



Quantitative studies

Custom measures to validate your launch or specific content, brand, design, format, promotional elements

Scope

Custom measures of a new product or its elements are designed to answer to your particular audience or media strategy requirements.

Your specific objectives might concern:

- audience levels or "up take"
- usage levels
- advertising return on investment
- name or brand choice
- design or format choice
- editorial relevance
- promotion, subscription or price acceptance
- new product market testing
- communication effectiveness

Production

1WR coordination will recommend the most reliable and cost effective:

- sampling options using either representative population sampling; targeted sampling based upon quota or filter questions; eventual panel formation
- Interviewing modes using separately or combined face to face, internet, postal or telephone

Clients are encouraged to visit field operations and proactively help during briefs.

Once fieldwork was completed, tables with difference tests are produced, eventually with more sophisticated analysis.

Reporting

Reporting respects scheduling and the various stages of a study.

A typical study comprises:

- a presentation of analytical findings with summary and recommendations discussed and prepared with you.
- a report introducing the methodology, the study and its objectives, its summary and recommendations, its main analytical/question sections and appendices.
- summary tables are produced either as Excel spreadsheet tables or in Word files which highlight differences through significance tests, as well as for various splits: specific targets, "early adopters", segment groups and other socio-demographics
- listing of the open-ended question verbatim answers and their translation in English
- eventual exports and related project files
- fieldwork details and appendices

Showcase: Custom quantitative cartoon character potential assessment

Background

We were approached by an international producer who wanted to assess the potential of certain cartoon characters for diverse media activities in a given market. Specific parts of this showcase are retained to protect confidentiality.

Sampling and methodology

The survey was conducted on a quota based sample of a 100 parents and children, conducted in pairs.

Parent approval was therefore integrated within the chosen project methodology.

Characters were first measured in terms of spontaneous and aided awareness.

As some characters had low awareness concept boards were also used to assess aided awareness and imagery.

Imagery attributes were designed to address potential developments.

Reporting

The client received a report and associated project files.

Further tables with extra analysis were provided at a later stage upon client request.

Quality

These included:

- Fieldworkers training by supervisor, during a common brief (half a day)
- Fieldworkers were supervised continuously by supervisor
- Complementary telephone controls were conducted on respondent identification used in the quotas

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