

## **Focus on a Good Night's Sleep**

Leading supplier of bedding products, [The Fine Bedding Company](#) commissioned Itero Marketing to conduct Focus Groups amongst householders in South Manchester recently. The objective of the research was to identify purchasing trends, product awareness and reaction to proposed new branding and packaging concepts.

Recruitment was achieved via the placement of targeted advertisements in regional printed media and screening of the many respondents to select typical purchasers of Fine Bedding Company products.

Angela Lawrence of Itero Marketing moderated the focus groups which were held in centrally located viewing facilities with full video and audio recording provided. On completion of the focus group research a detailed report and analysis with full conclusions and recommendations was delivered to The Fine Bedding Company

Kristian Johnson, Marketing Manager for [The Fine Bedding Company](#) commented "We were delighted with the speed, efficiency and professionalism with which Itero Marketing conducted the research. The findings provided some solid direction for us to now proceed with our current marketing activities."