

AclaraResearch

We help brands understand their consumers



LEVERAGE
OUR ACCESS
TO

30,000

cannabis and CBD consumers

Market Specific insights into the drivers
of purchase intent and profitability



Consumer Product Testing: How It Works

- Develop products that meet the needs of your target consumer
- Identify the drivers of purchase intent
- Measure consumer preference BEFORE market launch



DETERMINE
BUSINESS
OBJECTIVE



TARGETED
CONSUMER
DISTRIBUTION



IN-HOME
PRODUCT
TESTING



RESULTS
AND
ANALYTICS

In cannabis, **product innovation matters.**

With best-in-class research and analytics, our product innovation tools are essential to client development of new product ideas, product messaging, packaging, design and launch strategy.

- Test new products with your target consumer before launch
- Increase ROI of your product innovation
- Determine if Brand Messaging Resonates
- Get Feedback on Packaging Design
- Win at Retail and outperform competitors



Contact us to learn more: cbrace@aclararesearch.com