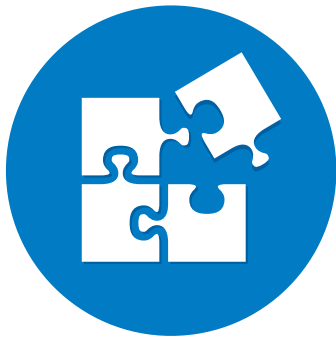


Better Insights, Better Decisions

We deliver insights that decode the shopper and their omni-channel experience, ignite brand strategy and help marketers develop meaningful innovation



Brand Strategy

Brand Positioning

Brand Health and Optimization

White Space Identification



Product Innovation

In-Home Usage Testing

Concept Screening and Prioritization

Communication Testing & Optimization



Shopper Insights

In-Store / E-Commerce Path to Purchase

Omni-Channel Optimization

Decision Tree Modelling

Let's start the conversation with a complimentary shopper insights presentation.

Topics include: How to win with E-Commerce, Understanding the Omni-Channel Shopper Mindset, Foundational E-Commerce Insights, General Shopper Trends



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Helping Clients Grow

“BrandSpark’s work has always been of the highest quality and always helped me get to the core insights so that I could develop the most impactful marketing strategies. They are extremely responsive, flexible and a pleasure to work with.”



Director of Marketing, Consumer Packaged Goods

“BrandSpark’s approach to uncovering consumer insights and delivering strategic recommendations for our brands is unparalleled. They are integrated into our strategic planning process since they are great at translating the consumer insight into action.” - **General Manager, Powersports Manufacturer**

“We have been working with BrandSpark for over four years and in that time have been able to make significant decisions based on the insights that they have uncovered for us. Most of the decisions being made based on their work have had far-reaching implications at the brand and corporate level. BrandSpark has proven their ROI time and time again.” - **Director, Six Sigma Lead Consumer Packaged Goods**

“We were extremely pleased with BrandSpark’s approach both to research and client services – they produced work of the highest quality while remaining flexible to our needs throughout the research process. Most importantly, as a result of their work we have insights that we can apply directly to business decisions, particularly in the area of brand positioning. We now have a much better understanding of where we are and where we need to be as a brand.” - **Vice President of Marketing Restaurant Chain**

“We work with BrandSpark on media efficiency studies. The first study was well received, then we completed a second and are now on to our third. The most useful insight came from understanding our smaller and emerging media points, specifically in-store colour catalogs, paid search and digital display online advertising. The insights and recommendations were compelling enough to persuade skeptical retailers and marketers to change the way that they had always done things. Media efficiency is now part of the program at our company. I strongly recommend BrandSpark for mediaeffectiveness work.” - **Consumer Insights Manager**

Contact us to learn more about how
BrandSpark can help grow your business.