Resinnov
Delivering Research with Innovation

IMMERSIVE QUALITATIVE INTELLIGENCE

ACROSS NUTRITION & FEMININE CARE

Strategic Multi-Market Research in Australia & LATAM

Supporting Category Leaders in Nutrition & Personal Care

Strategic Partnership The "Why"

Instead of "**data collection,**"
we describe it as "**Human-Centric Intelligence**"

Global brands face a common challenge: the '**Insight Gap**.' Quantitative data tells you what is happening, but it doesn't tell you why. For these global market leaders, we bridged this gap by designing a high-engagement **Immersive environment** that captured the authentic voices of **mothers and Gen-Z consumers across Australia and LATAM**

Two Distinct Strategic Challenges

We partnered with two global category leaders in **Early Childhood Nutrition** and **Feminine Hygiene** to solve distinct engagement challenges.

1. Early Childhood Nutrition (LATAM + USA)

- Understand why mothers stopped purchasing fortified milk powder for toddlers
- Identify switching triggers and re-entry opportunities
- Ensure participants had lapsed - but not rejected the brand

2. Feminine Hygiene (Australia)

- Engage Gen-Z sanitary pad users (16-35)
- Ensure minor compliance for 16-17 year old
- Test advertising concepts in a safe, high-engagement environment

SYNCHRONIZED GLOBAL LOGISTICS

Deploying immersive sessions across difficult-to-reach offline and high-compliance online audiences.

Growing-Up Milk Powder (1-3 Years) (LATAM)

Business Challenge:

- Field recruitment targeting C/D socio-economic segments
- Structured behavioral screening ("recapture filter')
- Detailed insights on **switching triggers and re-entry**
- Seamless **transition from offline** to online immersion

Feminine Hygiene - Sanitary Pads (Australia)

Business Challenge:

- Structured parental consent protocol for **minors (16-17 years olds)**
- Browser-controlled desktop access for privacy & compliance
- Fully moderated, text-based discussions
- Detailed concept feedback from digital-native teens

The Result

Seamless delivery across hard-to-reach offline segments and high-sensitivity digital audiences.

PROVEN OPERATIONAL EXCELLENCE

+35%
Deeper qualitative insight vs. traditional focus groups

0% Fraud
Validated participants across minor-sensitive categories

100% Completion
Full session completion across all immersive studies

Cross-Markets
Australia
Guatemala
Panama

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UNLOCK THE NEXT LEVEL OF GLOBAL INSIGHT

Let's Partner

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