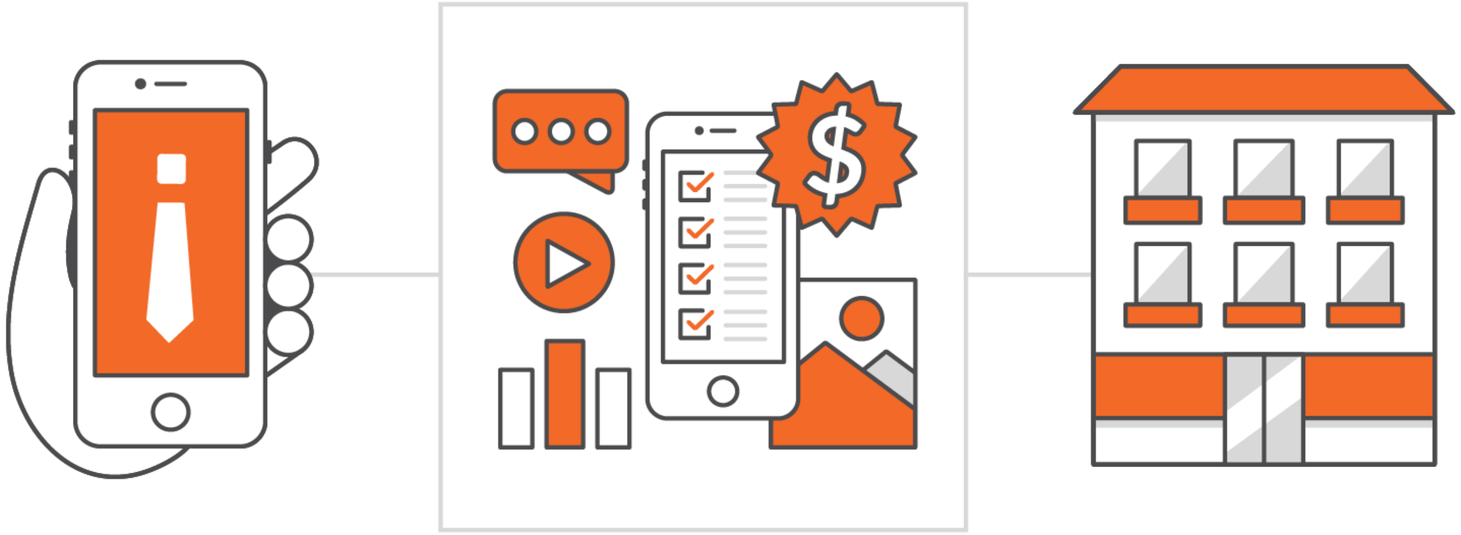
FIELDAGENT®

Changing the way the world collects business information & insights

We have created…

A POWERFUL DATA COLLECTION ENGINE



FIELD AGENT®

Real Shoppers + Their Smartphones

Collecting data ANYWHERE. ANYTIME.

SHOPPER INSIGHTS

Mobile Research meets shoppers where they are to produce fast, reliable, in-the-moment insights

Surveys

Concept Testing

Buy & Try

Virtual Shopalongs

IHUTs

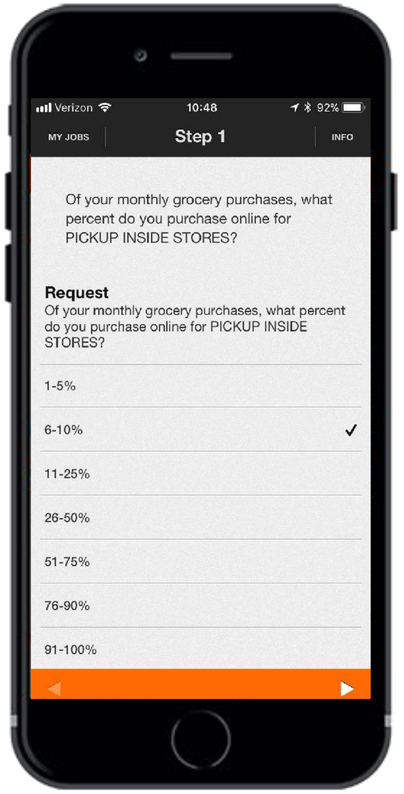
FIELD AGENT®

Types of Data

PHOTOS

VIDEOS

INFO



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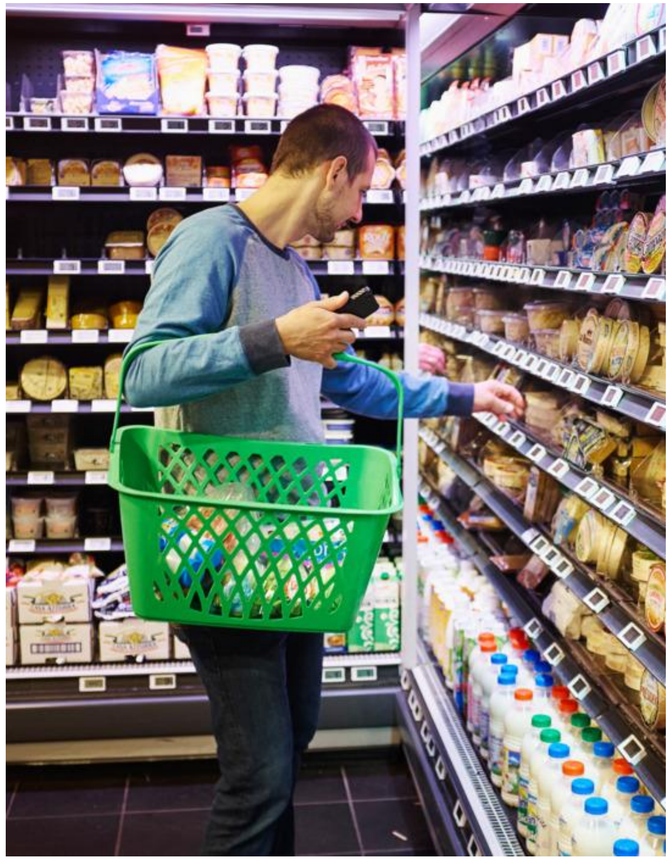
VIRTUAL SHOPALONGS



At-Home **In-Store** **Consumption**

Sobeys Condiments Section

Responses

Sort Responses By:

1927938 - KAYLA , NA - GRAND FALLS-WINDSOR

Jun 8, 2019 4:20:09 PM

Hi there, I'm recording this video for field agent. What I like about this store today is that there's lots of barbecue sauces on sale right now. So barbecue season is coming upon us and lots of people are new barbecue sauce. What I dislike right now about so obese is that they don't offer this sweet baby Ray's barbecue sauce anymore. It's nowhere here on the shelf. It's one of my favorite barbecue sauces and unfortunately it's not here anymore. So I tend to lean towards the Diana sauces now. They have a great selection. They have marinated and just regular barbecue sauces. Usually they are about almost $4 and 50 cents but today, they are 299 So usually I will stock up on these berries and sauces further back to season.

This transcript is currently awaiting approval

age	NA
location	GRAND FALLS-WINDSOR
name	KAYLA

Anywhere

Low Cost

Quick Response

Who Needs To Know?

Shopper Marketing

Shopper Insights

Category Management

Brand Management

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