



SMART FOCUS CREATIVITY®

Support Document



SMART FOCUS CREATIVITY®



■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

SMART & FOCUS CREATIVITY®

■ Definition

Smart & Focus Creativity is qualitative technology based on development of Focus Group interviews with an approximate length of 8 hours, with a panel of highly creative consumers that have been previously selected and filtered and are subject to tests that prove so.

■ Objective

The objective of this methodology is to generate new ideas about products, services, line extensions, concepts, and whatever demands to break the paradigms and find new ways and criteria.

■ Reach. When to use it?

It is ideal to launch new products and services, as well as to generate new concepts about them.



Oklahoma 151
Col. Nápoles
México D.F. 03810
Tel. (52 55) 5687-9091
Fax. (52 55) 5687-9311

www.smartketing-research.com