

# PERSONALISED INSIGHT REPORTS

Brought to you by The Vegan Society

# ABOUT

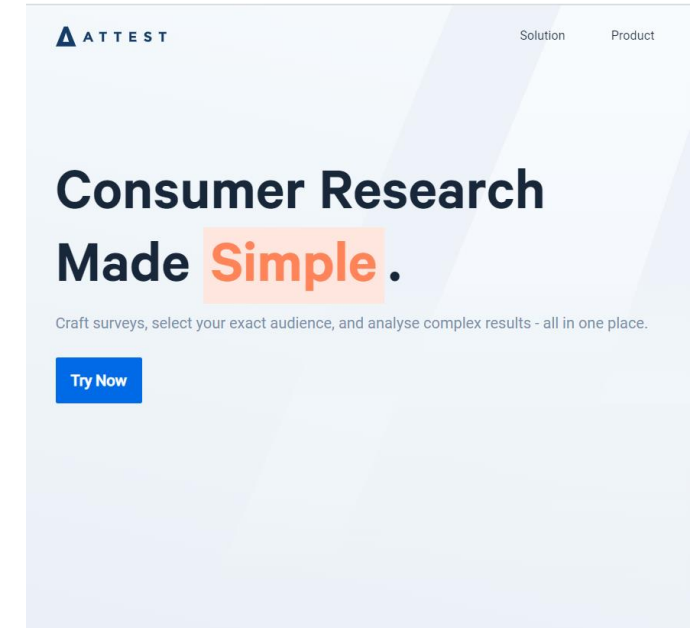
The Vegan Society has recently launched a personalised insight report service for our Vegan Trademark clients. This report template is designed to offer research inspiration for your business.

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

# WHAT CAN WE OFFER?

We have partnered with Attest - the world's first consumer growth platform. With use of their online platform, we have access to millions of individuals around the world and can conduct effective market research, in a timely fashion, and to a fair budget.

The Vegan Society has unparalleled understanding of the vegan consumer. It is our mission to help businesses create the products they 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 target people by the following demographics:

- Age
- Gender
- Dietary preferences
- Home region
- Household earnings
- Education level
- Relationship status
- Employment type
- Employment sector
- Parental status
- Pets
- Professional experience
- Homeowner/renter
- Age and gender of children

# QUESTION EXAMPLES

We always 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 some cases, we can also include images and video clips, making the possibilities endless:

- Net Promoter 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
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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 the logos do you recognise?

Testing new ideas, for example:

- Which of these logos 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

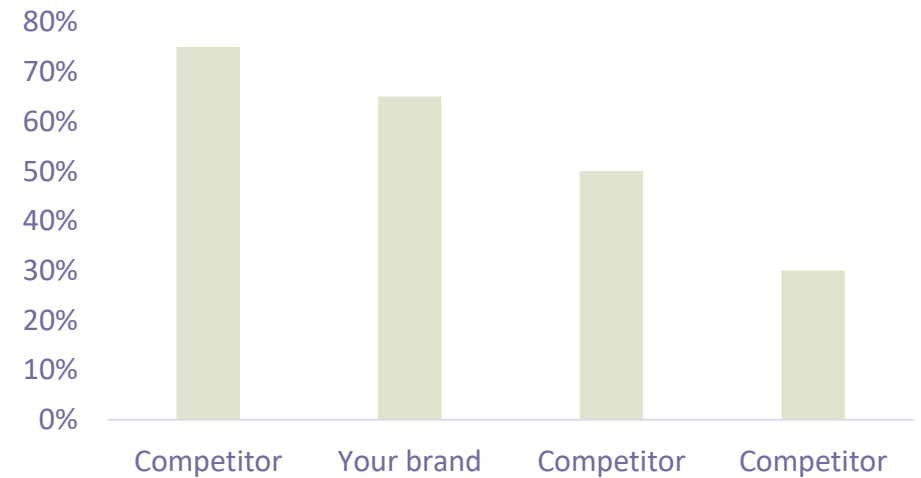
Once the survey is complete, we will conduct the data analysis and send you the initial results in a report. This will take into account the key aims of the research - as decided by you from the start. Once you have had time to look this over, we will schedule a call to discuss if there are any other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

# 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 ever 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?





# QUESTIONS?

For more information about personalised insight reports for your business, including pricing, please contact Louisa (Insight and Commercial Policy Officer) at [louisa.waring@vegansociety.com](mailto:louisa.waring@vegansociety.com)

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