



RESEARCH IS NOT A COST BUT IT IS AN INVESTMENT AND A SOLUTION

Do you need to **understand consumer behaviour** in order to achieve your strategic business objectives?

In challenging times do you need to know where to target your resources for maximum return?

If you are looking for **research-based solutions** to your business goals then you have come to the right place.

Your project with ROI Team will deliver:

- **Consumer insight** to inform your key business decisions
- Based on **independent research** into the realities of your sector
- Delivered with **expertise** that ensures its integrity
- Communicated in a way that your business understands
- With **recommendations** that you can action.

ROI team will give you strategic insight into the behaviour of the consumers that matter to you, helping you to target your resources where they make a difference.

We can provide analysis of media consumption and preferences; shopper behaviour and perception; profiling of customers and audiences; and performance of your business in the context of your competition.

Our goal is to deliver value-adding research leading to recommendations that you can action.

We will communicate results to you in a style and language that will be understood across your organisation. We will work hard to convert our work into tools that can be used across your business.

Please contact us to discuss how we can help inform your business.

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ROI Team is a leading company in research-based understanding of consumer behaviour. We use findings from original and secondary research to assist clients to address business issues and develop winning strategies.

We have proven expertise in four areas:

- Shopping
- Living
- Media
- Health

ROI team

RESEARCH FOR ACTION
www.roiteam.co.uk