Packaging Test Research in the Modern Age

2018
Why test packaging?

Packaging tells your story.

- For most products, packaging is their largest messaging device.
- For many products, packaging is the sole communications device.

Why Test Packaging?

**For Love and Money**
Often, marketers seek out packaging that consumers claim they like and will purchase.

**Telling Your Story**
Packaging graphics should tell your product’s story, including how that story differs from competitors.
Packaging designs frequently change over time.

- For well known brands, it is important to change via “evolution” vs. “revolution”.
Risk of revolution

But revolution can be painful—and expensive.

Risks of Revolution

**Alienation:**
Brand loyalists may be dismayed if the visual identity of their favorite brand strays too far from home.

**Findability:**
Consumers may not be able to locate the product on the shelf.

**CASE STUDY: Tropicana**
In 2008, Tropicana made a significant package change, resulting in a massive loss of sales. The new design suffered from both Alienation and Findability.
The many roles of package graphics testing

A solution for every step.

- Consumer Insights offers package testing solutions for each step of the design process, ranging from before the first design is drawn, through the final graphics evaluation.

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**Pre-Design**

- **Pack-Decode**
  - Evaluates package graphics currently in the market.
  - Decodes the category’s package graphics language.
  - Determines competitors’ packaging message (story).

**Early Design Evaluation**

- **Pack-Screener**
  - Prioritizes multiple early designs.
  - Provides objective feedback to the design prioritization process.
  - Determines which designs tell the product proposition (story).
  - Helps decode the category’s package graphics language.

**Pre-PRS/Eye Tracking**

- **Pack-Check**
  - Reduces the risk of failing the final stage-gate.
  - Low cost, fast insurance.
  - Measures packaging effectiveness pre-final PRS/eye-tracking test.
  - Provides final input before design lock.
  - Can also be used for disaster checks on lower priority brands.

**Final Evaluation**

- **Pack-Evaluator**
  - Comprehensive package testing.
  - Measures package graphics against design objectives.
  - Measures shelf impact.
  - Ensures design evolution vs. revolution.

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Go Deeper.
Pre-Design

Pack-Decode
Every category has a package language, what is yours?

- Before the agency creates the first design, we can help decode how consumers interpret package graphics.
- This can include: claims, images, colors, artistic style, etc.

“I’m Adventurous”

“I’m Healthy”

“I’m Cool”

“I’m Refreshing”
Pre-Design: Telling stories?

SONAR Pack-Decode evaluates competitors’ packaging stories.

- This allows the design team to understand which images, colors and words cue different perceptions and emotions.
- This is used by creatives to more articulately tell the brand story.

Packaging Communication

<table>
<thead>
<tr>
<th></th>
<th>ARGO TEA</th>
<th>ARIZONA</th>
<th>SNAPPLE</th>
<th>GOLD PEAK</th>
<th>HONEST TEA</th>
<th>BRISK</th>
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<tbody>
<tr>
<td><strong>STORY-TELLING</strong></td>
<td></td>
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<tr>
<td><strong>ATTRIBUTES</strong></td>
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<td>Friendly</td>
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</tr>
</tbody>
</table>

Go from Brief to Final Faster

Understanding how your competitors tell their stories assists in telling yours. You will find this can drive an optimized design process.

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Mapping can simplify story telling.

- Using attribute ratings, we can determine where different brand packages are located on a perceptual map.
- This helps us understand how graphics translate to story.

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**Great Taste**

- Indulgent
- Adventurous
- For special occasions
- Many flavor options
- For every day
- For the whole family
- Healthier than other options
- Better for me
- Simple
- Good for me
- High-quality
- Natural
- Real
- Authentic
- For my kids
- A good value
- Convenient
- Low cost
- Premium
- Inexpensive

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Packaging Test Research in the Modern Age ● Page 9 ● 2017
Pre-Design: Learning the language

Tell me your story...

- By understanding what each package says, we can deduce what different design elements cue.
- This can then be translated into a design element language.

CAUTION: This analysis is for discussion only and is not based on real data!
SONAR Pack-Decode: Interview Flow

SONAR Pack-Decode evaluates current brands in the market.

- Each consumer can evaluate up to four package designs.

1. Screener
   - Recruitment
     - Select appropriate consumers

2. Direct Package Diagnostics
   - Direct Package Exposure
     - Show single package
   - Purchase Intent
     - Measure purchase intent and key metrics
   - Attribute Batteries
     - Measure brand and packaging attributes
   - Enhanced Personality Battery
     - A battery designed to measure the personality communicated

3. Profiling
   - Demos
     - Collect demos and behaviors

Repeat for up to four designs.

Input Stimuli

Current design plus three to eight competitor designs

Generally, the two largest competitors are used along with other brands that make a statement. Smaller brands are often the most articulate because they rely entirely on their packaging to tell their story.
Early Design Evaluation
Early Design Evaluation: Prioritization

So many designs, which should move forward?

- SONAR Pack-Screener provides objective consumer input on which designs have the greatest potential.
- Pack-Screener also provides insight on how designs can be improved.

Design Choices

Current

Design 1

Design 2

Design 3

Design 4

Design 5

Too Many Options

Brands are often presented with several potential early design options. Absent of objective consumer feedback, designs are selected based on subjective aesthetic preference.
SONAR Pack-Screener provides objective insight into consumer preference.

- It not only identifies whether your packaging is liked, but also purchase interest and whether it is unique.

### Packaging Key Metrics Summary

<table>
<thead>
<tr>
<th>DESIGN</th>
<th>Key Metrics Summary</th>
<th>Composite Score</th>
<th>Purchase Interest</th>
<th>Liking</th>
<th>Unique</th>
<th>Fits Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT</td>
<td>Different but not desired</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>H</td>
<td>H</td>
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<tr>
<td>DESIGN 1</td>
<td>Poor performer</td>
<td>L</td>
<td>H</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>DESIGN 2</td>
<td>High interest, lacks fit to concept</td>
<td>H</td>
<td>H</td>
<td>M</td>
<td>M</td>
<td>M</td>
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<tr>
<td>DESIGN 3</td>
<td>Liked but doesn’t drive purchase</td>
<td>M</td>
<td>L</td>
<td>H</td>
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<tr>
<td>DESIGN 4</td>
<td>Poor performer</td>
<td>M</td>
<td>H</td>
<td>M</td>
<td>L</td>
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<tr>
<td>DESIGN 5</td>
<td>High interest, lacks uniqueness</td>
<td>H</td>
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</tbody>
</table>
Early Design: Does it tell my story?

SONAR Pack-Screener evaluates competitors’ packaging stories.

- This allows the design team to understand which images, colors and words cue different perceptions and emotions.
- This is used by creatives to more articulately tell the brand story.

It is not enough to be liked.

Your package design must tell the product story. This is necessary to differentiate products from their competitors.

**Packaging Communication**

**STORY-TELLING ATTRIBUTES**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Priority</th>
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<tbody>
<tr>
<td>Adventurous</td>
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<tr>
<td>Authentic</td>
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<td>#3</td>
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<td>Natural</td>
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<td>Efficient</td>
<td>Avoid</td>
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<td>Protective</td>
<td>Avoid</td>
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</tbody>
</table>

**Match to Story**

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>DESIGN 1</th>
<th>DESIGN 2</th>
<th>DESIGN 3</th>
<th>DESIGN 4</th>
<th>DESIGN 5</th>
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</table>

Only designs #2 and #5 clearly tell the proposition story. Every other design is missing at least one key element.

Design #4 tells a story line the brand is trying to avoid.
Early Design: Learning the Language

Mapping can simplify brand positioning.

- Using attribute ratings, we can determine where different brand packaging is located on a perceptual map.
- This helps us understand how graphics translate to image.

![Perceptual Map Diagram]

Note: This is the same methodology used in Pack-Decode.

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Shoppers can evaluate up to three package designs. Each participant sees the current design and two others.

1. **Screener**
   - **Recruitment**: Select appropriate consumers

2. **Direct Package Diagnostics**
   - **Direct Package Exposure**: Show single package
   - **Purchase Intent**: Measure purchase intent and key metrics
   - **Attribute Batteries**: Measure brand and packaging attributes

3. **Comparison**
   - **Head-to-Head Comparison**: Show new designs & current design; measure preference

Repeat for current & new designs.

4. **Concept Fit**
   - **Brand Fit to Concept**: Show underlying concept and measure fit to concept

5. **Profiling**
   - **Demos**: Collect demos and behaviors

**Input Stimuli**

**Current design plus three – 12 new designs.**

For the test to be most effective, the designs should be highly diverse. The more designs, the better.
Pre-PRS/Eye Tracking

sonar Pack-Check

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Failing PRS/Eye Tracking can be a major setback.

- Senior management often requires eye-tracking research when major brands change package graphics.
- But eye tracking can be expensive and time consuming.
- Brand managers must wait to see if at least one of the designs passes.

SONAR Pack-Check can be used to reduce risk and stress.

- Pack-Check can ensure that the new proposed design is likely to “win” in PRS while adding as little as two weeks to the schedule.
- In addition, because of the significantly lower cost, a larger number of designs can be tested—therefore increasing the likelihood of one being successful.
- In some cases, Pack-Check can reduce the total testing expense, since fewer designs will go into the final test.
SONAR Pack-Check can also serve as a disaster check for lower profile brands.

- Pack-Check is fast and cost-effective, making it perfect for brands you love, but can’t invest behind.

Testing sub-brands and product variations:

- Pack-Check can also be used for product variations/sub-brands.
- It is frequently too expensive to PRS test each sub-brand or product variation.
- Instead, brands might test only the master design but not each implementation. But with Pack-Check, it is cost effective to test multiple sub-brands/variants.
Shoppers evaluate up to three package designs.

- Each participant sees the current design and two others.

1. **Screener**
   - **Recruitment**
     - Select appropriate consumers

2. **Direct Package Diagnostics**
   - **Direct Package Exposure**
     - Show single package
   - **Purchase Intent**
     - Measure purchase intent and key metrics
   - **Attribute Batteries**
     - Measure brand and packaging attributes

3. **Comparison**
   - **Head-to-Head Comparison**
     - Show new designs & current design; measure preference

Repeat for current & new designs.

4. **Concept Fit**
   - **Brand Fit to Concept**
     - Show underlying concept and measure fit to concept

5. **Profiling**
   - **Demos**
     - Collect demos and behaviors

---

**Input Stimuli**

Current design plus one to four new designs.

Generally, stimuli consist of a current and two test designs. Brands may occasionally choose to test more designs because they can’t cut the list down.
Final Evaluation

Pack-Evaluator

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Final Design Evaluation

SONAR Pack-Evaluator - the next best thing to eye tracking.

- Not every packaging change justifies the cost and time required for eye tracking studies.
- SONAR Pack-Evaluator provides highly effective package testing, including shelf impact and evolution vs. revolution.
  - It is comparatively fast and cost effective.

Does design deliver on story?

Measure level of consumer interest

Ensuring design evolution vs. revolution

Measure shelf impact
Shelf impact is a key packaging metric.
- Shelf impact measures how noticeable your package is and whether your brand is associated with the package.

Best-in-class shelf impact is measured in-person.
- In-Person: Best-in-class packaging tests use in-person interviews with full size shelf sets and eye tracking. This is both expensive and time consuming.
- Online: Traditional online research shelf sets are too small in size to evaluate packaging impact and brand recognition.

Online packaging icons are too small to create a realistic shelf impact measurement.
The next several slides demonstrates the SONAR Animated Shelf Set.

- The shelf set simulates a shopper’s walk down the aisle.

**Animated Shelf Sets**

When shoppers walk down the store aisle, they bring different items into focus.

The Animated Shelf Set simulates the shopper experience by bringing selected items into focus.

Please switch presentation to “Slide Show” mode, and then hit the “Space Bar”.

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First, a total shelf set is displayed to create context.

Products are presented full size to emulate an aisle walk.

The package views are timed to provide a consistent experience.
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NEW!

Quaker Whole Hearts

Lightly sweetened oat cereal

NET WT. 12.3 OZ. (350g)

Quaker Whole Hearts can help lower cholesterol when part of a diet low in saturated fat and cholesterol, which may reduce the risk of heart disease. 3g daily are needed. This product provides 3g grams.

Consumer Insights

Maximized with SONAR Strategies
Sonar Pack-Evaluator: Brand Awareness

Shelf impact is measured through brand and product awareness.
- Consumers are asked which brands they remember seeing.

Which products did you see?
- Corn Flakes
- Life Cereal
- Quaker Whole Hearts
- Special K
- Wheaties
- Raisin Bran
- Honey Bunches of Oats
- Frosted Mini-Wheats
- Crunch Berries
- Grape Nuts
- Fruit Loops

We determine which products they remember seeing.

Note: Some products in the list were *not* on the shelf set.
Debranded packaging is used to determine brand recognition.

Which brand do you believe this package is for?

- Gain
- Tide
- OxiClean
- Arm & Hammer
- Purex
- GreenShield
- Woolite
- Persil
- Ecos
- Xtra
- Dynamo

A “de-branded” package is displayed.

The participant is asked:

- Whether they remember seeing the package on the previous shelf set
- What brand they believe the package is

This exercise is repeated three times:

- Test package
- Competitor
- A package that was not on the shelf set (to measure ghost awareness)
Direct package exposure is used for diagnostics.

- All designs are evaluated in a sequential monadic format.
  - Up to three designs can be shown to each respondent.

### Packaging Attributes

- Attractive
- Cluttered
- Informative
- Outdated
- Confusing
- Unique/special
- Modern
- Fashionable
- Elegant

### Story Telling

(Brand Attributes)

- Healthy
- Inexpensive
- Natural
- Great tasting
- A product for me
- For the whole family
- A good value
- A brand I trust

### Key Metrics

- Purchase intent
- Likeability
- Comparison to current
- New and different

### Packaging Attributes

- Attractive
- Cluttered
- Informative
- Outdated
- Confusing
- Unique/special
- Modern
- Fashionable
- Elegant
SONAR Pack-Evaluator provides objective insight into consumer opinions.

- It not only tells whether your packaging is liked but also purchase interest and whether it is unique.

### Packaging Summary

**KEY METRICS**

<table>
<thead>
<tr>
<th></th>
<th>CURRENT</th>
<th>DESIGN 2</th>
<th>DESIGN 5</th>
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<tr>
<td><strong>Composite Score</strong></td>
<td>M</td>
<td>H</td>
<td>M</td>
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<tr>
<td><strong>Consumer Interest</strong></td>
<td>M</td>
<td>H</td>
<td>M</td>
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<tr>
<td><strong>Purchase Interest</strong></td>
<td>M</td>
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<tr>
<td><strong>Liked</strong></td>
<td>H</td>
<td>H</td>
<td>H</td>
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<tr>
<td><strong>Shelf Impact/Design Evolution</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelf Impact (brand awareness)</td>
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<td>H</td>
<td>M</td>
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<tr>
<td>Evolution (brand recognition)</td>
<td>H</td>
<td>H</td>
<td>L</td>
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<tr>
<td><strong>Proposition Fit</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Fits concept</td>
<td>H</td>
<td>H</td>
<td>H</td>
</tr>
<tr>
<td>Tells story</td>
<td>M</td>
<td>H</td>
<td>H</td>
</tr>
</tbody>
</table>
SONAR Pack-Evaluator: Does it tell my story?

SONAR Pack-Evaluator measures delivery of the packaging story.

- This is reported both in data and visual map formats.

Note: This is the same methodology used in Pack-Decode.
Seven batteries are used to provide a comprehensive package evaluation.

**Virtual Shelf Set Experience**
Walk-through animation delivers a more real-world shelf experience.

**1. Screener**
Recruitment
Select appropriate consumers

**2. Shelf Impact**
Animated Shelf Exposure
Expose shelf set through virtual walk-through
Brand Awareness
Was the package noticed on the shelf?

**3. Package/Brand Recognition**
De-branded Package Exposure
Show package with brand removed
Product/Brand Recognition
Was the package associated with the brand?

Executed three times:
1) Test Package
2) Competitor Package
3) Dummy package that was not in shelf set

**4. Direct Package Diagnostics**
Direct Test Package Exposure
Show single package
Purchase Intent
Measure purchase intent and key metrics
Attribute Batteries
Measure brand and packaging attributes

Repeat new designs & current design.

**5. Comparison**
Head-to-Head Comparison
Show new designs & current design; measure preference

**6. Concept Fit**
Brand Fit to Concept
Show underlying concept and measure fit to concept

**7. Profiling**
Demos
Collect demos and behaviors
Methodology Comparison

SONAR’s packaging test toolkit provides a solution for every design phase.

<table>
<thead>
<tr>
<th>Design Phase</th>
<th>Before designs created</th>
<th>After initial designs created</th>
<th>1) Pre-PRS/Eye Tracking</th>
<th>Final Designs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Purpose</td>
<td>Understand graphics language</td>
<td>Prioritize early designs</td>
<td>2) Final designs</td>
<td>Measure packing effectiveness</td>
</tr>
<tr>
<td>Input Stimuli</td>
<td>Current packaging plus 3 – 8 competitor packages</td>
<td>Current design plus 3 - 12 new designs</td>
<td>Current design plus 1 - 4 new designs</td>
<td>Current design plus 1 – 2 new designs</td>
</tr>
<tr>
<td>Measured</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Graphics Language</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Design Preference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Story Telling</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Evolution/Revolution</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Timing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of business days*</td>
<td>10 days</td>
<td>10 days</td>
<td>12 days</td>
<td>15 days</td>
</tr>
</tbody>
</table>

* Timing: Business days from final stimuli input to early results. Assumes that study has been designed in advance.
Question & Answer

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