

IS YOUR BRAND BREAKING THROUGH STORE CLUTTER?

Since 1972, Perception Research Services (PRS) has specialized in consumer research to develop, assess and improve packaging systems and shopper marketing initiatives. Today, we conduct over 800 studies annually on behalf of marketers, designers and manufacturers, including qualitative research, on-shelf packaging evaluations, in-store, online and in-home studies; far more than any other company.

Our unmatched expertise, global scope and proprietary technology (including *PRS Eye-Tracking*, the gold standard tool for measuring shelf visibility and package viewing patterns) will help ensure that your brand's packaging breaks through store clutter, connects with shoppers and closes sales.

Please visit www.prsresearch.com to access articles and white papers sharing insights from our studies – and to learn more about how PRS can help your brand win at retail.



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