

## CASE STUDY

*identifying opportunity through custom research*

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### Tracking Research

#### *The Issue:*

As a result of the changing dynamics in the restaurant industry, as well as the evolving face of fast-food consumers, a major QSR chain was interested in expanding its annual tracking study to include specific ethnic groups.

#### *The Solution:*

MRSI has partnered with the client in this study for over ten years and during that time, the research has evolved from simply evaluating the image of the chain's beloved mascot into a comprehensive study that drives decision making throughout the company.

MRSI has developed a custom tracking program among general market consumers which provides the client insights that drive advertising and promotion decisions, drive communication to consumers, identify hot button issues among consumers, generate future product opportunities, and help the company to keep a pulse on competition. The study will now incorporate a larger number of surveys for targeted ethnic groups in order to track new trends in the marketplace.

#### *Business Implication:*

Not only will the research continue to drive decision making for the client's general market consumers, but now it will also enable the client to more specifically understand the preferences and needs of particular ethnic groups. This will allow the QSR chain to reach all of its customers more effectively and continue to grow its overall business.

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