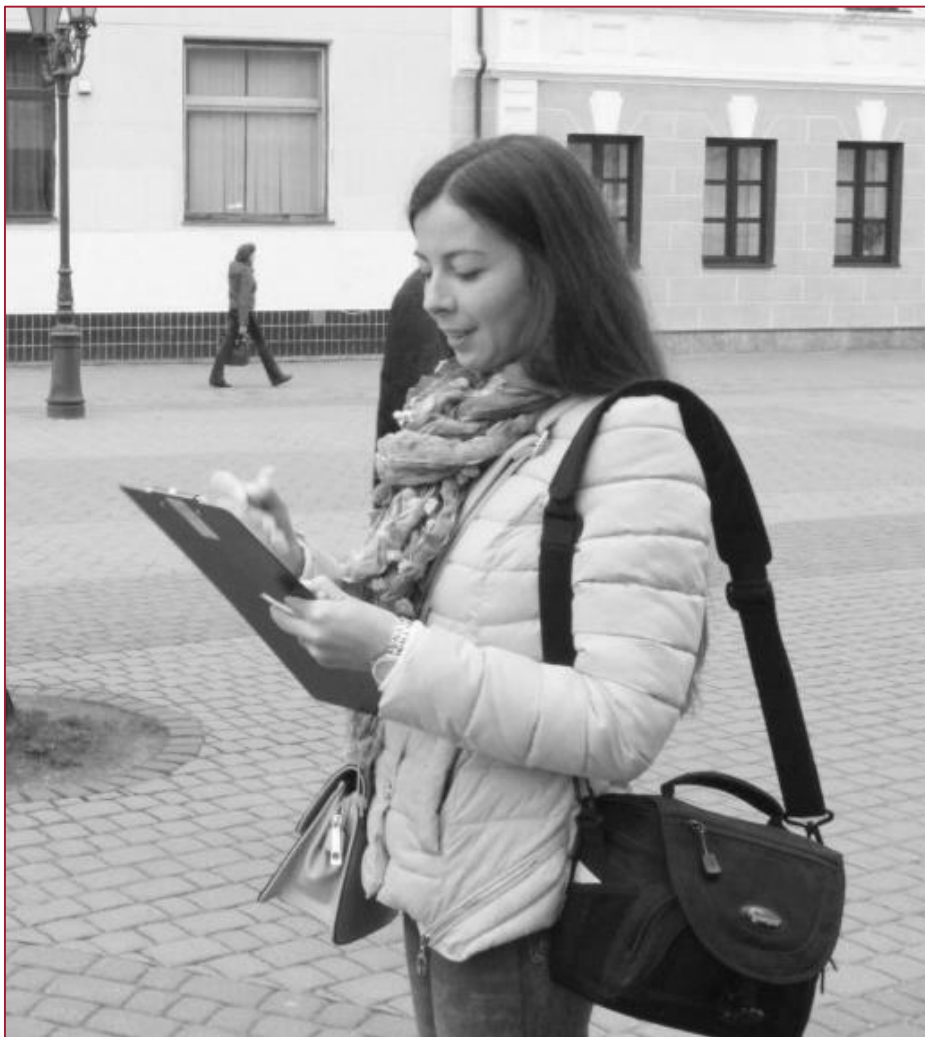
■ **Дезинфектор.** 3/П от 35 т.р. Гр/р 5/2. Обучаем. Бонусы. Обеспечение связью. Разъезды. Муж. коллектив. 8(925)903-1934, 8(926)340-0659

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■ **Интервьюер.** Проведение опросов (личные интервью). Стабильная работа в исследовательской компании.

“Where do you source your interviewers from?”

Most are low-skilled workers poorly capable to follow client's protocols



“Are CLT participants truly my brand’s target audience?”

CLTs with street intercept often demonstrate exceptionally good screening – higher than category penetration. It reaches 100% when clients are not present



“Can you provide 100% of all audio recordings from my interviews?”

Even with blanket audio control, interviewers break protocols and prompt respondents. This occurs because these recordings are rarely inspected



“How many recruiters worked to invite respondents to CLT?”

It is common to have just a handful of recruiters on the project. Sometimes single one can bring up to 60% of the total sample, introducing her unique bias and limited geo reach

нги в Москве, массовки в Москве,

сии Резюме Актеры Курсы и тренинги Организации Ста

**Кастинги > Кастинги и массовка > Опросы >
ОПРОС ПО СНЕКАМ И ЧИПСАМ!1000р.**

Москва

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3мая в 13-00 муж 20-25лет

4мая в 13-00 муж 26-35лет

5мая в 11-00 жен 26-35лет

5мая в 13-00муж 36-40 лет

“How do you control if your recruiters use online without authorization?”

Recruiters already use online methods to attract CLT participants, but the only thing they care for is formal criteria



“How do you maintain food safety with interviewers?”

Currently interviewers carry on foot the day’s worth of samples with them in consumer-grade thermal bags. Consistency of delicate items, such as potato chips, layered curd or yoghurt can’t be reliably maintained

We invite you to “shadow” any of your existing product tests to see how our approach compares to traditional HUTs and CLTs.



We promise you will never look back.

Trial project

- Please share with us your product testing protocol and the results of any of your recent tests conducted with CLT or HUT
- We can use your test samples or choose a product that is available in retail. With former we would require 30% leeway.
- We will implement your test and provide side-by side comparison, as well as the full details on how the project was conducted in the field.



Next steps – roadmap

- After initial roll-out in Moscow we plan to cover St.Petersburg and Yekaterinburg to ensure geographic coverage
- After exiting beta stage we will be offering end clients to fully automate their product testing protocols and maintain libraries of norms. We plan to use Tiburon's "[Fastuna](#)" solution as the backend



Thank you!

