

Crossing Verticals

Cross-Industry Approaches to Common Objectives



All Research Approaches Are Not Created Equal!

What happens when different businesses from different industries have the same objective, but a varied approach? Diversity – and collaboration – across verticals allows for greater understanding & new discoveries during research.

Our Thinking.

Curion offers new thinking around how different business verticals can approach similar client business problems from diverged perspectives.



1. **We're Scientists & Creative Consumer Researchers.** We collaborate daily and work on creative solutions for products that meet changing consumer preferences, which are vital for our clients facing strong competition in a crowded market.



2. **Consumer Needs Are Evolving.** This prompts us to constantly analyze market trends and consumer behavior to ensure our client's products remain top-choice and meet the shifting needs of their target audience.



3. **Product Complexity Is Only Increasing In Response,** creating roadblocks for clients around effectively managing their product portfolios to avoid an overwhelming and sometimes unnecessary amount of product choices, yet still providing variety and customization options to meet diverse consumer preferences.

There's More Than One Solution When Diversification Can Uncover Unique Insights.

01. >

Consumer Recruiting & Engagement Strategies Across Verticals

Diversify Your Segmentation.

Act On Iterative Feedback

Improve Proximity to Consumers

02. >

Testing Approach & Designs Across Verticals:

Consider Occasion-centric Testing

Deep Dive Into Successes & Failures

Embrace Iterative Variation Testing

03. >

Rethink Your KPI's Across Verticals:

Lean Into Emotion-centric Metrics

Align Your Product & Package Design

Move From Traditional To Holistic Performance Testing

