



# BC Agrifood and Seafood Market Development Program

## Market Research Services Pre-Qualified Consultant Description

### CONTACT INFORMATION

<b>Name of Organization</b>	Leger Marketing Alberta Inc. (operating as “Leger”)
<b>Website</b>	<a href="https://leger360.com/">https://leger360.com/</a>
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### DESCRIPTION OF SERVICES PROVIDED

<b>Description of Organization</b>	Leger, formerly NRG Research Group, is a full-service research firm, specializing in market and public opinion research, as well as consumer experience and business-to-business research. We conduct quantitative studies via online, telephone, onsite intercept, mail and panel methodologies. Qualitative research services include online and in-person focus group studies and conducting in-depth individual interviews.
<b>Primary Target Clients</b>	Leger provides market research services on behalf of many private companies, non-profit agencies, federal, provincial, and municipal governing bodies and Crown Corporations.
<b>Areas of Expertise Related to Market Research Services</b>	Leger’s expertise includes public opinion studies, needs assessment and feasibility studies, concept and new product testing, customer loyalty and satisfaction, product, website and service usage and attitude studies, advertising evaluation & effectiveness, employee and stakeholder engagement/ satisfaction, brand equity/ value, segmentation studies, B2B studies and program evaluation/ policy studies.
<b>Number of Years Providing Market Research Services in B.C.</b>	15

<b>PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR</b>	
<i>EXAMPLE 1</i>	
<b>Project Title</b>	Wine and Food Survey for Mark Anthony Brands
<b>Client Type</b>	Primary Producer
<b>Type of Market Research Conducted</b>	The project was a telephone survey and included research and analysis of statistics, consumer behaviours, competitors, and other market information to identify and describe domestic or international market opportunities for specific beverage products.
<b>Scope of Market Research Services Provided</b>	Leger undertook a telephone survey of 800 wine purchasers/consumers across BC. Objectives included understanding attitudes toward the sale of BC VQA wines in grocery stores, as well as attitudes toward BC wines versus imported wines. Leger provided full research services, including a cluster analysis of BC wine consumers.
<i>EXAMPLE 2</i>	
<b>Project Title</b>	Frozen Food Onsite Intercept for McCain Food Canada
<b>Client Type</b>	Primary Producer
<b>Type of Market Research Conducted</b>	The project was an onsite in-person intercept survey and included research and analysis of statistics, consumer behaviours, competitors, and other market information to identify and describe domestic or international market opportunities for specific food products.
<b>Scope of Market Research Services Provided</b>	The client wished to investigate consumer attitudes and preferences on frozen potato products; we decided that an intercept in-store survey would best address this objective. We conducted interviews with shoppers at three BC grocery stores using our proprietary iPads onsite survey app and delivered a full report with recommendations.
<i>EXAMPLE 3</i>	
<b>Project Title</b>	Taste Test & Product Evaluation for BeeMaid Honey
<b>Client Type</b>	Primary Producer
<b>Type of Market Research Conducted</b>	The project involved in-person focus groups. The project included research and analysis of consumer behaviours, competitors, and other market information to identify and describe domestic or international market opportunities for specific agriculture and food products.
<b>Scope of Market Research Services Provided</b>	Leger conducted in-person focus groups with honey consumers in Vancouver. Research objectives included exploring current honey usage, taste testing and choosing preferred packaging. Leger provided full qualitative services for this project including recruitment, discussion guide development, moderation, analysis and final report and presentation.
<i>EXAMPLE 4</i>	
<b>Project Title</b>	Retail-oriented Research Services for North West Company
<b>Client Type</b>	Food Retailer
<b>Type of Market Research Conducted</b>	Methodologies used include telephone and in-person intercept surveys and focus groups. Projects included research and analysis of statistics, consumer behaviours, competitors, and other market information to identify and describe domestic market opportunities for retail sales.

Please note: Content was provided by pre-qualified consultant

<b>Scope of Market Research Services Provided</b>	Leger and its predecessor companies have worked with North West Company (NWC) since 2003. NWC is the parent company of several grocery retailer chains which operate in Canada, US and the Caribbean. Leger's NWC work has focused on collecting and analyzing store customer feedback via telephone surveys, in-store intercept interviews and focus groups.
<i>EXAMPLE 5</i>	
<b>Project Title</b>	Consumer Reactions to Lowering the Calorie Count of Regular Coca-Cola
<b>Client Type</b>	Primary Producer
<b>Type of Market Research Conducted</b>	The project involved in-person focus groups and an online general population panel survey. The project included research and analysis of consumer behaviours, competitors, and other market information to identify and describe domestic or international market opportunities for specific beverage products.
<b>Scope of Market Research Services Provided</b>	Coca Cola Canada Ltd. wished to understand consumer reactions to lessening the calorie count of their regular product sold in Canada. There were two research phases: holding focus groups in BC cities, then conducting an online survey to statistically confirm the findings from the focus groups.

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