New Premium Brands Research

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Red Media, a media and communications agency specialising in the premium brand market, have commissioned BMRB to identify consumers of premium and luxury brands across nine product categories including food & drink, personal grooming, travel, home entertainment, clothing, finance and motoring.
Red Media will survey the media habits and attitudes of this panel, called Premium Knowledge, to plan media strategies for their clients, which include Diesel, Paul Smith, Smythson and B&B Italia.
Red Media is also offering premium and luxury brands the opportunity to put their own questions to this exclusive (and difficult to research) group of consumers.