

CASE STUDY

identifying opportunity through custom research

Restaurant A&U Study

The Issue:

A national fast food chain was facing declining sales and did not have a clear image with consumers.

The Solution:

In response, the chain developed a new strategy involving a streamlined menu, a new line of high quality burgers, and a provocative ad campaign for a regional test. MRSI designed a phone-based tracking study, with a pre-wave before the launch and three post-waves after the introduction of the new burger line. Results clearly showed that the new burger line and ad campaign were a major success in the regional test.

Business Implication:

The new product launch increased awareness of the chain and its advertising, generated more traffic and trial, and changed some existing negative perceptions. The fast food chain was perceived as more honest, confident, and energetic due to the new ads. Based on this compelling consumer response, the new burger line and ad campaign was expanded nationally and has generated strong sales.

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

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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.

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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.

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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.

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