

## CASE STUDY

*identifying opportunity through custom research*

---

### **ENFOQUE Step Three: *Grow* Case Study**

#### ***The Issue:***

A service provider advertising through different media channels tracked the success of its Hispanic advertising along with general market advertising and wanted to better understand overall advertising effectiveness and growth opportunities.

#### ***Solution:***

MRSI developed a tracking study designed to highlight different areas in which to Grow the product. Our unique design enabled not only comparison to general market data, but also comparison to previous years ... before the company even worked with us.

#### ***Business Implication:***

We identified the effectiveness of the client's advertising program and went beyond the scope of the research to track which products were most appealing to Hispanics compared to the general market. The client was then able to direct more advertising focus on the products that fared best among Hispanics and the general market.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.