

An aerial, high-angle photograph of a large crowd of people crossing a zebra crossing on a city street. The image is monochromatic, with a strong blue/cyan tint. The white stripes of the zebra crossing are prominent, creating a grid-like pattern over the crowd. The people are seen from above, moving in various directions across the crossing.

CONVERT CONSUMERS – ENGAGE YOUR AUDIENCES

CORPORATE PRESENTATION

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「 CROP 」

WHO WE ARE

A consumer insight firm established in Montreal since 1965. From our start as a public-opinion polling company (Centre de Recherche sur l'Opinion Publique) focused on Quebec, CROP has become a consulting firm for marketing research and trend analysis spanning the entire country.



« *life to ideas* »

We shed light on the needs and aspirations of individuals, in their role as consumers and citizens (life) to inform your ideas, projects, objectives and strategies.



Consider us your partner, one committed to converting and engaging your stakeholders, target markets, users, public opinion and all the important segments you wish to rally to your cause. Our expertise, know-how, protocols and tools are all dedicated to fulfilling that promise.



One of our special and recognized areas of expertise involves decades of monitoring the values and hot buttons of consumers and citizens – the ultimate weapon for conquering markets and influencing public opinion.



OUR EXPERTISE

Our value proposition focuses on converting the prospects of our client companies and engaging their target audiences: our expertise is firmly dedicated to that goal

Consumer values

Our Panorama program reveals the motivations of our clients' target audiences, what prompts them to make their choices and decisions – in a way that helps our clients better engage them (See page 8).



New customer acquisition

We identify consumers who are exactly like those of our clients, but who do not yet buy their products. We find them and help our clients convert them!



Loyalty and engagement

The customer journey and customer experience are the foundations of this expertise – the keys to organic growth. We identify the value our clients offer their users and determine how to optimize it to retain customer loyalty.



Branding and brand equity

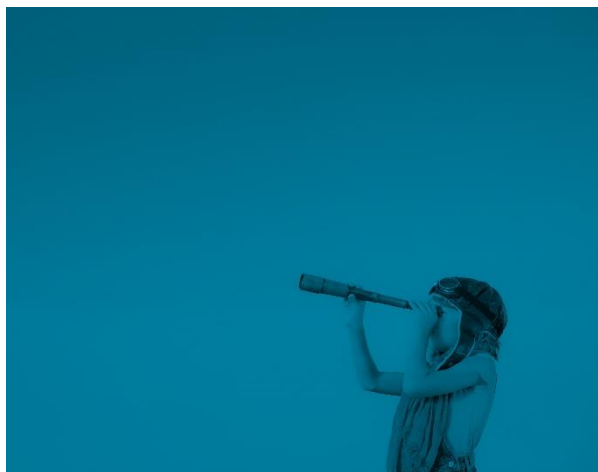
We analyze the strengths and weaknesses of brands, and their perceived attributes. We measure their utilitarian and cultural functions to determine their optimal value proposition.



... and without being an exhaustive list!

Corporate reputation

An extension of our branding work but focused on reputation. We survey multiple stakeholders to obtain a reputational overview.



Market and population segmentation

Markets and populations are no longer homogeneous; you can no longer appeal to everyone the same way. To target effectively, your audiences and messages must be properly segmented. CROP is a master in this field.



Innovation support

An innovation must align with real consumer needs, its relevance rigorously confirmed before bringing it to market. Ensuring market relevance is one of CROP's main areas of expertise.



Public opinion and social issues

Public opinion polling is where CROP began. It remains in the DNA of the company, which continues to provide a reliable mirror of Quebec and Canadian society.

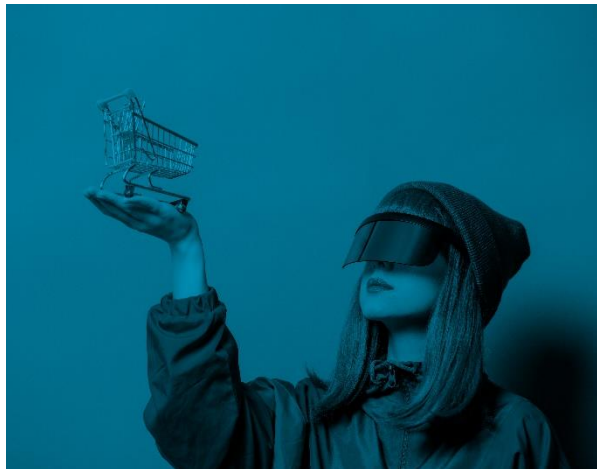


CROP: DATABASES AND ARTIFICIAL INTELLIGENCE

**Expertise that combines “the why” of consumers’ choices (through surveys)
with their purchasing behaviour and other data (transactions, etc.)**

The future of marketing is data analytics

This has already begun but it's still early days. Data acquisition, storage and management will become increasingly affordable.



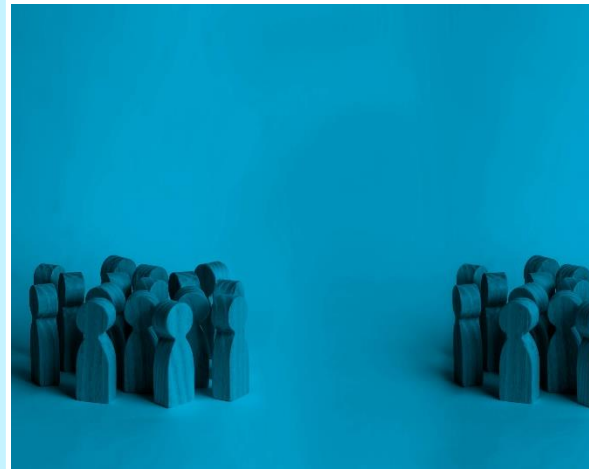
Data rich but insights poor

A huge amount of data is currently being collected without extracting its full potential. Masses of information are being accumulated, often with no explanation for what it all means.



Data sources are often in silos ...

or not incorporated into the same databases. Consumers might be asked what they think of a service without linking their answers to their transactions.



The solution is to combine everything

We can predict what your users want by incorporating survey data with an analysis of all your databases using our dedicated algorithms – by combining “the why” with behavioural data.



OUR SERVICES

Flexible and customizable protocols to serve the specific needs of our clients

Our quantitative approaches

Surveys by web panel or telephone of the entire population, specific customer lists or targeted populations.

A complete range of data analytics: from traditional statistics to artificial intelligence (machine learning, neural networks, etc.)



Our qualitative approaches

- Focus groups.
- In-depth individual interviews (stakeholders, targeted individuals, etc.)
- “Nethnography,” an ethnographic protocol self-administered by participants and managed by online applications.



Our *Jam*

A wide-ranging conversation about your brands, products, services and issues using a unique co-creation protocol. Survey participants can express their own ideas and opinions while commenting on those of other respondents.



Foto, our monthly omnibus survey

The ideal vehicle for addressing your markets or the general public, provided the incidence of what you want to know is high enough and you don't have too many questions. 1,000 Quebecers surveyed every month, reflecting the general population 18+ years old.





CONVERT CONSUMERS AND TARGET AUDIENCES BY PUSHING THEIR HOT BUTTONS!

THE PANORAMA PROGRAM

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A PROGRAM DESIGNED TO HELP COMPANIES AND INSTITUTIONS OFFER...

emotional and sociocultural experiences, combined with practical and utilitarian functionality.

A brand responds to concrete needs.

Brands, products and services provide utility to people's lives. They respond to very specific, concrete purchasing criteria, and meet people's tangible, rational needs.

This is well documented and understood by market intelligence and marketing research.



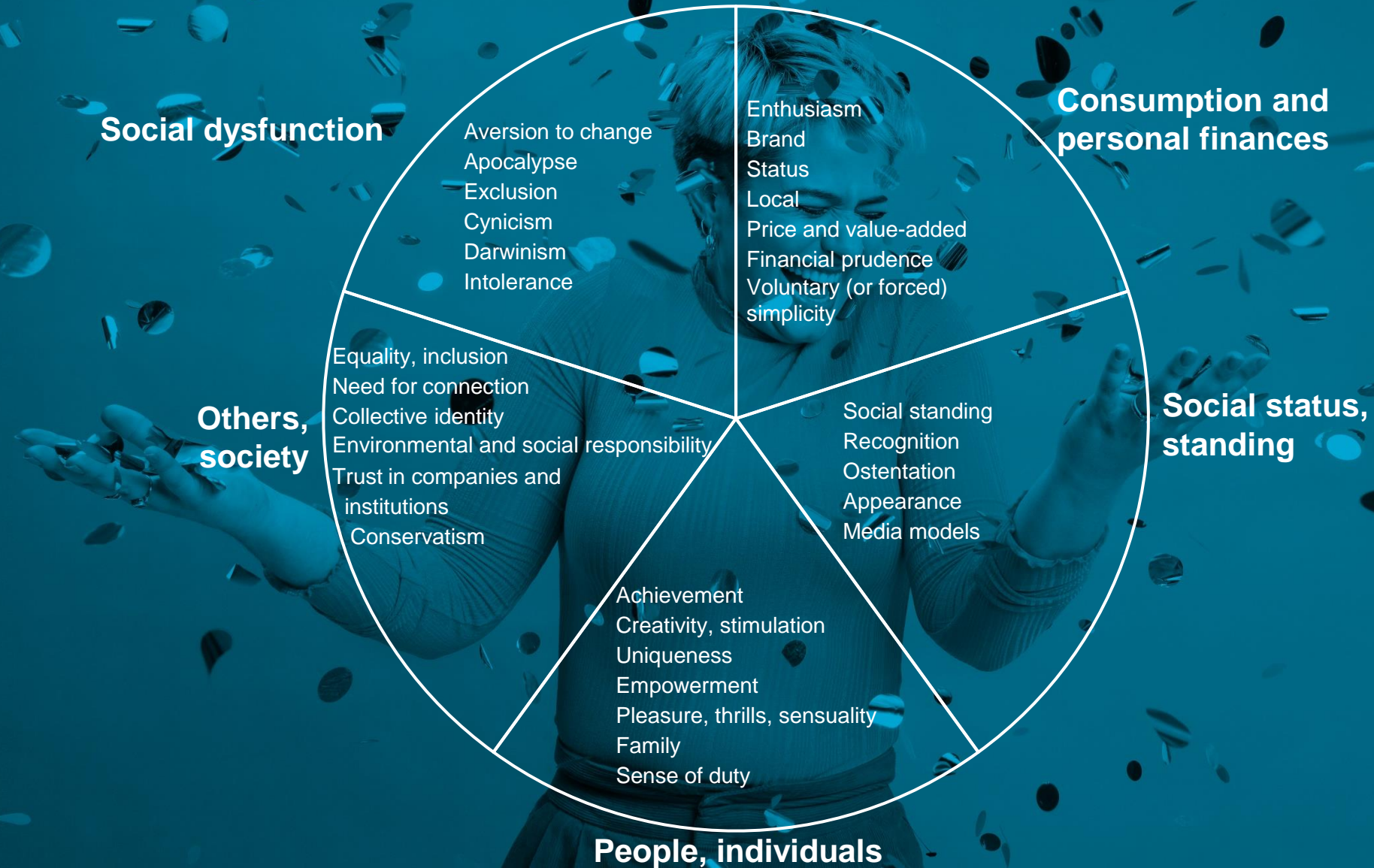
But a brand also responds to equally vital sociocultural needs!

Brands also perform a symbolic role. They represent values. They arouse emotions and push consumers' hot buttons, which prompts people to buy them just as much as for their utilitarian function.

These motivations are poorly understood by brands and companies.

Consumers buy brands, products and services as much for their utility as for how they make them feel!

UNDERSTANDING THE HOT BUTTONS THAT MOTIVATE CONSUMERS AND CITIZENS



The DNA of your target customers and audiences

What gets them going in the morning!

Values, motivations, hot buttons, mental postures – everything that underlies consumer choices, attitudes and needs: a complete profile of all your target audiences and stakeholders.

A view from different perspectives

Profiles created from:

- your target segments, your personas;
- your brand users;

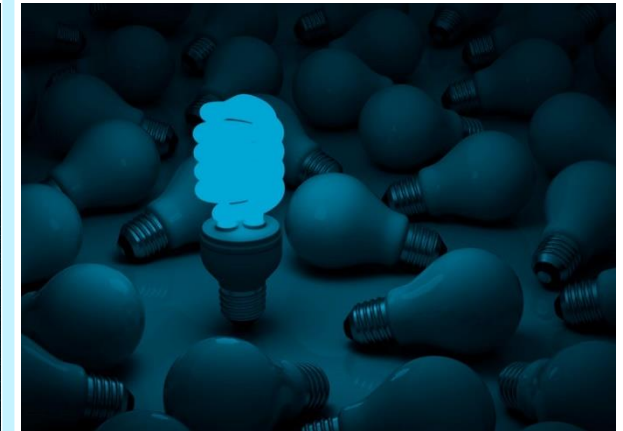
and how trends have changed over the years.

How we arrive at this information

1. An annual (benchmark) survey of values, brands and trends
(n = 3,750 in Canada, 18 y/o+). Approximately 100 values and hot buttons measured.
2. A predictive module that can be added to any of our surveys (three minutes of interviews on an ad hoc basis) or to any customer database.

Market intelligence to inform your strategies

Comprehensive customer profiles, integration with your customer databases – all the necessary ingredients to energize your organic growth strategies (engagement, loyalty) and new-customer acquisition (advertising and communications, website optimization, etc.).



EXAMPLE – THE TIM HORTONS EXPERIENCE (for regular customers of the chain)

A café, a meal, but also a restorative experience!

Of course, they are going to Tims to eat, to have a coffee or a snack.

But the hot-buttons profile of regular Tim Hortons customers (middle column) tells us that that their experience there does more than meet a purely physiological need!



Comfort in a world
changing too fast

Unchanging brands 141

Aversion to change 139

Fatalism 138

Autonomy-empowerment 68

Control of destiny 64

Relaxation, recharging ...

Deceleration 126

Need for escape 119

To bounce back better

Intuitive potential 139

Need for personal achievement 135

Quantified self 128

Personal creativity 123

But they are also looking for a
chance to recharge so they leave
more energized!

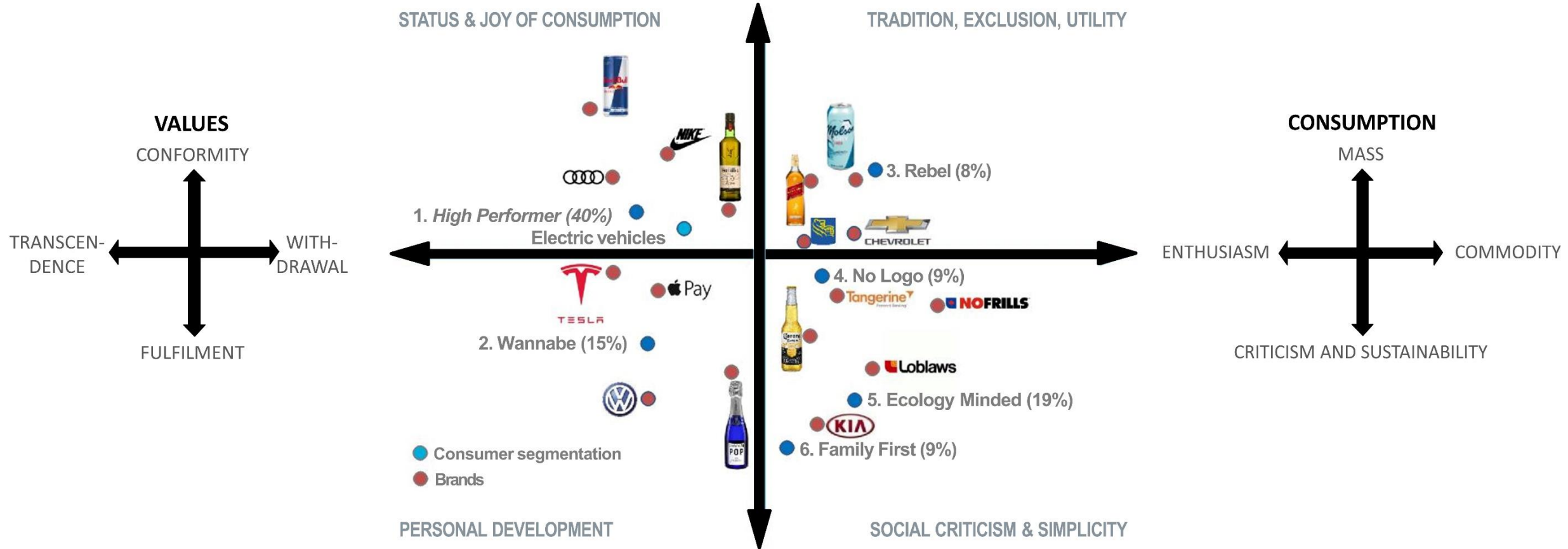
Achievers who want to excel in a
world they tend to find overwhelming.

Tim Hortons attracts customers who
think that they have a lot of potential
and creativity, but who feel like they
are living in a world over which they
have no control, where they must
constantly fight to express their
potential.

They come to Tims to recharge their
batteries before returning to the fray!

A MAP SYNTHESIZING THE VALUES OF CONSUMERS AND CITIZENS...

for brands and consumer segments



The opportunities differ, depending on the critical zone where your brand(s) or specific target segment(s) are located.

THEREFORE, YOU NEED TO ACTIVATE A COMBINATION OF...

reason and emotion, utility and hot buttons that meet:

Concrete needs, without fail

Rational arguments



Emotional and cultural needs

A tone, a statement, a way of approaching issues, a story that touches people's hot buttons

Let CROP demystify all this for you!



HIGH-CALIBRE INFORMATION COMBINED WITH ADVICE AND SUPPORT

ENHANCING OUR CLIENTS' STRATEGIES

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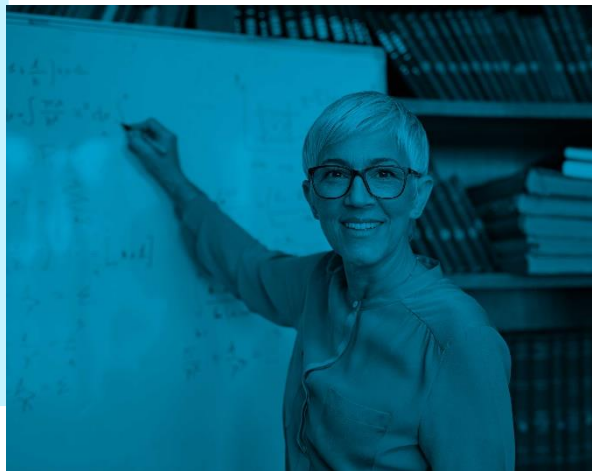
OUR CONSULTING MISSION


Driven and guided by our passion for our profession, we strive to find the best solutions for our clients as we take up their cause in the pursuit of their corporate objectives. Essentially, the purpose of our studies is to advise our clients in how to achieve their objectives.

In most cases, the presentations of our findings result in productive brainstorming sessions. These sessions encourage creativity that leads to a fruitful examination of all the opportunities for our clients revealed by our work.

When appropriate, we work with the other firms with which our clients deal: the advertising agency, brand content, media placement, customer experience, etc. The goal is to align all these partners with the voice of the consumer as delineated by our research findings.

We also alert our clients to any follow-up needed pursuant to our recommendations. Markets evolve. Consumers and citizens change. There may be underlying trends that begin to affect our findings. We make sure our clients are fully aware of this and remain vigilant.



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「 We are all actively soliciting. We are all attempting to convince someone of something. CROP is committed to giving its clients the necessary tools and knowledge to convert their target audiences to their cause.

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