

ANNOUNCING
PLAY'S PARTNERSHIP WITH
MONASH FOOD INNOVATION CENTRE



**hitting the sweet spot:
foresight, insight,
science and technology**

Together, we are offering our FMCG manufacturing and retail clients a full suite of market research solutions and an enhanced innovation toolbox with unparalleled facilities in Australia.



MONASH
University



FOODINNOVATION
CENTRE







the love story: why we made the connection

Over the years, we have had the pleasure of partnering with a wide variety of manufacturers and retailers on all things consumer and shopper market research.

Our goal, and the icing on our cake, has always been to partner with our clients throughout the entire product lifecycle - from the development of ideas through to product maturity.

How did we make this happen?

We've found the sweet spot by building a team of expert in-house FMCG researchers and combining this with the latest innovation technology and tools.

Setting up shop within the Food Innovation Centre at Monash University facilitates a true end-to-end research process. It also gives us access to state of the art technologies, which will ultimately save time, improve ROI and get better outcomes for businesses like yours.

By putting our heads and tools together, we can accelerate the process for renovating existing products, as well as identifying when there is a need for real change.

Awesome, right?



toys to PLAY with

Our new home gives us access to a large cluster of innovation capabilities and infrastructure.

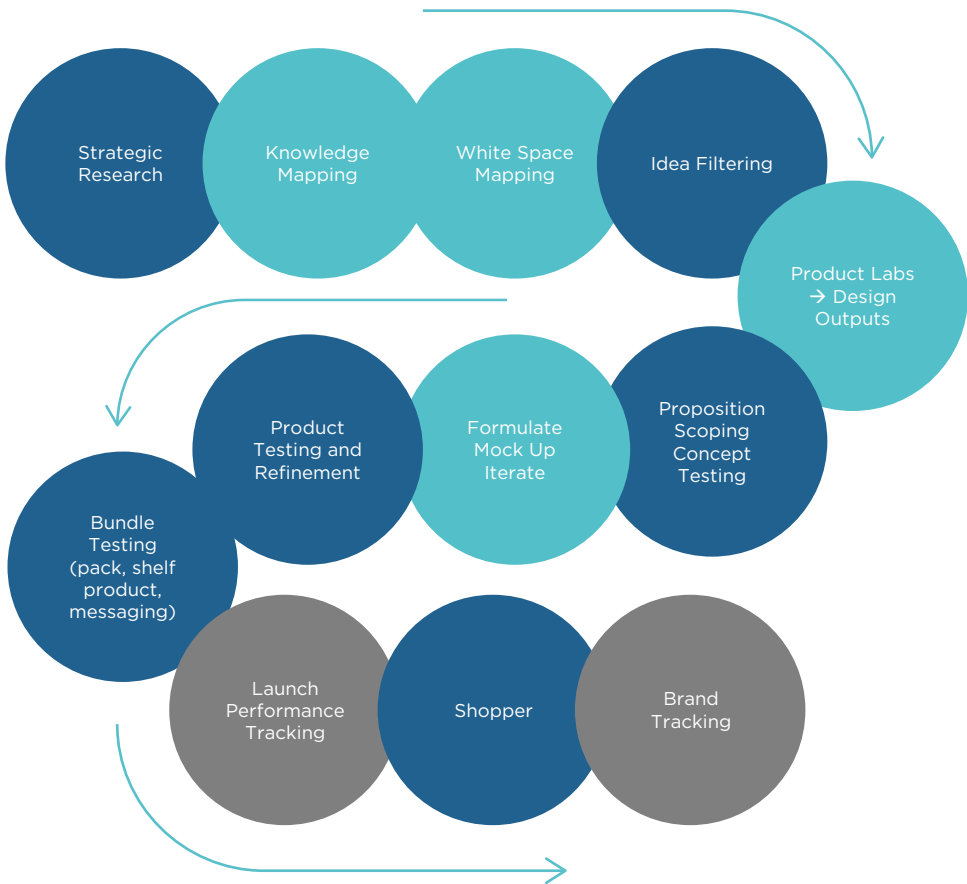
This brings previously outsourced facilities in-house, enabling broader and more cost-effective solutions.

- > **Design Lab**
Rapid prototyping and marketing mock-ups with 3D CAD printing (create packaging iterations at lightning speed)
- > **Visualisation Lab**
Interactive VR and eye tracking on a theatre screen (test, de-risk and optimise your NPD in the virtual world)
- > **The Cave**
330 degree immersive screen and virtual store (wow retailers and stakeholders in an impactful, realistic environment)
- > **Food Incubator**
Specialist licensed kitchen facilities (ideal for sensory research)

the complete end-to-end research process

Enabling innovation and facilitating renovation, so you can create true advantage and bring the future closer.

This partnership approach brings the pieces together, enables creative thinking and facilitates development. It takes the fragmentation out of the process.



● FIC ● PLAY ● Independent Agency

the PLAY way to partnerships

Whether you need something 'fast and focused' or more strategic thinking, we've got you covered.

We also offer preferred client rates for those who choose to work with us on a regular basis.



the cherry on top

“We believe in partnerships, not projects.”

- > We PLAY for your team. Got your back, not your briefs
- > Beautiful simplicity with style and substance
- > Un-market researchers with a PLAYful attitude

- > Bring the future closer. Make it a tangible reality.
- > Design in real time. Iterate rapidly.
- > Create a point of difference. Science backed, consumer tested.



PLAY MR is one of Australia's fastest growing market research companies.

about

Market Understanding - Segmentation - Shopper - Pack & Product Testing - Sensory - Innovation - NPD - Brand & Comms - Online Communities

We have recently featured in:

RetailWorld

Food&Beverage
INDUSTRY NEWS
MANUFACTURING - BUSINESS - TECHNOLOGY - SOLUTIONS

Food&Drink
BUSINESS

inside FMCG

PackagingNews

Research
News

Marketing
www.marketingmag.com.au

 **AUSTRALIAN FOOD NEWS**
THOUGHT FOR FOOD

 **australian institute of food science & technology**

What our happy partners say:



“PLAY focuses on the critical business decisions brands need to make.”

(Rob Grant, Global Insights Director, at Campari Group)

“PLAY makes big research pieces so easy to digest and present to key stakeholders in the business!”

(Josie Karam, Marketing Insights Specialist at Endeavour Drinks Group)



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