



Who • What • When • Where • Why

Food and beverage Insights Valuable to your business Everyday



## About FIVE

Ipsos' FIVE provides an accurate and unparalleled view of the food and beverage landscape that drives growth by delivering "One Source of Consumption Truth".

FIVE's daily tracking captures consumption behaviour and attitudes from over 20,000 individual consumers annually. This robust sample, coupled with the experience and expertise of the FIVE Team, ensures that key business issues are addressed with actionable insights to help our clients uncover and capitalize on opportunities to grow their businesses.

## Business Issues Addressed

- Identify key consumer targets by determining who consumes your products and your competitors' products
- Strengthen current and long range strategies, marketing messages and positioning based on a detailed view of where, when, why and how your products are consumed
- Increase success rate for identifying and developing new products by determining your consumers' needs based on examining behaviour versus attitudes
- Investigate drivers of growth and decline by identifying changes in situational and motivational dynamics
- Enhance customer relationships by providing unique insights to drive category growth

## Key Topics

### WHO consumes my products/brands?

- Detailing age, gender, ethnicity, region, household dynamics, life stages, etc.

### WHAT is my true competitive set across all categories?

- Identifying your category competition and cross-category competition

### WHEN is my brand most likely to be consumed?

- Exploring all meal occasions (breakfast, lunch, dinner and snack), weekdays vs. weekends, seasonality, special occasions
- Investigating situational dynamics that impact consumption
- When in-home, what appliances and preparation method are used; how are consumers cooking with my products

### WHERE is my product being purchased and where is it being eaten?

- Examining purchase dynamics of products sourced from conventional and non-conventional channels/retailers
- Identifying consumption dynamics of products consumed in-home, carried-from-home and away-from-home

### WHY are consumers increasing or declining consumption of my product?

- Defining consumer need states driving growth
- Determining what attitudes and motivations are most influential in consumers deciding to eat or drink your brand



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## Methodology

- Daily reporting by individuals from Ipsos' online consumer panel of over 200,000 households
- Annual reporting by 20,000 households yielding detail on approximately 48,000 Canadians
- In-home, carried from home and away from home occasions captured
- Information is released on a quarterly basis and is demographically and geographically balanced

## Custom Surveys

FIVE identifies each individual panel member reporting on their consumption behaviour yesterday enabling clients to pose a set of customized, proprietary "Back to Five Sample" questions to FIVE respondents in order to dig deeper to address a specific business issue.

## Deliverables

In order to meet the varying needs of our clients, Ipsos offers a Suite of Deliverables for FIVE customizable to fit your organizational structure ranging from:

- Customized Quarterly Dashboard Deliverables
- Dedicated Client Service Team assigned for data extraction, interpretation and building analysis with insights and recommendations to assist in making key business decisions
- PowerPoint or Excel Reports
- Ad Hoc Project Analysis

## Food & Beverage Industry Expertise

Ipsos has more than 40 years of experience and expertise in syndicated consumer tracking services in Canada. This rich history has long been a key pillar of its Canadian success.

Based on its unique methodology, capture, coding and servicing experience, FIVE delivers the most complete and comprehensive food and beverage consumer information in Canada.

## Contact

For more information on FIVE, please contact:

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## About Ipsos

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos Reid offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, please visit [www.ipsos.ca](http://www.ipsos.ca)



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