

CASE STUDY: **CONSUMER**

# Personal Care Product Testing

## THE PROJECT

**Our client sought public perceptions and insights into the scents of seven new products against competitor offerings.**

Entrusting Roots with this task, we orchestrated and oversaw tests for these products with participation from 60 respondents fitting the profile of their consumer base. We were able to offer our centrally-located multi-use market research viewing facility to accommodate the research, providing all required amenities and equipment.

## THE PROFILES

The target profiles were males aged 18–35 who regularly used personal care products (including fragranced body wash) on a weekly basis. We were tasked with sourcing a range of non-smoking brand purchasers without extreme sensitivities/allergies who all were decision-makers in product purchasing.

As the research was conducted at the viewing facility housed within our offices in central Brighton, all participants needed to be located in or within a commutable distance to Brighton.

## THE PROCESS

We recruited product testers using our proprietary panel, Take Part In Research. Outreach was comprised of a mixed approach involving email outreach to panel members who were likely to be applicable (based on referencing the recruitment criteria against our existing data points on said members) and localised social media marketing.

Applicants were screened using our highly-trained calling team abiding by our standard recruitment processes — we booked participants who fit the relevant criteria and were available for the central location product test (CLT) on the given fieldwork dates.


The fieldwork itself took part over 2 days, with the product test and accompanying survey being completed by a minimum of 60 participants per day within given timeslots. This involved preparing a minimum of 420 samples to be tested on day 1, with a further 60+ on day 2. Whilst testing these products, all participants were assisted in completing the required survey by Roots Research staff moderating the fieldwork.

## KEY FIGURES:

**72**  
recruits for 60  
completes

**480+**  
products tested

## RESEARCH METHODOLOGY

 Central Location  
Product Test (CLT)

## THE OUTCOME

We achieved the requisite number of product tests and survey completes for both days across the consumer sample. Thanks to our rigorous recruitment, we secured a good mix of product testers within the target profile spec. Achieved the minimum number of survey completes each day across the consumer sample.

