

MTestJapan.com Consumer Testing Online InfoPack

(Sample Data Submission)

Project Name: Australian natural honey survey 16Nov2012 v1-6

Customer: Australia Anytime Honey Pty., Ltd.

Completed by: Export Manager, Head Office

Audience: Digital only, 100-1,000 Consumer Panelists

Explanation: There are 4 steps to using MTest's service, Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to Consumer Testing Online InfoPack.

The Consumer Testing Online InfoPack allows you to upload sample data that will be first be translated (if text) by us, then shown to the consumer panelists. You can upload any digital information you want the panelists to see, including photos and captions, text, tables, videos, etc.

How to get there:

- To get to the InfoPack function, first register, then log-in, then click on any Order Now or Quote Requests links. After filling out your Personal Data and Survey, you will be asked to "Create a New InfoPack".
- Upload the actual digital assets files independently (i.e., not embedded inside Word), so that we have the best quality files possible.

Digital Assets Information:

1. Check List of what you're uploading – send list as Text file (Microsoft Word or similar)

| Include? | Survey Question/Item | Digital Assets You Supply |
|----------|---|--|
| | *Condition of photos and other digital assets | None |
| ✓ | * Evaluation of product positioning statement | Text in Word format, we translate up to 50 words for free |
| ✓ | From photos, shipping packaging appearance | Photos and related captions (captions in text file, noting related photo filename) |
| ✓ | Shipping packaging text comments | Text in Word format, we translate up to 50 words for free |
| ✓ | From photos, internal packaging appearance | Photos and related captions (captions in text file, noting related photo filename) |

| Include? | Survey Question/Item | Digital Assets You Supply |
|----------|--|---|
| ✓ | Internal packaging text comments | Text in Word format, we translate up to 50 words for free |
| ✓ | From photos, contents container appearance | Photos and related captions (captions in text file, noting related photo filename) |
| ✓ | Contents container text comments | Text in Word format, we translate up to 50 words for free |
| ✓ | Size and weight of product | Text in Word format, we translate up to 50 words for free |
| ✓ | Evaluation of packaging functionality | Photos, videos, and related captions (captions in text file, noting related photo filename) |
| ✓ | Special certificates, marks, etc. | Photos, graphics files, and related captions (captions in text file, noting related photo filename) |
| ✓ | Suggested pricing | Text in Word format, we translate up to 50 words for free |
| | Why | None |
| | Suitability as gift | None |
| | Why | None |
| | Will consumers buy online internationally? | None |
| | Why | None |
| | *Will product sell well in Japan? | None |
| | *Why | None |
| | Competition URL(s) | None |
| ✓ | Additional open format questions (e.g., "Can you suggest a low-cost but effective way to advertise a product like our's?") | Text in Word format, we translate up to 50 words for free |

2. Your product positioning statement

(Your comments should refer to positioning of product in home market. E.g., who buys it, why, how you are better than the competition, how you see the product fitting in the Japanese market, etc.)

AA honey is a genuine natural Australian food product, sourced directly from apiarists harvesting the honey. It is heated at low temperature to preserve its natural qualities and flavor. The product is not listed as organic, as our apiarists are unable to certify that all sources of nectar are organically grown. However, we note that we do not harvest within 50km of major areas of manufacturing.

The audience for AA honey is people who appreciate the unique taste of Stringy Bark and Mallee tree flowers. The taste is distinctive of Australian bush honies. Generally people prepared to pay a premium for such tastes are already honey consumers and are looking to experience something different.

3. Photos of contents container physical appearance

(Your photos should be clear, well lit, and show all angles. Provide JPEGs of at least 1MB in size.

Remember to add file names to caption text files.)



File name: IMG_8472

Caption: Front side of bottle, stored right way up.



File name: IMG_8476

Caption: Front side of bottle, stored upside down – suitable as the honey level goes lower or is viscous due to cool weather, to get honey to the dispenser more quickly. Our no-leaks dispenser has a membrane to stop honey flow unless there is hand pressure on the side of the bottle.



File name: IMG_8478

Caption: Back side of bottle, stored upside down. Note the label reads correctly in this position, indicating to consumer that this form of storage is correct.



File name: IMG_8480

Caption: Front side of bottle, stored upside down.



File name: IMG_8477

Caption: Angled side of bottle, showing how the bottle is beveled to fit the user's hand and facilitate squeezing.



File name: IMG_8474

Caption: Another view of the back side of bottle, stored upside down.

4. Contents container text and directions

(Be sure to type in all relevant information – no photos – to facilitate translation.)

- Front

Discover
Australian Honey
Red Stringybark Honey

- Flat side

| | | | | |
|-----------------------|---|---------------|--------------|--------------|
| Nutrition Information | Servings per package 20 Serving size 25g | | PER SERVE | Per 100g |
| | | Energy | 320kJ | 1320kJ |
| | | Protein | Less than 1g | Less than 1g |
| | | Fat Total | 0g | 0g |
| | | Fat Saturated | 0g | 0g |
| | | Carbohydrate | 20.5g | 82.1g |
| | | Sugars | 20.5g | 82.1g |
| | | Sodium | 3.5mg | 14mg |

Our honey is produced in open country areas where everything remains natural. We extract it without extra heat, to conserve the aroma and flavor. Every batch will vary slightly. It may crystallize quickly, but that's proof it's OK. Warm it gently in the sun, the bottle is designed for that purpose, or stand it in hot water. There is no need to refrigerate our honey.

- Back

Discover
Australian Honey
This honey is from Red Stringybark hardwood trees on the foothills of mountains in NSW. Big white blossoms yield rich smooth nectar, that creates a delicious result. It's ideal on toast, breakfast cereal, as a marinade, and of course, with ice cream for dessert. Bound to become a favorite.
www.australianhoney.com.au
Australian Honey (Exports) Pty. Ltd.
Beecroft, NSW, Australia
500gms min.
Product of Australia

5. Details on physical size and weight of product

(Be sure to type in all relevant information – no photos – to facilitate translation.)

| Measure | Value | Comments |
|------------------|-------|------------------|
| Weight filled | 500gm | |
| Height | 130mm | To top of cap |
| Front side width | 90mm | |
| Flat side depth | 65mm | Non-beveled side |

6. Contents container functionality comments/photos

(Your photos should be clear, well lit, and show all angles. Provide JPEGs of at least 1MB in size.

Remember to add file names to caption text files.)



File name: IMG_8440

Caption: Dispensing honey is easy. Simply open the cap, place the honey over the target and squeeze from the beveled (narrowest) side of the bottle. AA Honey has a membrane in the cap which will cleanly cut off the honey flow when pressure is released from the bottle. This prevents drips and leakage.

7. Suggested pricing

(Indicate pricing in your home market, and desired pricing in Japan. Type in all relevant information – to facilitate translation.)

- Australia (home market) – Retail is AUD10 per 500gm bottle
- Japan – minimum retail suggested at JPY1,000 per 500gm bottle