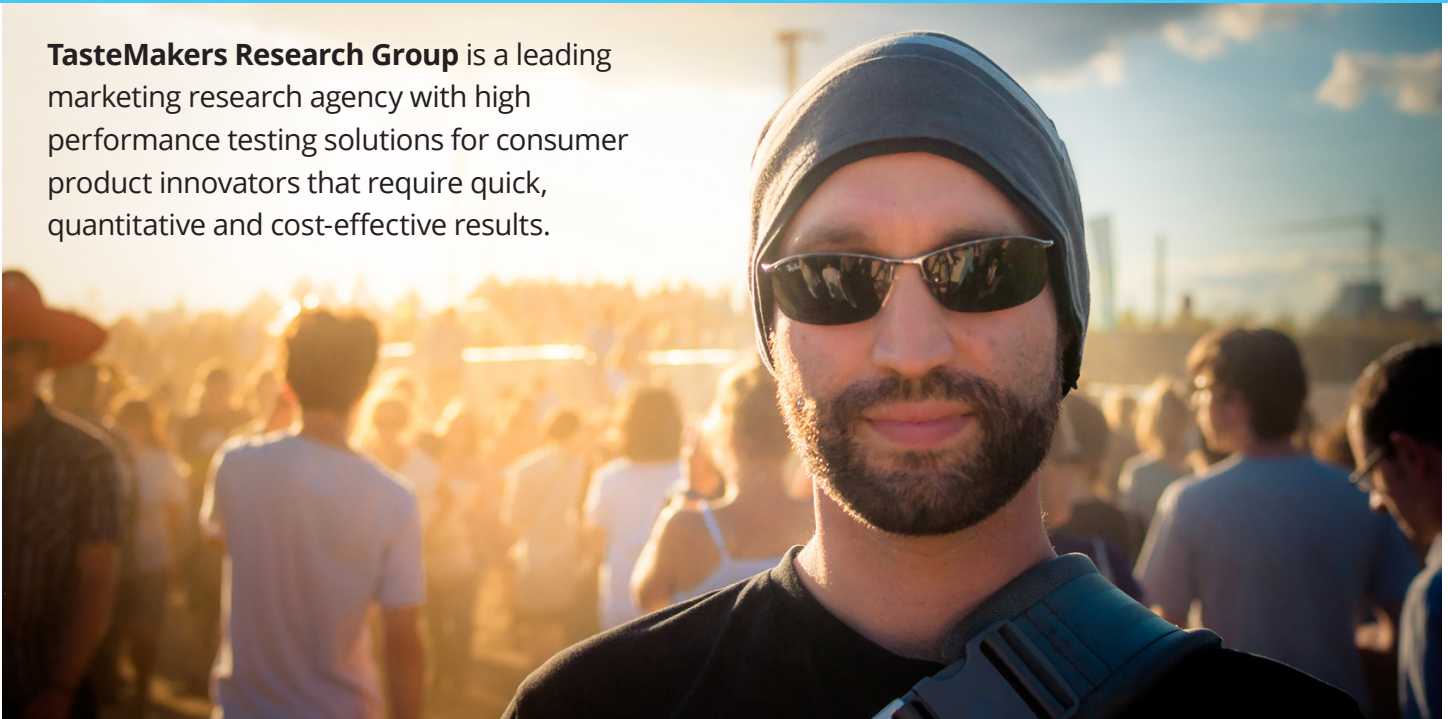


Consumer & Product Research Reinvented

TasteMakers Research Group is a leading marketing research agency with high performance testing solutions for consumer product innovators that require quick, quantitative and cost-effective results.



The PopUp CLT™ (Central Location Test) is the first product testing solution for fast, affordable and flexible consumer research

ADVANTAGES OF THE POPUP CLT™

- Ideal for consumer taste tests, package evaluations, mobile app testing and user experience research
- Natural, anonymous and familiar settings create trust and elicit honest insights
- Supports completion of up to several hundred product evaluations per day
- Participants are highly engaged and immediately rewarded with customized incentives

	COST	SPEED	QUANT.	CONTROL	FLEXIBILITY
PopUp CLT™	✓	✓	✓	✓	✓
Traditional CLTs			✓	?	?
Focus Groups		?			
iHuts, In-Home Use Testing	✓		✓		