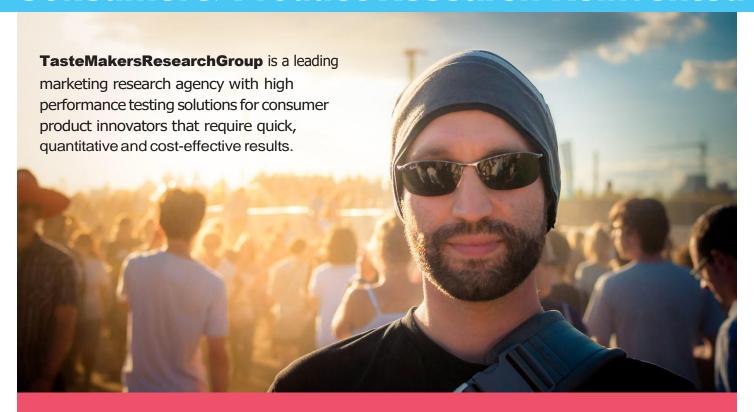


## **Consumer& Product Research Reinvented**



The PopUpCLT™ (Central Location Test) is the first product testing solution for fast, affordable and flexible consumer research

## **ADVANTAGES OF THE POPUP CLT™**

- Ideal for consumer taste tests, package evaluations, mobile app testing and user experience research
- Natural, anonymous and familiar settings create trust and elicit honest insights
- Supports completion of up to several hundred product evaluations perday
- Participants are highly engaged and immediately rewarded with customized incentives

|  |                               | COST        | SPEED | QUANT.   | CONTROL | FLEXIBILITY |
|--|-------------------------------|-------------|-------|----------|---------|-------------|
|  | PopUp CLT™                    | <b>&gt;</b> | >     | <b>✓</b> | >       | <b>✓</b>    |
|  | Traditional<br>CLT            |             |       | <b>/</b> | ?       |             |
|  | Focus Groups                  |             |       |          |         | ?           |
|  | iHuts, In-Home<br>Use Testing | ?           |       | _/       |         |             |
|  | Mall<br>Intercepts            | ?           |       | <b>/</b> |         |             |