

## Central Location Testing

### THE NEED

A global beverage and soft drink company wanted to conduct taste testing around the world. They focused on 4 brands, 7 prototypes of each brand and 1 competitor in each brand.

Testing required participants aged 16 – 45, mix of gender and all being non rejectors of the beverages. The test took participants 25 minutes and they were rewarded well for their time and their insights. The project was run over 6 months.

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### OUR EXPERIENCE

CRNRSTONE specializes in complex logistics management for your projects. We coordinate venues, participants, recruitment partners and everything else in between.

Our participants respond quickly to interesting and immersive research projects.

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### THE OUTCOMES

**9,000** people recruited

**7** venues

**3** cities



Our CRNRSTONE Soapbox nationwide panel of 105,000+ members is diverse, engaged and ready to share their opinions.

We are actively engaging our panellists and they have been extremely responsive to the many research methodologies employed by our clients; engaging in Central Location Testing, Remote Focus Groups, Online Interviews, Virtual UX testing, Community Platforms, Face to Face Focus Groups and Interviews, Collaborative Creatives, Brand Awareness, Ad Testing, PR and Comms testing and more!

For more information about running your next CLT or other research project and how CRNRSTONE and CRNRSTONE Soapbox can assist, contact Katie Ferro on [katief@crnrstone.com.au](mailto:katief@crnrstone.com.au) or [client.enquiries@crnrstone.com.au](mailto:client.enquiries@crnrstone.com.au) .