## AGILE ATTITUDES & USAGE<sup>™</sup>

Consumer Exploration

Development & Prioritization

Refinement

## Methodology

A quantitative survey with up to 20 questions to explore shopper attitudes, usage, habits, practices and behaviors.



**Our Approach** 

300+ respondents, gen pop or targeted audiences 4

Identify key

hypotheses to

investigate



Align on survey questions

### Deliverables in 7-11 days





#### PURCHASE DECISION (N=300)

Price and Brand are the most likely to be ranked as the most important attributes in purchase decisions



# GutCheck 🔁

### Product available in USA, UK, AUS, CAN Coming soon in BRA, CHN, FRA, GER, IND, MEX, SPA