

CASE STUDY

identifying opportunity through custom research

Tracking Research

The Issue:

A financial services provider measures its image and awareness among Hispanics, one of its key segments, in an annual tracking study. The company wanted to expand the study to better understand category behavior among Hispanics, as well as to specifically assess the impact of Spanish advertising on purchase behavior.

The Solution:

MRSI has partnered with the client in this study for several years and has developed a custom tracking program that drives marketing decisions. In addition, to measure the effectiveness of this particular advertising campaign, the study incorporated pre and post campaign telephone surveys in high density Hispanic markets.

Business Implication:

As a result of the research, the financial services provider learned that brand awareness and image had increased, leading the company to focus on more advertising to the Hispanic market in order to increase future purchase consideration among that group.

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