

TR research firm m1nd-set celebrates 15 years

Well-known travel and travel retail research firm m1nd-set has announced for its 15th anniversary it has revamped its corporate identity, releasing with a new logo and redesigned website at m1nd-set.com.

Retaining the company's signature pink colour, the new logo underlines the global travel focus of the company with a new tagline "research beyond borders," and adds an airplane in an upward, positive trajectory.

The rebranding process was Anna Marchesini, Business Development Head at m1nd-set, who stated: "Among the most regular feedback our clients give us is the way in which we at m1nd-set go out of our way to meet clients' needs and surpass their expectations. The "research beyond borders" tagline in the logo also reflects this reputation m1nd-set has earned over the past fifteen years, that we regularly go beyond the call of duty."



The team and clients

CEO Dr. Peter Mohn founded the agency with former partner and co-founder, David Perroud, who left the company early 2020 to pursue his passion as an author, selling his stake.

The agency has built a global database of 750,000 international travelers, with access to more than 60 airports. Along with m1nd-set's unique datamining tool, the Business Intelligence Service (BIS), this has enabled the agency to service 115 clients including airline manufacturers, airlines, airports, retailers and brand-owners from all categories present in global travel retail.

In addition, more than 25 leading airlines subscribed to m1nd-set's exclusive "airs@t" program, developed the world's largest syndicated airline satisfaction program, which it has conducted in

partnership with IATA since 2010.

CEO Peter Mohn said: “We founded m1nd-set when marketing intelligence and in-depth shopper insights in travel retail were relatively rare and used only infrequently. We have grown our business essentially around travel retail however, and the travel retail shopper insights specialisation has been an incredibly strong growth pillar for us. Had we diluted our business to conduct consumer research across other sectors, we would not have been able to bounce back from the pandemic with the healthy recovery we are currently seeing.”

Clara Susset, m1nd-set’s Chief Operating Officer, who joined m1nd-set nine years ago, explained, “The global pandemic has brought about a significant shift in behaviour among all shopper segments. Travel retail industry stakeholders need reliable and relevant shopper insights on consumer behaviour in the context of this pandemic, which continues to impact the way consumers are planning their travel and shopping when travelling.”

“The combination of our unique and exclusive assets,” Susset continued, “namely m1nd- set’s database, the B1S market intelligence tool, which contains tracking of over 130.000 travel retail shoppers across categories around the world since 2017, and also the world’s most accurate and detailed air traffic forecasting tool in partnership with IATA, and our focus on the core business of travel retail consumer insights, has meant that we have benefitted from extremely strong customer loyalty and a robust revival in the investment in consumer research.

Mohn added: “The past six months have been very positive for m1nd-set and we are pleased to start the new year with three additional members of the team starting early 2022. We look forward to further positive revival of the business as we continue to service the industry with our insights and the new events part of the business, the successful TR Consumer Forum, the second edition of which will take place in September 2022.”