



BC Agrifood and Seafood Market Development Program

Market Research Services Pre-Qualified Consultant Description

CONTACT INFORMATION

Name of Organization	ACNielsen Company of Canada
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DESCRIPTION OF SERVICES PROVIDED

Description of Organization	<p>Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. The Buy segment offers fast-moving consumer goods (FMCG) manufacturers and retailers the industry's only global view of retail performance measurement. Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance.</p> <p>Our mission is to provide more than just research; rather, we strive to serve as a full partner with our clients, offering research-driven strategic advice and solutions.</p>
Primary Target Clients	FMCG Manufacturers and Retailers, Food and Beverage processors, Wholesalers/Brokers, FMCG Associations and Provincial/Federal government agencies
Areas of Expertise Related to Market Research Services	Measure sales performance across countries, retailers and channels. Explore and optimize an innovation's value proposition and measure its potential against other products in your category. Understand what's driving sales with consumer and shelf analytics. Optimize merchandising with tools to measure assortment, planograms and out-of-stock items. Understand what marketing activities are driving sales and ROI.
Number of Years Providing Market Research Services in B.C.	Our Vancouver office has been conducting research and providing services to B.C. clients for more than 35 years.

PREVIOUS EXPERIENCE WITH B.C.'S AGRIFOOD/SEAFOOD SECTOR	
<i>EXAMPLE 1</i>	
Project Title	New Product Concept Test
Client Type	Food Processor
Type of Market Research Conducted	Online survey and volume forecast for Year 1
Scope of Market Research Services Provided	<p>After studying 600 product launches, Nielsen identified 12 factors that are common to every winning launch. By evaluating new concepts on these dimensions, clients gain a more reliable and granular understanding of the innovation potential and how to increase chances of success.</p> <p>By empirically linking our models to in-market data, Volumetric forecasting accurately predict sales of the new product, allowing clients to plan production capacity and allocate the right level of marketing support for their launches.</p> <p>Our forecasting model is the only one in the industry to pass the Marketing Accountability Standards Board (MASB) Audit.</p>
<i>EXAMPLE 2</i>	
Project Title	Category Item Ranking Report
Client Type	Food Processor
Type of Market Research Conducted	Point-of-sale data obtained through co-operation with the major retailers, e.g. Loblaw, Save On Foods, Sobey's, etc.
Scope of Market Research Services Provided	This helps us to quantify the size of the category, trends (size, flavour etc.), sales velocity of all items, and uncover pricing and distribution gaps. Not only is this important for sales and market planning, it is also widely used by processors in retailer meetings for category management purposes.
<i>EXAMPLE 3</i>	
Project Title	Why Category sales are declining?
Client Type	Primary Producer and Food Processor
Type of Market Research Conducted	Homescan (Consumer Panel)
Scope of Market Research Services Provided	<p>Our unique Homescan panel captures <u>actual</u> purchase behavior, not claimed behavior. 13,000 panelists are required to scan and transmit all their grocery purchases to Nielsen regularly, such that we can better understand purchase dynamics and how that changes over time.</p> <p>In this study, we uncovered what other products lapsed category buyers are</p>

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	switching to, and the demographics of the lapsed and new category buyers. This allows the client to come up with a defensive strategy for the category, and explore diversification opportunities.
<i>EXAMPLE 4</i>	
Project Title	Consumer Behavior Study
Client Type	Food Processor
Type of Market Research Conducted	Homescan (Consumer Panel) and Online Survey
Scope of Market Research Services Provided	Using the Homescan Panel, we gain a better understanding of the penetration, loyalty, and demographic profiles of our client's brand and their competition. We supplement that with an online survey to understand brand awareness, perceptions and the "why" behind brand purchases. This allows us to identify gaps and opportunities.
<i>EXAMPLE 5</i>	
Project Title	Increasing competitiveness within a Retailer
Client Type	Food Processor
Type of Market Research Conducted	Point-of-Sale Key Account-specific data (e.g. Real Canadian Superstore data)
Scope of Market Research Services Provided	By evaluating the drivers of the category (price, distribution, displays, number of flyers, etc.) and competitors' performance in Real Canadian Superstore, we identified opportunities for our client to increase competitiveness within the banner.

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