



CONSUMER EXPERIENTIAL WORKSHOPS

For Clients who want to move beyond the boundaries of traditional focus group discussions, **Dynamic Search** recommends Consumer Experiential Workshops as a new innovative tool.

Consumer Experiential Workshops are similar to groups, but here, consumers walk through a virtual shopping experience, with visual aids that simulate the shopping environment (print, video and/or online) and ask deep-probing questions as they make their purchasing decisions.

This allows consumers to express themselves freely as opposed to being forced to recall their past shopping experiences.

Contact Dynamic Search today to find out how Consumer Experiential Workshops as an innovative research solution can work for you!