

When time is tight but comprehensive insights are critical
20/20 Accelerator provides rapid access to
US-wide consumers, in one San Francisco location



- Dynamic live-recruitment for immediate access to diverse, fresh consumers from across the U.S.
- Observable for key players to see & hear “multi-sensory” in-depth consumer discussions first hand
- Experienced strategic moderator digs for deeper directional insights
- Seasoned back room facilitator encourages active listening & captures insights
- Immediate de-brief merges fresh consumer insights with client expertise to clarify actionable solutions, captured in a real-time report

Delivering Insights into Action—in one place, in one day!

20/20 ACCELERATOR Delivers fast-turnaround, in-depth consumer understanding to inform critical decisions. Our accelerated approach will deliver a comprehensive, dynamic, informative experience with immediate interactive debrief and real-time report. Turning insights into action fast—without compromising quality.

Our Approach in More Detail

- Conducted in a busy district of San Francisco that has 15 million visitors a year from across the U.S. including conference attendees from many professions, tourists, families, students, etc.
- Single location access to US-wide consumers allows more of the key players to attend, saving travel and time.
- Live-recruitment of fresh target consumers, who can be fine-tuned “on the fly” as needed.
- Our observation studio is right there to provide first hand, immediate feedback for the decision team.
- Strategic moderators carry out in-depth discussions with up to 24 consumers per day.
- A seasoned facilitator in the viewing room encourages active listening for a greater depth of insights.
- An interactive de-brief at day’s end summarizes key insights to interrogate their value in shaping decisions.
- Our live transcriber provides an immediate report of insights AND actions you can take away with you.
- Private, exclusive-use facility ensures confidentiality.
- **From project briefing to completion in just 3 – 4 days!**

CONTACT US Wharf Research is a full service research company. A leader in unearthing consumer insights that inspire the right decisions for a wide range of consumer-driven brands. Find out more about 20/20 Accelerator and our other research services by visiting our website: **www.wharfresearch.com** or reaching out to one of us directly!

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FACILITY Wharf Research® – An Inspirational Place to Listen, Debate, and Agree Actions

Wharf Research, located in the heart of San Francisco, is a uniquely stimulating and versatile facility, designed and equipped to accommodate a wide range of qualitative and CLT projects. We feature:

- Two spacious viewing & focus rooms designed for flexibility
- A full commercial kitchen

Designed to inspire in-depth insights and great decision making, Wharf Research incorporates stunning views of the San Francisco Bay. For each project, we transform the space into different environments: a living room for conversation; stations for a product or taste test; or even a retail environment, complete with shelf sets. Of course, we can also stage the space for corporate meetings, ideation sessions, and traditional focus groups.



Technology Capabilities

With a full complement of AV systems, broadband access, and computer workstations, we can support all your necessary testing and connectivity needs.

Other Research Services

Hot Button Directive – Qualitative diagnostic concept/product or package/product “fit”

Steering Research – Qualitative, immersive, interactive to explore what, why, how, when and what if... all within a consumer’s frame of reference

Q2 CLT’s – Qual/quant hybrid (e.g. Shelf tests with immediate depth- interviews)

Chef Assessor – Sensory evaluation with culinary experts

Competitive Market Mapping – Defining brand positioning relative to competition to identify unique “edges” and market gaps

Bi-Focal Insights – Two side-by-side, simultaneous perspectives on the same issue (e.g. users/non-users, moms/kids)

Pulse of the Nation – A “pulse check” that taps into the attitudes, behaviors and desires of U.S.-wide consumers – on any topic or product, monthly



Commercial Kitchen

Our 300 sq. ft. commercial kitchen is professionally staffed and fully equipped. It is ideal for preparation of QSR or fast casual menu items, consumer products and even special event menus. The kitchen can be easily customized to accommodate your proprietary equipment. Our staff of culinary professionals can provide the level of support necessary – from simple to full responsibility—for the execution of a project.

ABOUT What is Wharf Research®?

Wharf Research® is a full service research company and an associate company to CCD Innovation, a leading food and beverage development company. Our clients include consumer goods, retail, on-line service providers, private equity investors, business consultancies, ad agencies, and design companies - across a wide range of consumer-focused categories. Find out more by visiting our website: www.wharfresearch.com or calling us on +1.415.693.5680.

