

— A ONE-SHEET FOR FMCG / CPG AGENCIES

Conveo for FMCG & CPG.

Concept, pack, shelf and shopper testing, at the velocity CPG actually runs at.

CPG clients run 100+ research projects a year. Most agencies can absorb a handful. Conveo closes the gap. Concept tests in 2 days, sensory work in a week, multi-market launches in parallel, with **video-based brand, behaviour and product detection** doing the heavy lifting on analysis.

Why agencies choose Conveo

- 01 Built around CPG workflows** — Concept, pack, claim, shelf, sensory and shop-along, all in one platform.
- 02 Sequential & pure monadic** — Industry-standard variant testing, randomised per participant, clean reads. Standard on Conveo.
- 03 Brand & product detection** — Multi-modal video picks up your brand, your competitor and what's in their fridge or cart.
- 04 Multi-market without the overhead** — Localised stimuli plus 48 languages. One study, parallel markets, one set of findings.
- 05 Track record** — Used by Unilever (5 BUs, 200+ studies), P&G, Beiersdorf, Haleon and Colgate.

Studies CPG agencies run on Conveo

Concept testing (sequential monadic)

Pack & shelf test

Sensory & taste

Shop-along (in-store, mobile)

Claims & messaging test

U&A and category landscape

Multi-market launch validation

Brand tracker (qual)

Case examples include skincare U&A, ice cream concept (monadic), candy sensory, whole-body deodorant, and protein-bar shop-along. *Ask your Conveo contact if you want to have a look.*

The capabilities CPG agencies pick first


01

Sequential monadic

True monadic rigor for variant testing. Standard on Conveo, no add-on, no rebuild per study.


02

Localised stimuli

One study, many markets, each respondent sees the right creative for their region.


03

Multi-modal video

Emotion, brand and object detection on every interview. Spot the unprompted brand mention and the moment of joy.


04

Shop-along (in-store)

Mission-based mobile interviews. The participant is in the aisle, the AI is in their ear.


05

Sensory & in-moment

Video reads emotion, brand and environment cues live, while the AI probes dynamically on what surfaces.


06

Global panel network

8+ partners (Norstat, Bilendi, SAGO, Cint, Rakuten, Toluna, User Interviews, Respondent, Data Diggers). Self-recruited too.

Compliance & security

SOC 2 Type II	● Certified	ISO 27001	● Certified
HIPAA	● Compliant	ISO 42000	● Lol signed
GDPR	● Fully compliant	Data residency	Global / custom
Training on your data	● Never	Access control	RBAC + study fencing

TALK TO US

Run more research for your CPG clients.

Pilot Conveo against a live concept or pack test. Match the velocity CPG actually moves at.

Get in touch →

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