ANDREW WARRACK

PRESIDENT

AXIOM CONSUMER RESEARCH

SECTOR EXPERIENCE

Advertising
Financial Services & Insurance
Lotteries & Gaming
Retail
Sport & Recreation
Tourism
Travel

OVERVIEW

After accomplishing all that he set out for himself as a research consultant over a seven year period at Ipsos-Reid, Andrew left and founded Axiom Consumer Research Inc., based on a firm belief that he could deliver new and innovative perspectives and a closer collaboration with clients at a reasonable price.

TYPES OF QUANT & QUAL STUDIES CONDUCTED

Advertising Pre-testing
Advertising Post-evaluation
Advertising Copy Testing
Brand Image
Concept Testing
Coupon Offers Optimization
Market Exploration
Market Segmentation
New Product Development
Pricing
Product/Service Optimization
Tracking

EXPERIENCE & EDUCATION

Axiom Consumer Research (established August 2005)
Ipsos-Reid Corporation (4 years)
Angus-Reid Group (3 years)
Master of Science, Loughborough University, England
Bachelor of Business Admin., Wilfrid Laurier University, Canada

203

FOCUS GROUPS TO THIS DATE

May 2011