

## Capabilities Deck



IANIS

Partnering in informed creations



## About Us

Ianis is a consumer research agency that partners with industry leaders on understanding purchase behaviour and market dynamics through swift, surgically accurate survey management, data collection and insight delivery.

With operations spread across South Asia, Ianis helps large and small companies understand markets and consumer base across categories through product testing (fragrance tests, car clinics, user experience testing) online and offline panels etc

*In response to the COVID scenario, Ianis also offers Contactless Testing*

## Featured Services



### FRAGRANCE TESTING

The Ianis Fragrance Unit (IFU) partners extensively with leading fragrance houses as direct or end clients and specialises in in-depth technical understanding of fragrance creation and evaluation protocols across categories.



### RESEARCH

The right data can mean the difference between guessing and knowing. Through our extensive operation footprint in South Asia, we help clients with comprehensive quantitative and qualitative insights for faster and precise decision-making.



### FIELD & TAB

Specialized Panel and Survey Management, Data Collection and Delivery for clients across all that require accurate and high quality data in a customised format to run their own analysis and construct recommendations.



### MARKET INTELLIGENCE

Latest Insights on market movements and opportunities

## Fragrance Testing



### We understand Fragrances and the business

In-depth understanding of fragrance creation and protocols of fragrance evaluation across categories



### Ianis Fragrance Unit

Specialised and dedicated expertise and experience with leading fragrance houses/CPG clients as direct or end clients



### Operational Footprint

Extensive infrastructure for research spanning over India, Sri Lanka, Bangladesh with outreach from metros to the remotest pockets



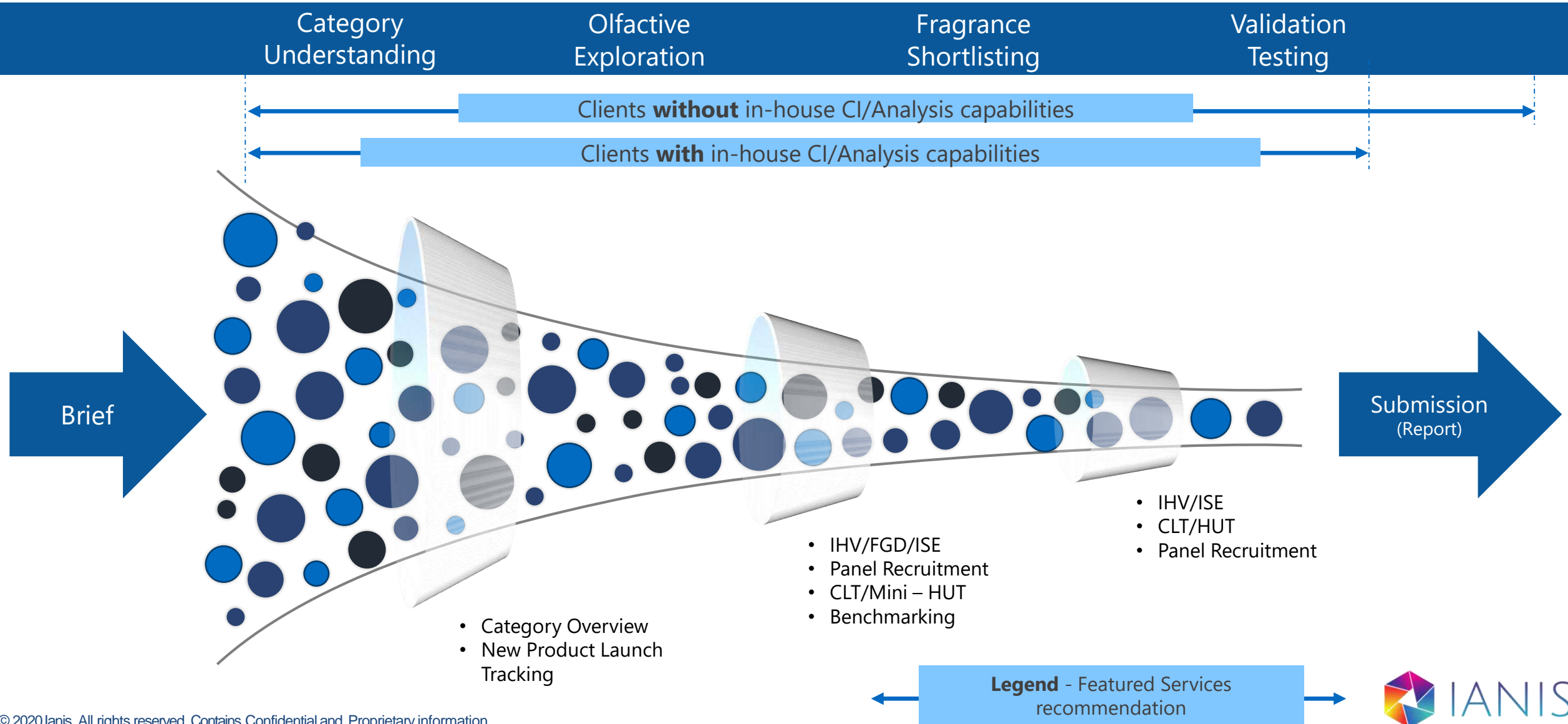
### Featured Services | End – to – End Solutions

Fragrance testing (quant/qual), panel recruitment, category overviews, new product launch tracking



# Ianis – A Research Accord

An ode to top-middle-bottom notes – partnering through the fragrance creation process for proactive and client solicited projects



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Fragrance Testing Protocol is an intricate combination of creative craft and research. We understand the delicacy and have several checks and practices in place to ensure extraction of the best insights without literal or figurative contamination of the fragrance from venue selection to evaluations across stages (Neta/POP – During Wash/In-use – Post-use/Dry Sniff)

*(Note – Request for a category protocol document from your IFU Client Business Partner for the detailed protocol)*

## Category Expertise

(categories the IFU have tested in for our clients)

### Fabric Care

Detergent Powders  
Detergent Bars  
Liquid Detergents  
Fabric Conditioners

### Home Care

All purpose cleaners  
Floor/Bathroom/Toilet Cleaners  
Dishwash  
Air Care  
Mosquito Repellents/Insecticides  
Incense/Agarbatti

### Body Care

Soaps  
Deodorants and Fine Fragrance  
Shower Gel  
Shampoo  
Hand Sanitizers  
Hand Wash  
Skin Care  
Oral Care

## Best Practices

- ✓ Gold Standard in evaluation research from leaders
- ✓ Speed to market solutions for faster turnaround
- ✓ Holistic Market Understanding and Recommendations
- ✓ Category Overviews

## Leg Work – Infra & Tech

- ✓ Extensive field coverage
  - India (19)
  - Bangladesh(2)
  - Sri Lanka(2)
  - Myanmar(1)
- outreach to metros, non-metros and remote locations
- ✓ Tech-based and Contactless testing



Dashboard



Email

enquiries@ianisresearch.com

Industries



### Consumer Product Goods

Food & Beverages, Cigarettes, Home & BPC, Alcohol/Spirits, Electronics, Pet Care

### Media, Telecom & IT

Current and new service development, Innovation, U&A, Purchase behaviour

### Automobiles

Car clinics, Consumer Satisfaction Surveys, Competition Analysis

### Agro

Research on Agro products, machinery to farmer/vendor- distributor panels

### Banking and Fin Services

CSATs, NPS

### Pharma

Research on products ranging from OTC to specialty drugs and instruments



In God we trust, all others must bring data

- W. Edwards Deming



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With a diverse consortium of clients spread across domains, Ianis provides quantitative and qualitative research solutions from proposal design, questionnaire design to fieldwork, data collection/raw data delivery, topline results and analysis

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Quantitative

Qualitative

Online/CAPI

Contactless

Offline/PAPI

# Informed Creations

In today's competitive markets, creating a great fragrance is often a collective genius of a perfumer's intuition, the evaluator's hunch and in-depth market awareness and consumer understanding. Welcome to the league of informed creation where creations and perfumery are backed by solid market awareness and understanding.



**New Product Launches**



**Category Overview**



**Trends and Articles**

*Talk to us to know more and learn how to leverage these featured services best*





# Let's Connect

[enquiries@ianisresearch.com](mailto:enquiries@ianisresearch.com)