

ADVERTISER SPONSOR TESTIMONIALS

“ We use brand level data extensively to really help define our product consumer profile and identify key opportunities and insights to connect with that consumer. It represents an important part of our research arsenal. ”

Kristine Sherliker | Lead Communications Manager | Unilever (Canada)

“ I have been leveraging PMB product and brand data for over 10 years with various beverage brands, most recently with Oyster Bay Wines and have not seen anything better out there for the price. I cannot imagine working with out it.

Since the late 1990s with Coke I have successfully leveraged PMBs category product profile data often cross tabbed with media, leisure and consumer demographics or cluster segments. PMB is a key element of insights provided to our customers / liquor boards.

Often it's the powerful insights based on PMB data that generates meaningful dialogue, demonstrates our own understanding of the wine consumer and enhances our relationship with Liquor Boards across Canada. When used intelligently it clearly gives you a competitive advantage and garners praise in our industry. PMB data provides companies like ours more accurate consumer consumption rates when combined with sales that are much better than typical per capita measures provided by other sources. With recent enhancements, PMB data continues to be an invaluable asset on many levels and more than worth the investment. ”

Steve Rayner | National Business Planning Manager | Oyster Bay Wines (Canada) Limited

