

PERSONALISED INSIGHT REPORTS

Brought to you by The Vegan Society

ABOUT

The Vegan Society has launched a personalised insight report service. This is available for Vegan Trademark clients, businesses with an interest in veganism/vegan products, or those who may wish to collaborate on larger scale vegan-related research.

This report template is designed to offer research inspiration for your business.

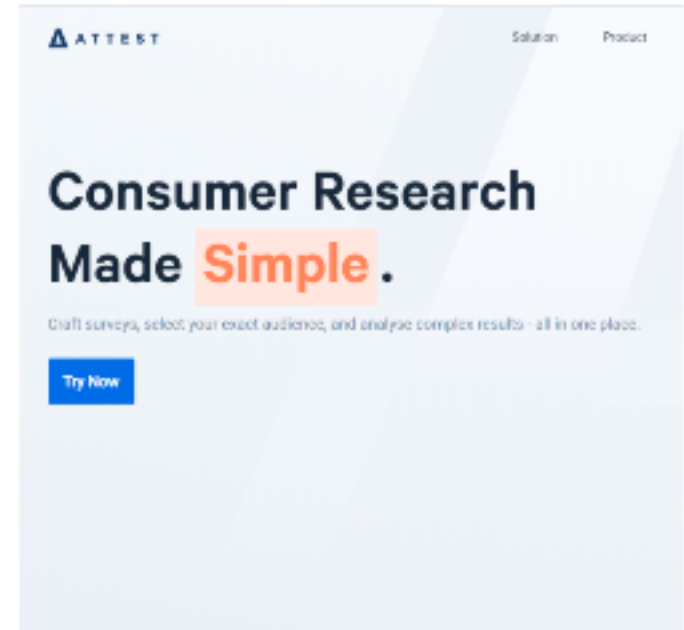
Consumer research can often be a costly and long-winded process. In our experience, businesses rarely have the necessary skills or resources in-house. Out-sourcing can be risky as research agencies struggle to completely understand the vegan consumer and market.

WHAT CAN WE OFFER?

The Vegan Society has partnered with Attest, the global surveying platform for marketers.

With use of their online platform, we have access to millions of individuals around the world and can conduct effective consumer research, in a timely fashion, and to a fair budget.

The Vegan Society has unparalleled understanding of the vegan consumer. Our number one mission is to make veganism mainstream. We help businesses create the products vegans want, making it ever easier to try vegan, go vegan, and stay vegan.



AUDIENCE EXAMPLES

Through Attest we can home in on your target audience and can tailor your audience (for free!) by the following demographics:

- Age
- Gender
- Home region
- Household earnings
- Education level
- Relationship status
- Employment type
- Employment sector
- Parental status
- Pets
- Professional experience
- Homeowner / renter
- Age and gender of child
- Nationally representative sample

QUESTION EXAMPLES

We take an unbiased approach to research, helping you get the answers your business needs. We can utilise different types of questions to get the most from your research. In most cases, we can also include images and video clips, making the possibilities endless:

- Net Promotor Score (pictured)
- Single choice
- Multiple choice
- Ranked
- Grid
- Open text

How likely would you be to recommend this product to a friend?

SELECT AN ANSWER

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all likely

Extremely likely

QUESTION EXAMPLES

Brand tracking against competitors, for example:

- Which of the following XYZ have you heard of?
- Which of these logo's do you recognise?
- Which of these brands do you trust?

Testing new ideas, for example:

- Which of these slogans do you prefer?
- Which words come to mind when you look at this image?
- What do you think is missing in the XYZ category?

RESULTS

Once the survey is complete, we will conduct the data analysis and send you the initial results in a report. This will take into account the key aims of the research, as decided by you from the start. Following this, we will schedule a call to discuss if there are any other areas you would like to delve further into. If so, this will be completed and added into the report, free of charge.

The results can be kept confidential and will never be shared with anyone else. Alternatively, we could use the results to help you gain PR opportunities with our press office.

You will also be able to view the dashboard with interactive results and download the raw data.

RESULT EXAMPLES

We will provide actual figures and percentages, plus data visualisation to suit your business needs.

We aim to work as collaboratively as possible. If you have questions about your results or want pointers on how to use them for external documents or presentations, you can always contact us.

Which of these logos do you recognise?



BENEFITS

Expertise: We combine the expertise of Attest with the market knowledge of The Vegan Society, allowing you to conduct research in collaboration with vegan experts

Trust: The Vegan Society is a highly trusted and respected organisation to partner with, giving your brand increased credibility amongst vegan consumers

Support: Collaborating on research helps to advance the vegan movement, and our campaign work

Exposure: If suitable, we can help with PR and media opportunities

QUESTIONS?

For more information about personalised insight reports for your business, including pricing, or to discuss opportunities for wider scale research, please contact insights@vegansociety.com

If you are interested in becoming a trademark holder, more information can be found on our website at: <https://www.vegansociety.com/vegan-trademark>