



# plusfour

## MARKET RESEARCH LIMITED

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Founded  
in 1977



23,000+  
Projects



Global  
Studies



In-house  
expertise



Viewing  
Facility

## SERVICES



Qualitative  
Research



Quantitative  
Research



Reporting &  
Analysis



Fieldwork &  
Recruitment

### CREATIVE DEVELOPMENT

We provide purposeful design to get under the skin of potential audience(s), to help inspire your creative strategy. Using a rich mix of approaches (e.g. ethno, video diaries, socials, expert IDIs), we delve into their lives presenting to you a deep understanding of needs and motivators along with cultural and societal insights.

### CONCEPT TESTING

Our experienced research team uses both qual (e.g. online communities, focus groups) and quant (e.g. online, WhatsApp and in-person surveys) techniques, to test the impact of your messaging and storyboard options. We deliver actionable insights that reassure your clients and help you take you move your campaigns forward with confidence.

### ADVERTISING EFFECTIVENESS

We gather data on campaigns including pre/post launch awareness and/or evaluation(s), and longer term tracking. This evidence base enables you to make informed decisions and optimise campaign performance. We will visualise results for easy comprehension and sharing with clients, of course highlighting key take-aways.

## SPECIALITIES

FOOD & DRINK

ALCOHOL & TOBACCO

BEAUTY & PERSONAL CARE

RETAIL INC. FASHION

OTHER FMCG

OTHER HOUSEHOLD PRODUCTS

ENTERTAINMENT & TECH

AUTOMOTIVE

TRAVEL & TOURISM

HOSPITALITY

PUBLIC SECTOR

## ETHOS

- We cut out the background noise, connecting you directly to the thoughts, feelings, wants and needs of your customers.
- We bring our energy and experience to every research project, becoming a friendly, expert extension to your team.
- We are passionate about finding thought-provoking insights that allow you to make confident, informed decisions, driving positive change, contributing to and building on the success of your organisation.