MMR Research Worldwide To Enhance Shopper Insights

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Retail and Shopper research expert Caroline Capel, has joined MMR to head up and further develop the shopper offer within food, drink and personal care for both manufacturers and retailers.

MMR Research Worldwide (MMR) is expanding its consumer insight offer for food, drink and personal care brands with the appointment of Caroline Capel as director, retail and shopper insight. Caroline has over 20 years of experience in retail, shopper and category management and was previously account director at Fifth Dimension, a communications, technology and virtual research company.

She has also held the role of account director at TNS Magasin and senior merchandising and buying positions with ASDA, Sainsburyâ€™s and Booker. Caroline will be responsible for developing and enhancing the shopper research service for MMRâ€™s growing international client base.

â€œMMR is known for its methodologies in early consumer research and for the use of sensory and emotional profiling techniques to uncover customer conceptualisations. Clients are increasingly asking for such approaches to be applied to the retail environment and we know MMR can offer something new,â€• says Mat Lintern, MMR managing director. â€œCarolineâ background in shopper psychology and her knowledge of the latest data gathering technologies will be a huge bonus to our client teams.â€•

Caroline Capel says,
â€œThe whole MMR team is keen to develop new and innovative ways of addressing the research issues in the path to purchase, for example, solutions to drive effective multi-channel strategies. We will be focussing on how cutting-edge insights in shopper research combined with consumer research can drive solutions from ideation through to activation. In addition, we will investigate the differences between how people actually behave (in real time locations), in comparison with how they talk about their decision-making process to provide relevant and connected insight. By employing a mix of observational and multi-media techniques such as eye-tracking and facial coding all underpinned by our BrandphonicsÂ® philosophy, MMR is well positioned to deliver these solutionsâ€•.

Finally, I'm looking forward to working with MMR's packaging research team as the interface between shoppers and packaging is increasingly being recognised as an area of importance.

About MMR Research Worldwide
For more information please visit www.mmr-research.com

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