

HARTMAN GROUP'S KNOWLEDGE DISCOVERIES



IF YOU'RE CURIOUS ABOUT...

- Topical areas
- Consumer segments
- Eating occasions
- Category landscapes



- What are Gen Z's attitudes around sustainability?
- Who are plant-based eaters?
- What need states surround late-night snacking occasions?

A Hartman Group Knowledge Discovery can uncover the answers.

By tapping into Hartman Group's deep well of insights and trends data, we can answer a wide array of business questions.

You'll receive:



A comprehensive overview of a landscape or topic area customized to your learning objectives



Executive summary-style deck
(**approximately 30 slides**)



Video conference (**60-90 minutes**) to review key findings and answer questions

HOW WE DO IT:

Led by one of our senior team members and supported by our in-house consumer and culture experts, we'll create a customized report specific to your questions at hand.

We do this by mining data insights from:

○ Hartman Group syndicated studies:

Illuminating consumer and shopper insights, food culture and category trends.



○ Hartman Group intellectual capital:

White papers and reports that help identify consumer, eating behavior and ingredient trends.



○ Your proprietary studies and data:

Any applicable internal documents regarding consumer insights and proprietary data.



○ Other secondary data sources:

Any external data relevant to the topic at hand.



Knowledge Discoveries are an efficient and cost-effective way to generate meaningful insights around your unique business questions.



A Knowledge Discovery is right for you if you're looking for:

Our unique POV and key takeaways that your team can use as a launch pad for developing specific activations for your business, category or product.



If you are looking for an application of insights through the specific lens of your business, or if your request requires additional inputs (e.g., key informants, consumer feedback), a custom consulting engagement or Hartman Retainer Services agreement may be right for you. Let's connect to discuss your needs!

OUR DIFFERENCE



Exclusive focus on food and beverage culture

Our constant immersion in food culture for over 30 years means we're not just on-pace with today's consumer trends, but we can anticipate market shifts and opportunities for tomorrow.



Demand-driven consumer insights

Our empathy-centric approach layers in multiple methodologies and viewpoints to listen to and translate the consumer voice into actionable insights.



Savvy, responsive and flexible team

Smart. Client-focused. Nimble. We challenge common assumptions that impair true understanding of consumer motivations and behaviors, all with one goal in mind: your success.



THANK YOU

We look forward to helping you unlock growth.

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