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## Perception Research Services (PRS) Celebrates 40 Years of “Winning at Retail”

Fort Lee, NJ (January 25, 2012) -- Perception Research Services International (PRS), a global leader in packaging and shopper research, will celebrate its 40<sup>th</sup> anniversary throughout 2012.

PRS was founded in 1972 and soon pioneered the application of eye-tracking to advertising and packaging research. Today, PRS is among the world’s twenty-five largest research firms, with over 200 employees around the globe – and a trusted partner to many of the world’s largest CPG companies, including Kraft Foods, HP, Target, and Johnson & Johnson among many others.

“We are very proud to reach this milestone,” said Scott Young, President of PRS. “Very few companies make it to this point and remain independent, as we have. It is really a testament to our people and the quality of insights and client service that they deliver. It is also a chance to say “thank you” to our clients, by sharing new tools and new learning with them.”

PRS focuses exclusively on primary research to help clients “win at retail” through effective packaging, merchandising and shopper marketing. The company continues to innovate, through new tools and technologies such as *PRS Mobile Eye-Tracking* (for in-store research), emotional understanding (via facial coding) and virtual shopping.

PRS will hold a series of client events throughout 2012 to celebrate this anniversary, share learning and introduce new services.

### About PRS

Since 1972, Perception Research Services International (PRS) has specialized in research to help clients “win at retail.” PRS now conducts over 800 custom studies annually to help marketers deepen their shopper understanding and develop more effective packaging, category management and in-store marketing efforts. In addition to the U.S. headquarters, PRS has offices in London, Geneva, Rome and Singapore. For more information visit [www.prsresearch.com](http://www.prsresearch.com).

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