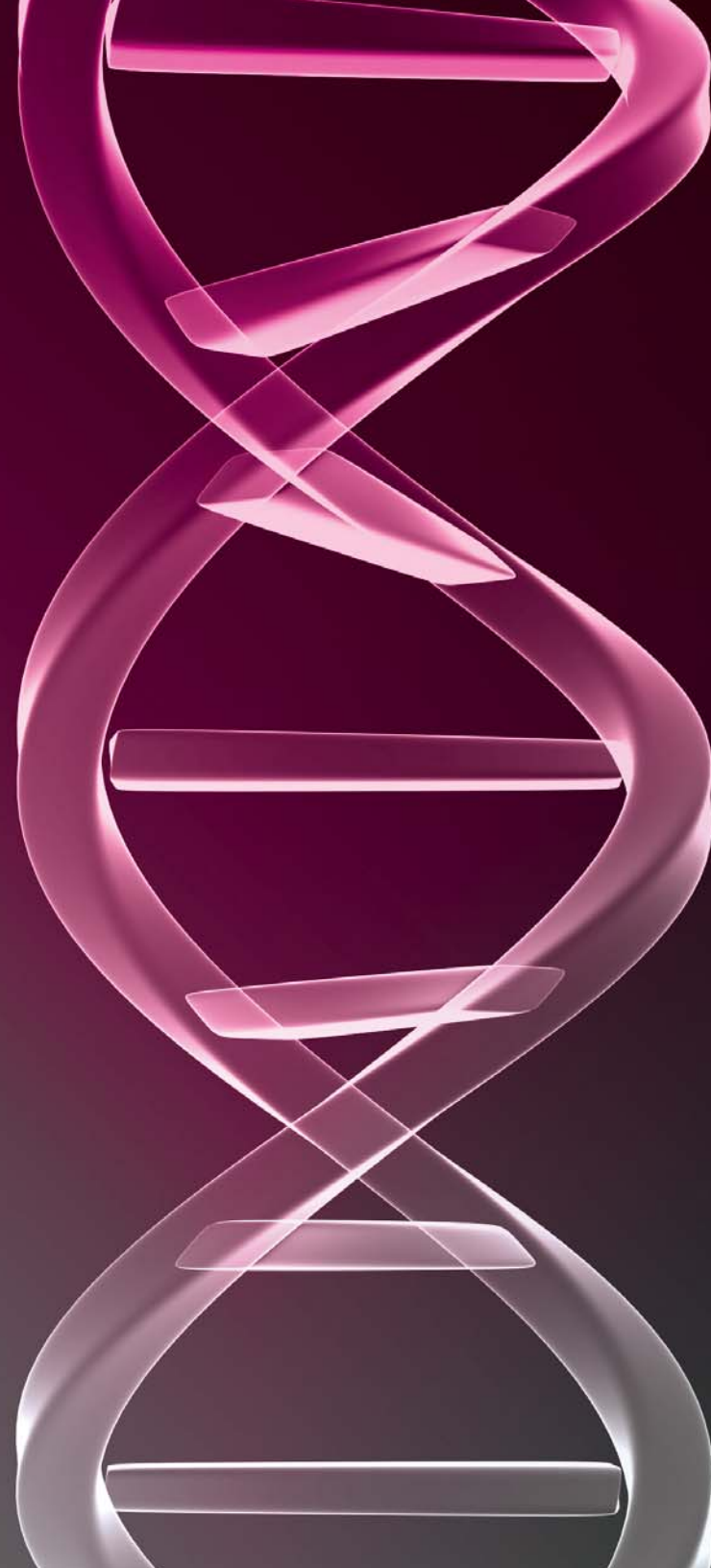


ifind

tns™ canadian facts



*i*find

*i*find measures the speed at which consumers consciously observe or process elements which provide the unique identity of specific brands or varieties within. Consumers are instructed to find and identify specific items of information or interest, and are timed in their efforts to do so.

*i*find is a fast and cost effective method of measuring consumer speed of recognition of individual elements in a package or brand offering, ranging from simple name or sku recognition in a full shelf setting, to more specific and unique identification points contributing to full brand communication.

Analysis includes speed of finding these identifying elements.

*i*find can be used as a stand-alone solution to address specific questions related to packaging, or it can be used in conjunction with other more comprehensive package testing solutions like *i*visit, *i*pac, and *i*pop, or as a complement with text and copy testing solutions like *i*highlight and PageTurner.

