

## CUSTOM RESEARCH PROGRAM

CUSTOM. TOPIC-SPECIFIC RESEARCH. FOCUSED PROMOTION.

Our Custom Research Program is a topic-specific custom research program conducted to benchmark the current state of a technology, trend, or key initiative.

With the program, you'll work with members of the *Food Processing* team to develop a research survey, whose results will be written up by a member of the editorial team. Once the research has been conducted and content created, you'll work with our digital team to identify target markets to distribute the report to.

### How your program will work.

#### Research

- Consultation with *Food Processing* team members to determine your market research needs and requirements and how we see those needs merging with our audience's challenges. This will guide us in developing our questionnaire.
- *Food Processing* will field the research, along with handling all costs and fulfillment as well as an agreed upon response incentive.
- *Food Processing* will provide data analysis and reporting.

#### Content Creation

- *Food Processing* editorial will analyze and write-up your research findings.
- We will then create a Special Report marketing content digital piece based on the research write-up.
- *Food Processing* will write a website article summarizing your research results. This article will include a link for registration and download of your Special Report.
- You may also conduct a webcast for audience based on the research findings.

#### Promotion

- You'll work with our digital team to identify target markets to distribute the Special Report to a targeted list of up to 10,000.
- Your Special Report will be promoted in appropriate e-newsletters.
- And, if you choose to conduct a webcast you will receive full promotion and registration portal exposure.



Price:

**Quoted on a project basis**