

# The Leger Corporate Pack



Always-on insights. Without adding headcount.

A prepaid, full-service research model that scales insight capacity, not internal workload.  
Designed for organizations with lean Insights teams and growing internal demand.

## THE CHALLENGE

DIY research platforms offer speed and flexibility, but over time internal teams end up managing the research instead of leading with outcomes. As a result, Insights teams spend less time as strategic partners and more time on project execution, limiting their ability to act as true insight partners.

## THE SOLUTION

- Annual, prepaid investment with flexible usage
- Dedicated Leger research team aligned to your business
- Full-service execution from start to finish

## WHERE IT FITS ACROSS THE ORGANIZATION



### Consumer, Brand & Market Insights

Brand tracking,  
campaign testing,  
usage & attitudes



### Shopper & Category Insights

Path to purchase,  
trial & barriers,  
shelf & POS testing



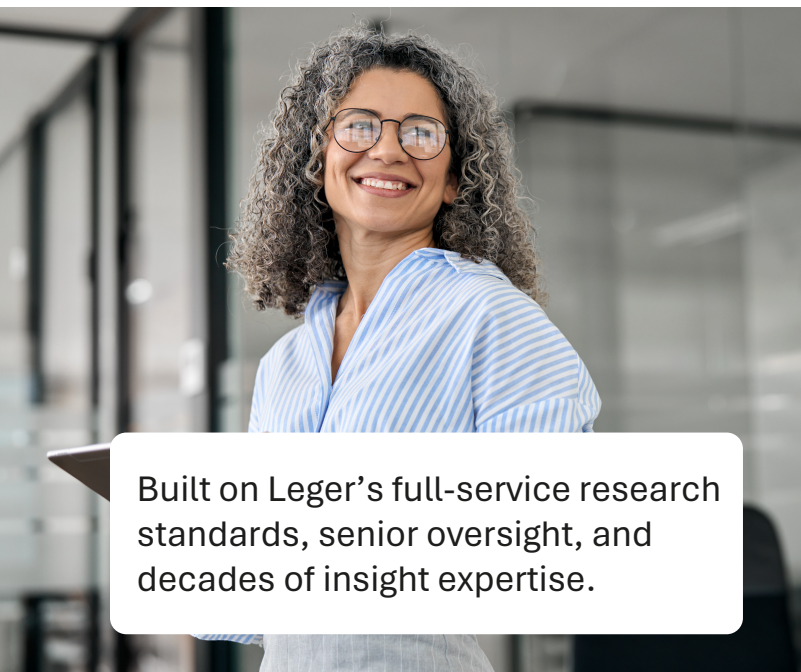
### Innovation & Product Development

Concept testing, idea  
screening, launch  
optimization



### Leadership & Strategy

Executive priorities,  
scenario planning,  
decision support



Built on Leger's full-service research standards, senior oversight, and decades of insight expertise.

## THE BUSINESS IMPACT

- **Reduced** execution burden for lean Insights teams
- **Research that drives decisions**, not just data delivery
- **More time** for stakeholder partnership and strategic influence

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