

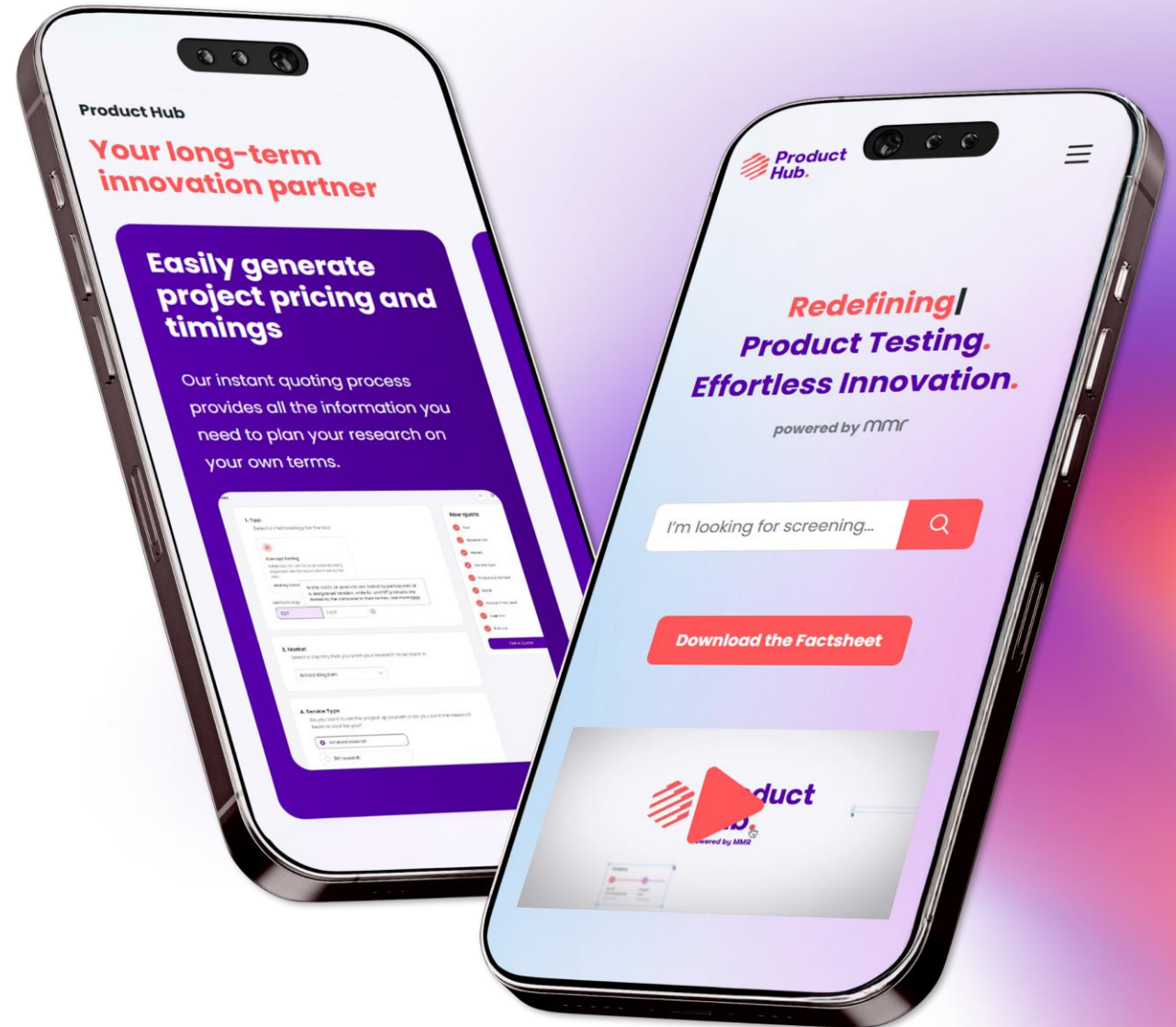


# Product Hub.

Powered by MMR

## Revolutionizing Product Testing with Product Hub by MMR.

Empowering brands to innovate with confidence



# Introduction.



Experts in consumer and  
sensory research.



# Product Hub.

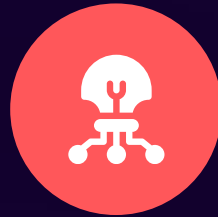
A platform developed from years of research  
and client collaboration. Helping brands achieve  
faster, smarter, and more actionable insights.

# The History and Future of Product Testing.



## Past Challenges.

Traditional methods were time-intensive and less scalable.



## Technological Evolution.

Platforms like Product Hub enable real-time, scalable, and versatile testing.



## Market Trends.

Rising demand for rapid innovation and testing of core competitiveness.



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## Prepare to Go Live

Complete all the tasks below to

- ☒ Step 1 Primary content
- ☐ Step 2 Product details
- ☐ Step 3 Microcopy and
- ☐ Step 4 Product details
- ☐ Step 5 Participant info



# Adapting to Rapid Consumer Changes.



Increased pressure on manufacturers to grow annual sales through new products.



Consumers are driven by curiosity and expect innovative, 'shiny' products.



Product Hub enables brands to adapt quickly and meet market demands.



# Balancing Innovation & Core Competitiveness.



New products attract attention, but core ranges must remain competitive.



Product Hub provides an efficient mechanism for:

- Testing the competitiveness of core ranges.
- Ensuring sustained consumer interest and loyalty.



# Case Study.

## Associated British Foods plc



## Context.

Associated British Foods sought to refine the market positioning of a new product in the category with a strong player and brand heritage.

## Process.

Conducted concept testing, gathered sensory feedback, and performed competitive benchmarking.

## Results.

Delivered clear insights for product positioning and sensory optimization

**Streamlined process:** Commissioned to completion in just 17 days.



# Global and Versatile Testing Capabilities.



Supports diverse methodologies.



Adapts seamlessly to brand-specific needs and testing goals.



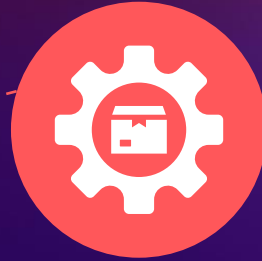
Global reach enables insights from multiple markets to drive informed decisions.



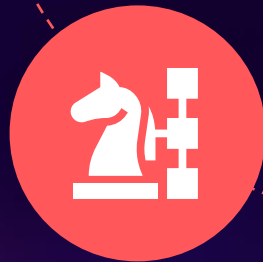


Product Hub redefines product testing with speed and precision.

# Key Takeaways.



Helps brands adapt quickly to market trends and consumer demands.



Combines global versatility with actionable insights for success.



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**Visit the Product Hub  
website to learn more.**

Scan the QR code  
for direct access.

