

# Suite Insights: Experiential Research

**Suite Insights** is an edgy, unique service that transforms research into an unforgettable experience by leveraging **fandom and shared cultural connection** to gather insights you can't get anywhere else.

## The Solution

We bring curated target consumers into an **exclusive concert/event suite** for interactive research activities *before* they enjoy the live show.

## Key Advantage

A highly desirable experiential incentive, such as a concert ticket in a premium suite, ensures **authentic engagement and higher participation** compared to traditional, sterile focus groups.

By meeting consumers in an environment they're genuinely excited about, we unlock candid feedback and deeper emotional connections to your brand. This approach eliminates the artificial nature of traditional research settings and taps into the authentic enthusiasm that drives real purchasing decisions.

"This was the most fun I've ever had participating in market research!"

"I felt like they actually cared about my opinion because they made the experience so special."

"Way better than sitting in a boring conference room!"