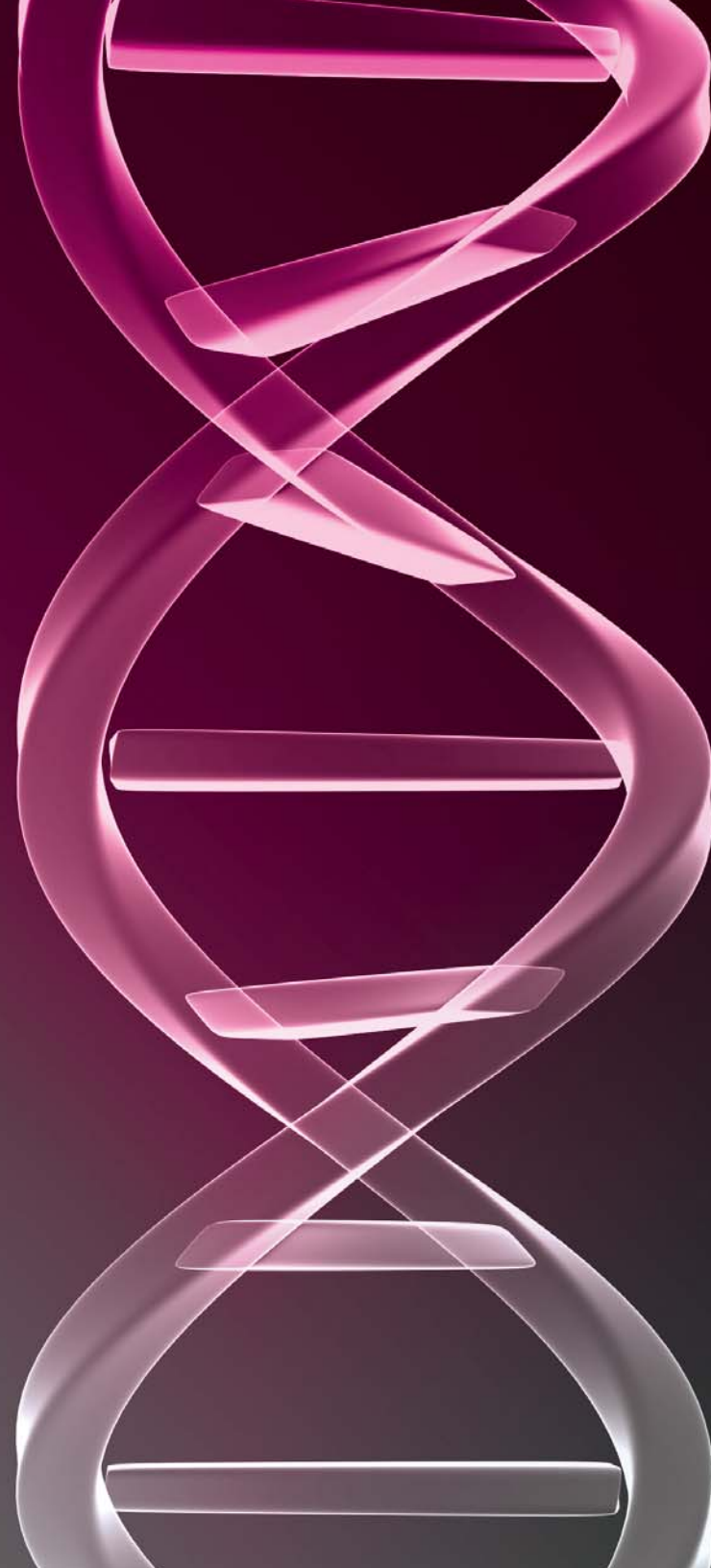


iscope

tns™ canadian facts



*i*scope

*i*scope is a sophisticated evolution of the traditional e-scope testing methodology. Designed to measure key element registration of new packaging, *i*scope will determine whether a packaging change would compromise speed of recognition and therefore detract from, or damage, shelf presence in the competitive environment.

With *i*scope, consumers report what they see at each of several progressive time exposures, from 1/60th of a second, to 1 second or more. Recognition of elements is measured, culminating, most commonly, in speed of brand recognition.

*i*scope is robust with minimal sample requirements; 35 to 50 interviews per cell are typically conducted. When complemented by our pre-screened interactive panel, highly targeted groups of consumers can be exposed to new packaging in a matter of days.

