



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	Lux Insights
Website	www.luxinsights.com
Contact Person	Jeff Jeffkins, Vice President
Phone Number	604-770-0707
Email	jeff@luxinsights.com

DESCRIPTION OF SERVICES PROVIDED

Description of Organization	Lux Insights is a high-touch, boutique market research agency with offices in Vancouver and Seattle. We are the current winner of the top award for qualitative excellence in North America, but half of our business is quantitative. We have extensive experience in brand strategy research, market profiling, concept testing, communications research, and customer experience.
Primary Target Clients	We work in multiple industries, leveraging best in class approaches for clients in Consumer Packaged Goods, Retail, Agrifood, Real Estate, Technology, Financial Services, Insurance and Public Sectors among others.
Areas of Expertise Related to Market Research Services	<p>Our team is experienced with local, regional and global research, with an equal division of qualitative and quantitative research.</p> <p>Quantitative: Brand design, brand health and brand tracking, usage/attitude, advertising tracking, pricing, customer experience/satisfaction, product/concept testing, web usability, membership studies and program evaluations. We conduct all forms of multivariate analysis including segmentation, discrete choice, max-diff, etc.</p> <p>Qualitative: Focus groups (in-person and online), ethnographies (in-home, remote and shop-alongs), online diaries and one-on-one interviews (in-person, online, video, and telephone).</p>
Number of Years Providing Market Research Services in B.C.	Lux Insights was incorporated and has been operating in BC since 2009

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	Non-Dairy Category Exploration
Client Type	Food processor
Type of Market Research Conducted	Phase 1 – Consumer online survey across Canada Phase 2 – in-home ethnographies Phase 3 – in-market taste tests Phase 4 – focus groups to test packaging
Scope of Market Research Services Provided	Client wanted to better understand the non-dairy market in Canada and required greater consumer insights to help them launch a vegetable-based beverage. Research informed product, positioning, consumer target, and packaging.
<i>EXAMPLE 2</i>	
Project Title	Seafood Concept Exploration
Client Type	Food processor
Type of Market Research Conducted	Focus groups with consumers
Scope of Market Research Services Provided	Seafood company interested in understanding health conscious consumer marketplace to potentially diversify its product line to meet needs of consumers and identify creative and messaging opportunities.
<i>EXAMPLE 3</i>	
Project Title	Meat Attitudes & Usage Study
Client Type	Food processor
Type of Market Research Conducted	Phase 1 – in-person ethnographies in 5 US markets Phase 2 – online survey with 5,000 consumers
Scope of Market Research Services Provided	Client was interested in understand how its brand/product performed in the category and how to grow interest among key segments.
<i>EXAMPLE 4</i>	
Project Title	Dairy Packaging Testing
Client Type	Food processor
Type of Market Research Conducted	Online survey with consumers
Scope of Market Research Services Provided	Concepts were developed based on previous research. Client was interested in testing the packaging concepts to understand which had best impact on driving purchase consideration. We used a competitive shelf-test online as part of the design and analysis. It resulted in clear direction to minimize risk and maximize opportunity to grow the brand and share.
<i>EXAMPLE 5</i>	
Project Title	Apple Brand study
Client Type	Primary producer
Type of Market Research Conducted	Phase 1 – Qualitative research using online discussion boards with consumers in western Canada Phase 2 – online survey with 800 consumers
Scope of Market	Client was interested in understanding how a specific brand performed in the

Please note: Content was provided by pre-qualified consultant

Research Services Provided	category. They received insights into consumer behaviours and attitudes in the category and associated recommendations to build brand and market share.
-----------------------------------	---