

CASE STUDY

identifying opportunity through custom research

Name Testing

The Issue:

A pharmaceutical manufacturer was interested in testing names for a new drug. Traditionally, the client conducted this research using qualitative in-depth interviews (IDI's) among physicians.

The Solution:

MRSI proposed an online quantitative survey instead of the traditional IDI's. Not only did this provide more robust and projectable data, it also reduced cost, allowing the client to survey both physicians and consumers.

Business Implication:

The online solution yielded better data at reduced cost.

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