

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.

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Direct Mail Evaluation

The Issue:

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

The Solution:

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

Business Implication:

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

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