



bonsai

Bonsai 2020

Topics

Seeing. Understanding. Doing.

Agenda



- 1** Who we are
- 2** The Bonsai Method – Overview
- 3** Contact

bonsai

„The word bonsai means landscape in a bowl.”

Bonsai Research tests things on a small scale which must work on a large scale.



Who we are

Bonsai was established in 2004 as a specialist in test markets, analytics, mystery shopping and shopper research. We have continued to conduct research on a small scale in these areas to establish what must work on a large scale – in national and international markets.

In 15 years of working closely with the retail trade and manufacturers, Bonsai has developed from a media test market to an experimentation platform for new ideas.

We optimise products, prices, packaging and promotions.

We support innovations – from concept development to product launch and market success.



**Our roots are in the test market.
Our origins are as retail and shopper experts.
As specialists in innovation, we grow with our customers.**



Seeing.

We observe market, media and sales figures – both in e-commerce and on the high street. We carry out in-depth analyses of marketing measures – from conventional advertising to POS.



Understanding.

We conduct research into what really motivates people and what this means for the entire customer journey. We investigate the dynamics in the retail sector as well as the impact of the marketing and media mix on buying behaviour.



Doing.

We develop ideas for new products and optimise the marketing and media mix. We support our customers on their way to market launch (listing) and help to improve product placement and POS marketing.



What drives us

To understand what motivates people and to use this knowledge, perhaps not to change the world, but to set products and services on the right track for a better future.

To develop innovations by working with consumers.

Not just working with real people to gain new insights, also working with partners who are a good fit for us – because they are just as fascinated by what they do as we are

We also sell bonsai trees

Do you find that strange? To be honest, so do we. We owe this somewhat quirky part of our portfolio to a decision by Bremen District Court at the time the company was founded. Our company name was said to be misleading as one would have to assume that Bonsai Germany would sell bonsai trees.

This came as a shock because we had already enthusiastically arranged for marketing materials to be printed. All attempts to convince the court otherwise failed, until a heated discussion led to the uttering of the sentence: "Oh – for goodness sake – we'll just have to sell bonsai trees then".

The prompt answer: "In that case, you can also use the name". To this day, there are still two corporate purposes recorded for Bonsai in the Trade and Companies Register and the articles of association: market research and the sale of bonsai trees!



The logo consists of a bright pink square tilted slightly to the right. Inside the square, the word "bonsai" is written in a white, lowercase, sans-serif font.

bonsai

The Bonsai Method

Seeing. Understanding. Doing.



Seeing. Understanding. Doing.

Bonsai Lab

Bonsai makes brands fit for the future. We develop and optimise innovative ideas with consumers: from the small but perfectly formed co-creation workshop to the swarm creativity of 40,000 food pioneers in the myEnso community.



Bonsai Analytics

Bonsai boasts original data sources and sophisticated data analysis: from sales and media data to behavioural data, from FMCG to pharma, from complex ROI/efficiency modelling to elaborate marketing models.



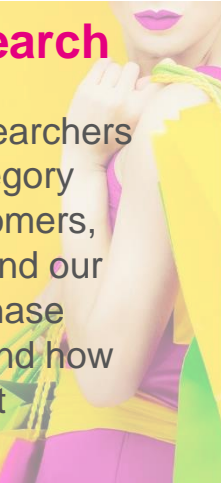
Bonsai Testmarkt

Bonsai minimises risks for new products. We don't conduct tests "as if" in real life, we conduct tests in real life. We have been doing this for 15 years in our test market in Bremen. We now have access to pharmacies, health and beauty shops and DIY stores across Europe.



Bonsai Shopper Research

Bonsai – we are shopper researchers and sparring partners for category management. We know customers, manufacturers and retailers and our knowledge ranges from purchase decision-making processes and how categories operate to the best product placements.



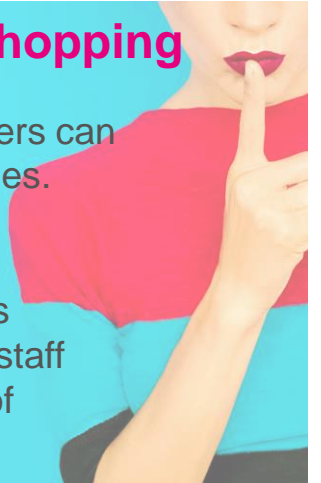
Bonsai Sales Support

Bonsai supports made-in-Germany innovations and helps foreign newcomers enter the German market: from optimising the product, packaging and price and conducting online supermarket tests to product launch on the high street.



Bonsai Mystery Shopping

Bonsai shows how retailers can achieve (even) better sales. Around 3,800 mystery shoppers assess shops across Germany in terms of product presentation, staff friendliness and quality of advice.



Any questions?

Your Bonsai team contacts for the next steps



Alexandros Kiriakidis

- E-Mail: alexandros.kiriakidis@bonsai-research.com
- Phone: +49 (0)421 – 46022-15



Bonsai GmbH
An der Reeperbahn 6
28217 Bremen
www.bonsai-research.com



**Some faces
from the Bonsai
team**

