

CASE STUDY

identifying opportunity through custom research

Advertising Research

The Issue:

An advertising campaign targeting Hispanics was developed for an insurance provider by its advertising agency. The company and its agency wanted to measure awareness levels for this new Hispanic campaign among this segment prior to and after the campaign.

The Solution:

MRSI developed a telephone survey to be conducted in high density Hispanic markets one week before the campaign rolled out and another survey to be conducted after the campaign. Research was designed to address level of unaided and aided brand awareness, as well as insurance behavior among Hispanics.

Business Implication:

The research found that the Hispanic market was aware of the company, yet the advertising campaign had not increased that awareness significantly, and there was also confusion among this group regarding brand offerings. Stronger brand association needed to be developed for the company and its commercial executions directed towards Hispanics. In addition, specific offerings appropriate for various income groups in this segment needed to be clarified.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.