



Hartman Retainer Services

Hartman Retainer Services is a customized subscription service which provides access to all of Hartman Group's non-proprietary reports and publications plus access to our analytics team for consultations. Via this 12-month partnership, we connect you to a deep well of data, insights, and strategy.

Overall, we approach our subscription program in the spirit of cooperation and building a relationship...one that is driven by integrity, quality work and trust. We've created strong relationships with companies through this approach and our clients who have engaged with us in subscriptions have renewed annually. Our hope is that this engagement with your group is not an arm's length measurement of specific analytics, rather one where we're an extension of your team and projects.

The Hartman Group will act as the "voice of the consumer" in order to assist your organization with the planning, execution and evaluation of the following types of activities:

- Marketing and communications
- Innovation (brand, product, packaging, retail)
- Occasion based strategies
- Cultural frameworks
- Portfolio management and editing
- Consumer and shopper segmentations and characterizations
- Trend identification and implications (cultural, product, brand and experience)
- Market opportunity creation (i.e., "white spaces" and platforms)
- Concept generation
- Brand strategy

The Hartman Retainer Services package includes the following:

- Consulting hours (hours vary based on client need) with full access to all non-proprietary Hartman Group intellectual capital over a 12-month contract term
- Input into and receipt of four syndicated studies published during contract term
- Four in-person presentations or webinars of syndicated studies
- Dedicated account manager
- Secure, web-based portal to provide client access to all Hartman Group studies, white papers and special reports
- 15% discount on labor hours for custom projects



The Hartman Retainer Services program provides consulting hours to use for the following types of activities:

- **Data mining** - Based on your requests, we create white papers, concise executive summaries, charts, tables or consumer quotes to support your strategic planning and development activities.
- **Trend analysis** - Our trend spotters keep you at the leading edge of ingredient, format, packaging, and communications trends. We also conduct lifestyle, category, and retail deep dives on request.
- **Research consolidation** - Your existing research reports can be mined for new insights. We synthesize your data and insights to create executive summaries that include a Hartman POV.
- **Phone consultations** - Senior Hartman Group management and researchers are available by phone for strategic direction and input on the topics of your choice. (e.g., need a sounding board for new thinking, need to generate new ideas, discuss and develop ongoing explorations?)

Please contact Shelley Balanko, Ph.D. for more details: shelley@hartman-group.com