

# Consumer & Product Research Reinvented

**TasteMakersResearchGroup** is a leading marketing research agency with high performance testing solutions for consumer product innovators that require quick, quantitative and cost-effective results.



**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 per day
- Participants are highly engaged and immediately rewarded with customized incentives

	COST	SPEED	QUANT.	CONTROL	FLEXIBILITY
PopUp CLT™	✓	✓	✓	✓	✓
Traditional CLT			✓	?	
Focus Groups					?
iHuts, In-Home Use Testing	?		✓		
Mall Intercepts	?		✓		