



**A higher value insights agency**, delivering you cost effective customer and category intelligence in an average of 2-3 weeks

The depth of the insights is never sacrificed, so you can walk away feeling more **informed** and **validated** about your **business decisions**

Rachel Martin  
M: 646.430.2409  
E: [rachel@remcalinsights.com](mailto:rachel@remcalinsights.com)

# Clients

Expertise and services benefit **Private Equity Funds pre or post acquisition, venture backed start-ups and consulting + advisory firms** who need to work on a lean budget and quickly

Example clients:

- Global consumer-focused private equity firm with over \$30B AUM
- Luxury flash sale, e-commerce company with \$200MM+ in annual revenue
- \$70MM+ Venture studio focused on consumer health
- Early stage venture-backed social gaming company

Call when you want to:

- Understand consumer preferences as input into modeling the transaction
- Unveil growth potential through a deep dive of consumers' perception of brand and competitive space
- Give key stakeholders a deeper understanding of a category and consumer type
- Interview vetted subject matter experts to help forecast trends
- Surface inputs for quantitative research

# Testimonials

Rachel's work shines a light on who the customer "really" is, and what they attribute value to. Rachel conducts thorough research and screening to determine the ideal group of customers to include in interviews, and she places emphasis on customer segmentation and using multiple interview formats in order to provide us with a balanced perspective. We look forward to working with Rachel on future investment diligences. — Global Private Equity Fund

RemCal Insights' consumer research was crucial in our 'discovery' phase. The findings shed light on who the customer is and what their core needs are in the health space. All of the findings ended up being the jumping off point for our brand identity workshops.— Head of Operations, Redesign Health—Venture Capital Firm

We have an ongoing collaborative relationship with RemCal Insights. The projects range from one-off engagements to evaluate final package designs with consumers to longer term, panel engagements. In the one-off engagements, Rachel doesn't just give us feedback on the designs, but insight into the customer's behaviors and attitudes which help inform their reactions to the designs. We just had RemCal Insights set up an ongoing consumer panel so we can quickly tap into user-feedback for a CPG brand's communication strategy. We're looking forward to continuing the partnership. — 3 Mad Fish (Design agency)

# Background



## **The Founder, Rachel Martin, runs all of the projects from start to finish**

Rachel has 10 years of experience in consumer research, marketing and brand strategy. Before launching her own consultancy, she worked for boutique research firms for Fortune 500 FMCG companies. While she has experience in all consumer products, she has expertise in: personal care, food, beauty, health and consumer tech

Rachel will handle all stages of research: recruitment, fieldwork, analysis and report writing.

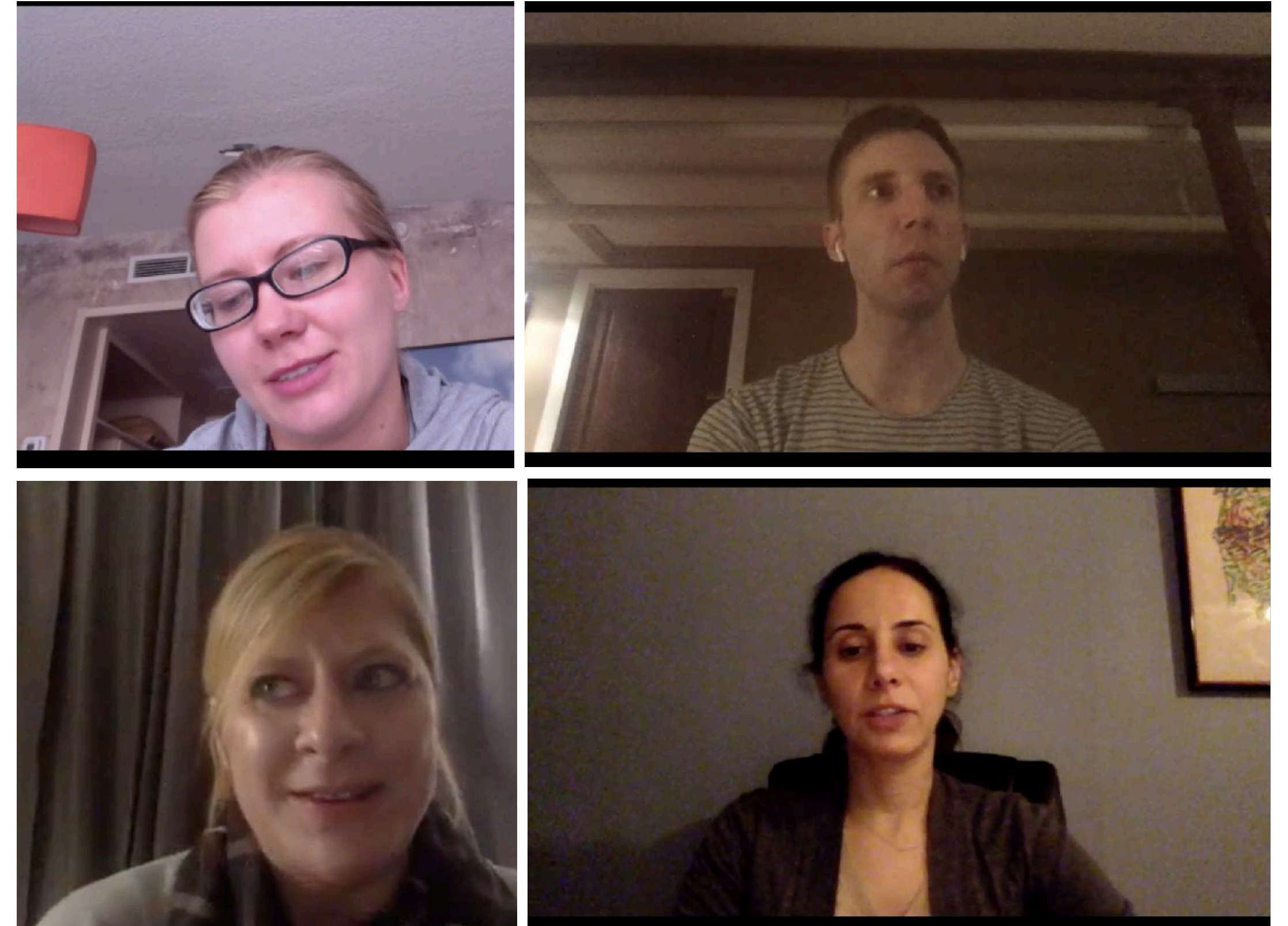
RemCal Insights is backed by an extensive network of people with expertise in:

- Business strategy
- Brand development
- Recruitment
- Design: new product, package and retail
- Quantitative research



## We employ digital tools for faster, richer insights

Instead of just Focus Groups and capturing customers' reported behavior, **we often go 'behind the scenes'** through mobile diaries or remote in-home interviews to **unlock their actual behaviors** and to **reach more people, faster**



# Full scope of qualitative research services

## Benefits

Meeting with consumers face-to-face **establishes rapport** and sets the right mindset for uncovering insights

**Observing actual vs. reported behavior.** In the context of their environment, consumers are more comfortable behaving naturally

Uncovering the **first moment of truth behavior**, rather than the more rationalized behaviors

**Building ideas** in a collaborative environment

## Example methodologies

### In-home or remote Interviews

*For example, observing how a product is used in-situ; understanding a consumer type*

### Mobile Diaries

*E.g., tracking product usage over a set period of time or researching a sensitive topic*

### Shop Alongs

*Eg., how do consumers make tradeoffs between products at the point of purchase*

# Personalized consumer panel

## What it is

Meet 'Consumering', a cost-efficient cohort of your people recruited specifically for your brand. Every month they will be interviewed about their usage and attitudes towards your products and other brands in the category.

The goal is to establish a baseline of sentiment for your brand and key competitors and track these attitudes over time.

## Benefits

In this digital age with 24/7 instant access to information, people's opinions, preferences, views and loyalties are always changing.

Having a constant touchpoint on the customer experience must be continuous and always-on. This consumer panel will be your regular feedback loop

## Potential Use-Cases

- Track challenger products to your brand
- Investigate reasons behind lapsed usage
- Understand how social or current events impact the usage of your brand
- Explore brand penetration into other categories





# Case Studies



## Consumer panels for design agency

**Objective:** Take the consumers along the creative journey to ensure the design/new product is always developed with the consumer in mind. By taking the consumer on the journey, we're increasing the chances for brand success

**Case study:** Ongoing partnership with a design agency. I recruit and maintain consumer panels across several accounts: coffee, food, aesthetic laser company to help the creative team optimize their marketing strategy (digital ads, new product development, etc)

### **Timeline overview (3-4 interviews over ~5 weeks)**

Step 1: Recruit and engage consumers (3-4 days)

Step 2: Evaluate creative executions with consumers via video interviews (1 day)

Step 3/4: Deliver optimization recommendations to design agency (1/2 day). Design agency optimizes creative execution based on consumer feedback and insights

Step 5: Reengage same consumers to show optimized designs

Step 6: Optimizations / Have 3-4 of the best consumers evaluate creatives for further refinement

# Case study: Exploratory research for a new Men's wellness brand

## Objectives:

- Understand the aging male population
- Deep dive into his health concerns and how he 'addresses them'
- Evaluate brand concept against his core health needs

## Approach:

- Conducted 16 online interviews with 40-60 year old men
- Conducted 6 mobile diaries

## Output:

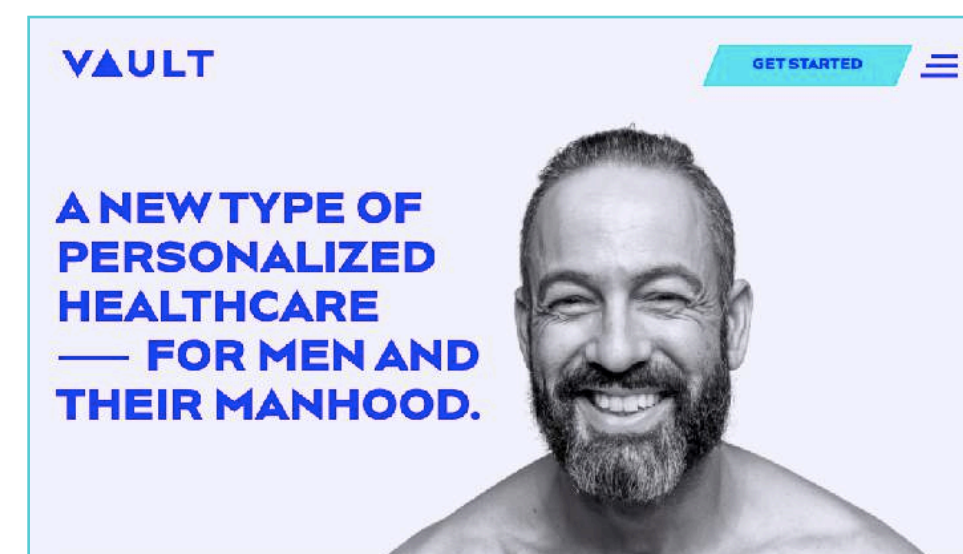
- Visual presentation outlining consumer insights and recommendations for shaping the brand offer
- Consumer interviews helped pivot product offer
- Venture firm launched The Vault



*Click on the thumbnail to be directed to the video*

*Password: rachel*

Unedited mobile diary footage that shows how a 'behind the scenes' look into the consumers' lives can unearth what they say vs. their reality





## Case study: Consumer panel for E-sports app

### Objectives:

- Launched a consumer panel for a new E-sports app
- Recruit different consumer types to define who their core target is
- Maintain engagement with them to understand the user experience so the team can continue to optimize the experience

### Methodology:

- Video diaries: tracking when they're using the app and why to further understand use cases
- Zoom interviews 1x/month to follow up on the experience (these might increase when the brand has new features or marketing they want to test with consumers)

### Output:

- Monthly reports sharing insights on who the consumer is
- Edited videos to share with investors to prove the excitement around the product experience



## Case Study: Due diligence for a natural care brand

### Objectives:

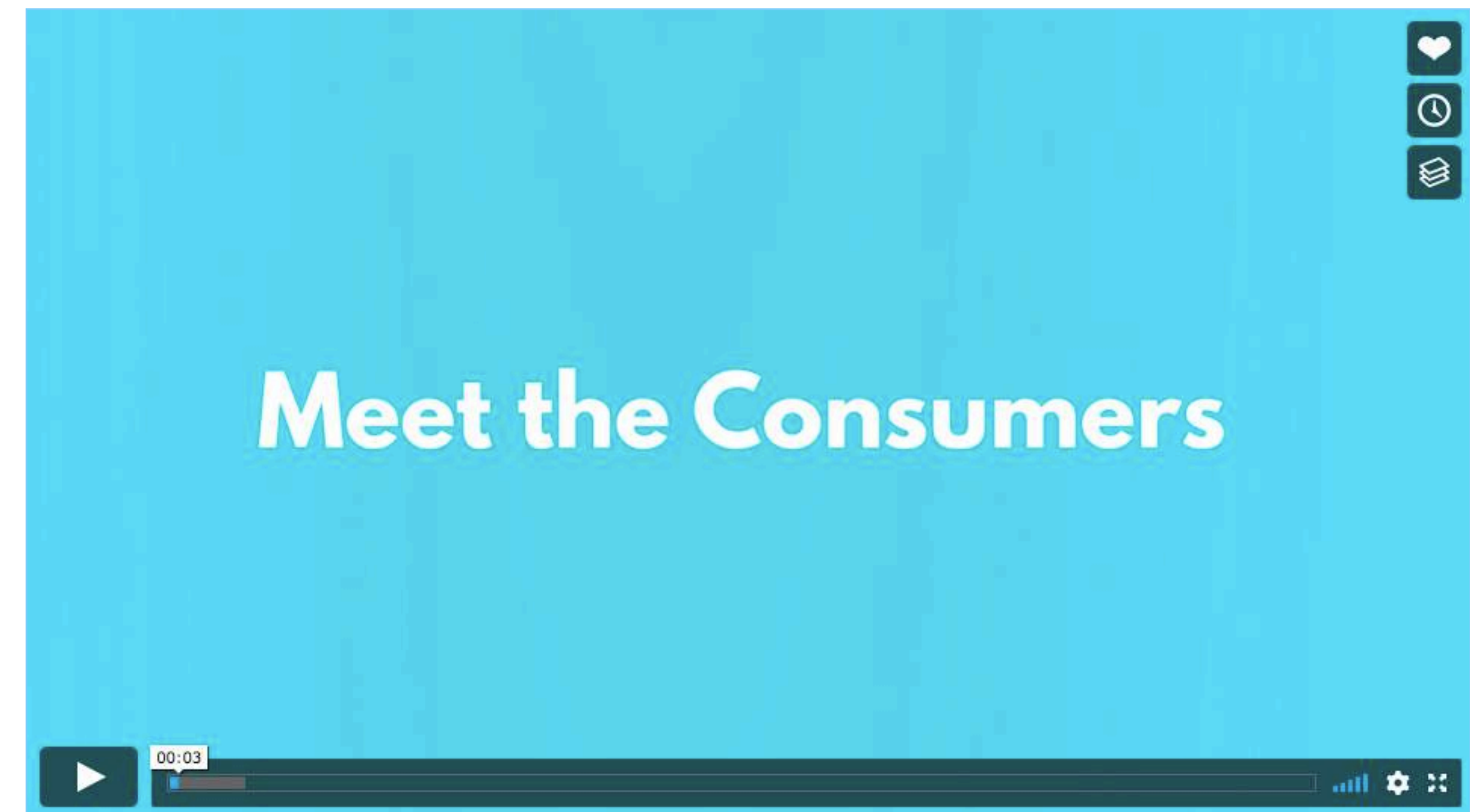
- Understand brand growth opportunity
- Evaluate consumer perceptions of recent 'bad press'

### Approach:

- 16 x in-home + Zoom interviews with users and lapsed users; 4 x mobile diaries to further bring to life the consumer and their relationship with the brand
- 3 week project timeline [longer for video editing]

### Output:

- 5 minute edited video of mobile diaries accompanied by longer, visual report
- Insights helped understand brand growth potential
- Outcome: Investors ended up not buying company



*Example of output*  
*Click on the thumbnail to be directed to the video*  
*Password: rachel*



## Case Study: Due diligence for a hair care brand

### Objectives:

- Understand excitement around brand and opportunity for sustained growth
- Evaluate expert (hair stylists) and consumer perceptions of brand / portfolio

### Output:

- 3 minute videos (brand perceptions and hair trends) combining mobile diaries and Zoom interview footage accompanied by longer, visual report
- Insights helped understand brand growth potential


**Outcome: Investors ended acquiring company**

Meet the stylists

### Trend forecasting

Stylists highlighted these 4 as current trends and ones to look out for

- 1 Natural on a product level and clients/consumers wanting a more natural/easier to maintain hairstyle
- 2 Color is here to stay, but techniques that last longer so consumers can go longer in between treatments
- 3 Hair repair! Deep moisturization treatments to help with volume, frizz and breakage  
*- Brand X name comes up as a trend in most stylist interviews as it is driving a lot of excitement in the category*
- 4 Two-in-1 products: As consumers are looking for less hassle when it comes to haircare, products that have multiple benefits will be in high demand



*Example slide from larger report*

## Case Study: Millennial mom consumer understanding

### Approach:

Millennial moms conducted digital diaries about their lives and how being a mom today is different from previous generations.

### Output:

Mini documentary to help brands inform their messaging to this demographic



Meet the Millennial Mom (link: <https://vimeo.com/302905969>)  
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*(this video has been edited from original)*



# Case study: UX and design research for a dating app

## Objectives:

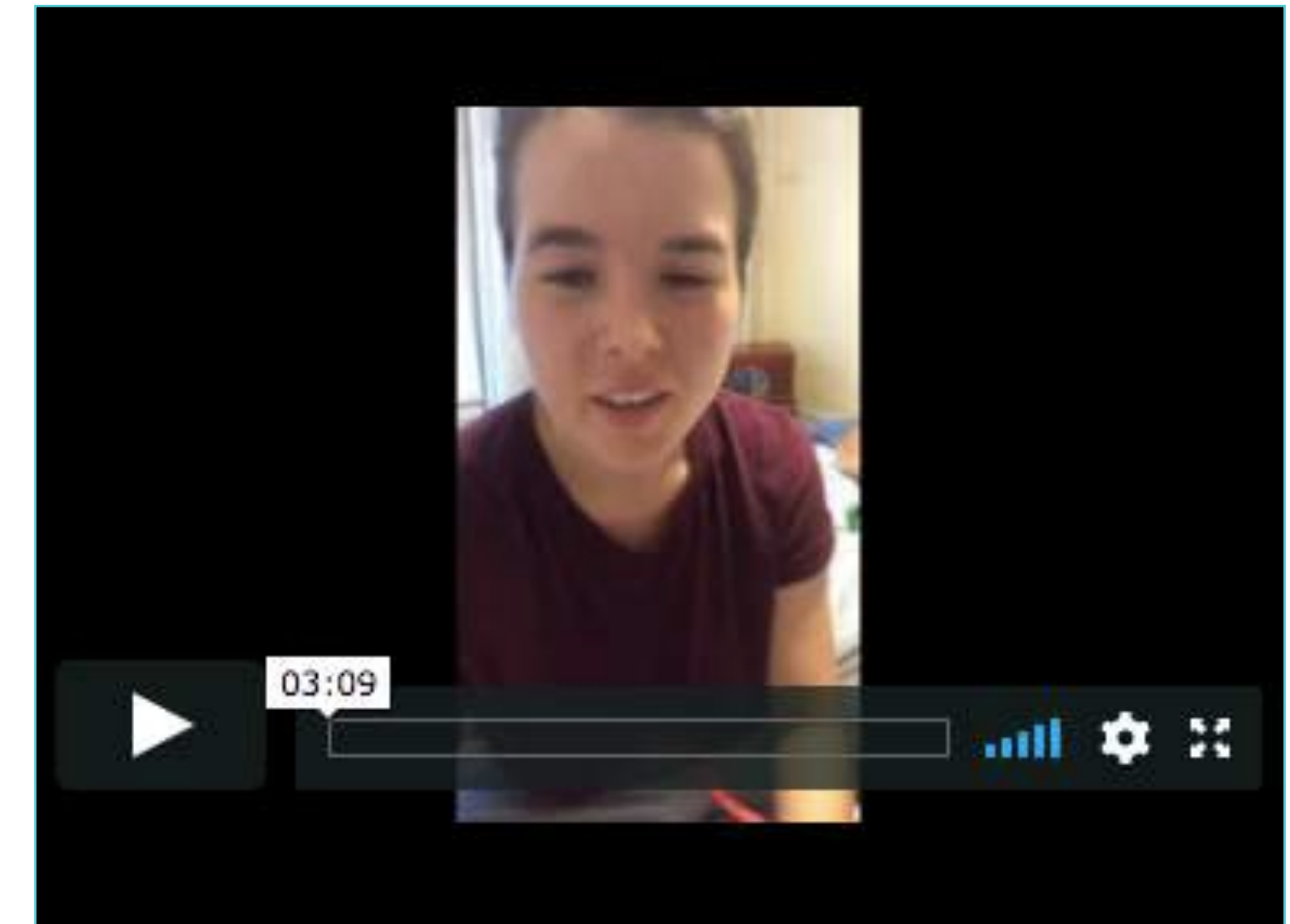
- Conduct ongoing consumer research in order to understand consumers current perception of the brand
- Understand who the consumer is and her approach to dating
- Evaluate new design concepts

## Approach:

- Mix of online and in-person interviews every month
- Mobile diaries to go deeper into her life

## Output:

- Raw video footage of consumers
- Topline report with key recommendations for design optimization
- Consumer insights helped key stakeholders be more customer-centric



Example of raw footage (excluded any branded content). Click on the thumbnail to be directed to the video, or **link: <https://vimeo.com/302976064>**  
**Password: rachel**

*Disclaimer: Raw footage is typically delivered when there is a lean budget and editing fees cannot be built in*

RemCal

INSIGHTS

Get in touch, today